



**HEARTBEAT**

Centre for Community Development

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## **Heartbeat Centre for Community Development**

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*Heartbeat is a nurturing organisation, empowering the youth to be responsible leaders of the future, and supporting the communities that raise them*



## Executive Summary

### Background

Heartbeat was founded in 2000 by Professor Sunette Pienaar in response to the massive orphan challenges found in South Africa. The organisation carries the interest of the child at heart and strives to provide opportunities and support to realize a brighter future for our communities through our youth. To date Heartbeat has supported more than 55 000 orphans and vulnerable children, either through our community based interventions or through mentoring and training.

In consideration of the constantly shifting development landscape, the demand for supporting young leaders and the ever increasing financial pressures experienced by the sector as a whole, Heartbeat evolved its model of intervention to ensure that the organisation continues to achieve the greatest possible sustainable impact in our communities. In keeping with this recognised need for adaptation and evolution, Heartbeat has developed a new strategy for the organisation from 2014 going forward focusing on leadership development, training and mentoring. This strategy is aligned to Heartbeat's vision, its track record of success in specific focus areas, national developmental imperatives, the challenging donor environment and sustainability of the organisation and its interventions.

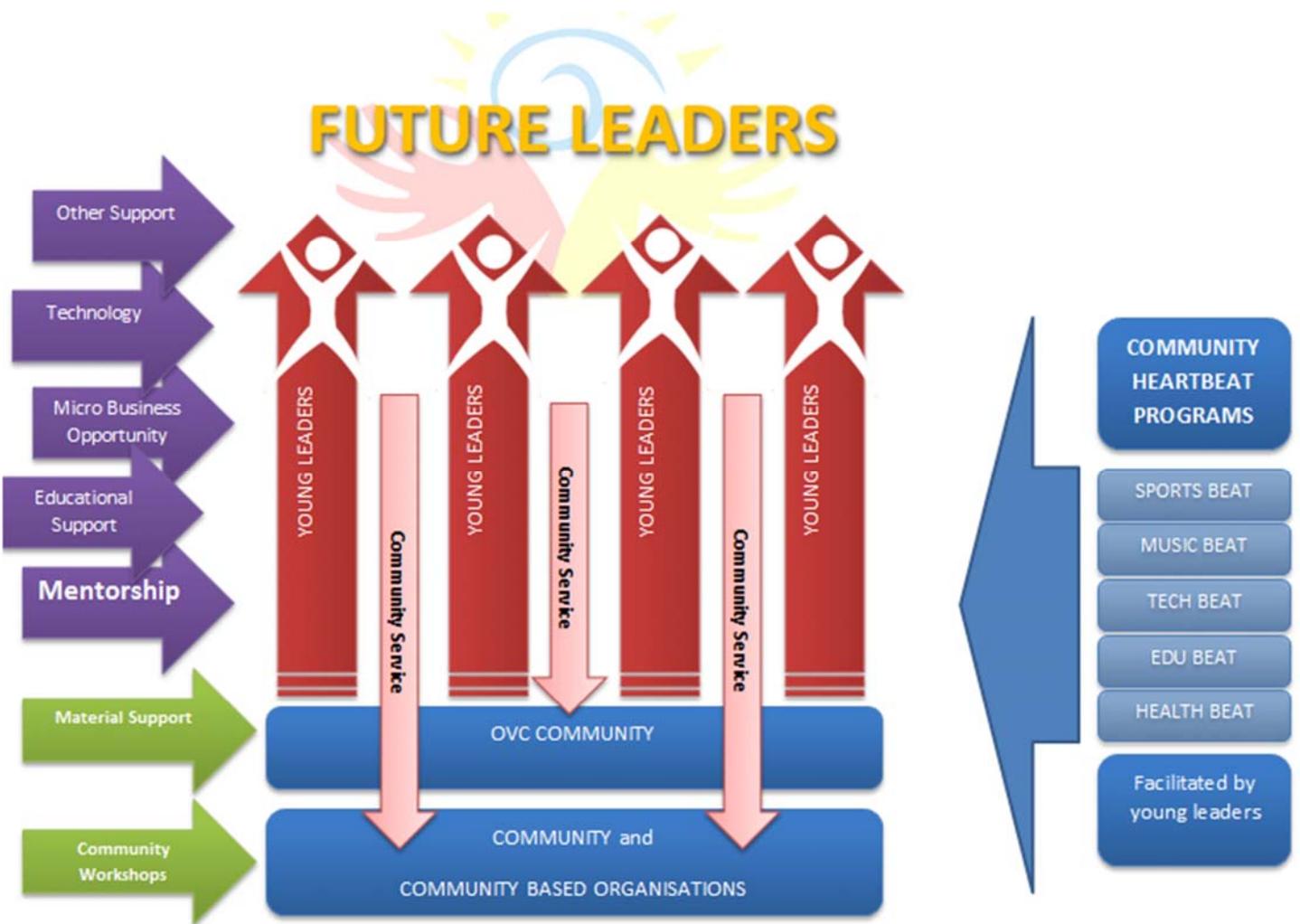
### Our Approach

Heartbeat remains committed to supporting the most vulnerable members of our communities and will continue to build on the positive relationships and partnerships that have been nurtured for over a decade. In addition to these services, Heartbeat has recognised the need to extend these interventions and grow these communities from within. We see the youth as the cornerstone for building communities for the future and as such see establishment of community leaders as a catalyst for growth and development.

2014 will thus see the launch of our revised intervention model where our activities will be focused on :

- 1) Youth Leadership Program – the selection and nurturing of future leaders from within the communities in which we work
- 2) Training and mentoring community based organisations establishing a sustainable intervention for caring for and supporting orphaned and vulnerable children
- 3) Project Interventions – implementing event based, focused interventions within communities to contribute towards sustained improvement in youth opportunities, health and education.

- 4) Continuing our support to orphans and vulnerable children in communities that are most in need – nutritional support, educational support, psychosocial support and basic care



Heartbeat embraces the notion that our beneficiaries are not merely recipients of services but rather, that they are agents for change and have an integral role to play in driving positive social impact within their own communities. As our partners in development we aim to empower them with skills and resources to achieve the social imperatives of our country.

In order to realize the objectives of our sustained interventions, Heartbeat aims to leverage technology as a key enabler both in providing improved visibility for management and oversight (Monitoring and Evaluation) but also to establish a channel for engagement with communities through the Youth Leaders. This channel will also provide the interface for

continued education, mentorship and social networking. Furthermore, the technologies deployed will provide a mechanism for revenue generation and micro-enterprise that we hope will lead to greater self-sustainability.

Collectively the new model will ensure that communities continue to receive the support that they need while developing future leaders and providing a platform for focused interventions.

*To empower orphans and vulnerable children to reach their full potential through quality service provision, development and capacity building.*



## Our Support Team

In addition to the well-established implementation and management team, Heartbeat has partnered with higher education and other experts to put together an accomplished advisory team to guide the implementation and maximize community impact:

1. **Prof Veronica McKay**  
Deputy Executive Dean of the College of Education at Unisa
2. **Prof Tennyson Mgutshini**  
Special Projects – Assessment: Vice Chancellor – Unisa and Manager: Tutition & Learning and Community Engagement in the College of Human Sciences at Unisa
3. **Mr Sydney Butler**  
Education Technology Researcher in the Office of the Pro Vice-Chancellor at Unisa
4. **Mr Jason Bygate**  
Development Consultant – Engage Empowerment Partnership

## Our Funding Needs

The Heartbeat proposition represents a significant opportunity for community investment. Heartbeat's reputation, experience and measurable social impact provide a solid foundation for extending our partnership base. The organisation is looking for suitable partners to provide both financial and human capital investment to realize the objectives of a brighter future for our youth and prosperous communities.

Specifically our requirements are for:

- Investment for the technologies and online education and support offerings that will enable our young leaders
- Mentors to contribute their time and expertise toward building future leaders
- Partners and investors in training and mentoring community based organisations
- Investment into the current OVC support services