

TFN Impact Report

Name of your Organisation:	MADaboutART
Name of the project TFN funded:	TAKING BACK THE POWER
Date Funded by TFN:	06/07/2017
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The project aimed to change girls' lives by tackling culturally-accepted gender-inequalities, reducing HIV risk and providing sustainable income for beneficiaries. This was a new project which enabled our programme to reach an additional 200 teenage girls with HIV-risk reduction and empowerment strategies. An additional staff member was recruited to lead the project.</p> <p>Outcomes/change realised:</p> <p>The campaign improved the situation of girls and women in their community:</p> <ol style="list-style-type: none"> Girls were able to discuss and access a blend of knowledge-based and psycho-social support interventions, including <ul style="list-style-type: none"> Access to HIV/sexual/reproductive health information and services including sexual/reproductive rights and responsibilities, self-care that develops healthy sexuality, minimises risk and encourages positive health and lifestyle choices Psycho-social support workshops (Hero booking) that improved self-esteem, self-awareness and self-identity. Girls developed greater sense of self-worth, assertiveness and personal boundaries which ultimately improved decision-making and fostered ambition for girls to rise above role model domestic work and achieve career equality Family First support group sessions and community dialogues that enhanced communication between girls, their care givers and other role players such as men, by providing a platform of open dialogue that raised awareness around social issues of drug/alcohol abuse, rape, early sexual activity and other factors that increase girls vulnerability to HIV transmission Girls reported more open dialogue in general between themselves and their parents around sex and related issues Girls experienced entrepreneurship in action and earned their own money <ul style="list-style-type: none"> Girls gained skills and experience of working and being paid. They connected working hard with financial reward

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	<ul style="list-style-type: none"> By making beaded bracelets girls developed work ethic and experienced earning and using money. Previously many girls could not access sanitary products which resulted in academic and social exclusion. Now girls felt a sense of self-worth and pride to be able to buy personal items or contribute to their family's household expenses <p>Best practice was shared by presenting preliminary findings at 13th International AIDS Impact conference in Cape Town, November 2017. AIDS Impact is a leading international platform for understanding, updating and debating behavioural, psycho-social and community facets of HIV in light of changing social conditions and medical advances. Delegates include psycho-social and behavioural researchers, prevention workers, civil society and policy makers</p> <p>The project had a positive impact on MADaboutART's organisational image and raised interest in MADaboutART's services and MADaboutART's social enterprise benefited through skills-building and income as well as manufacturing opportunities that will provide financial empowerment opportunity to women and girls in future</p>
What portion of the project did TFN fund?	55%
How many direct beneficiaries did the TFN funded project reach?	200
How many indirect beneficiaries did the TFN funded project reach?	2,000 – 2,500
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise?	£2,875 was raised through a Virgin Money Giving Campaign
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	A UK-based volunteer worked with the team in South Africa to introduce safeguarding practices in line with internationally-recognised best practice. The Network for Social Change invited MADaboutART to apply for a grant for which our application was short-listed but not successful

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How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding
Since presenting at TFN, has your organisation undergone any other significant changes?	We have recruited two additional UK-based Trustees and one additional South Africa-based Trustee
Do you have any other comments or feedback on the experience of the TFN process?	The process was a valuable introduction to crowd-funding and a valued learning opportunity
Can you tell us any personal stories to highlight the value of the project?	The project has touched all the girls and brought positive change to their lives in many ways. These are just a few examples. One 13 year old girl had been sexually active with older men from age 10 and since joining the project has used the skills she has learned to start her own creative entrepreneurial initiative making plaited key rings and bangles and selling them at school. Now she has moved on from sugar daddies and is saving towards a computer course at the local library which she hopes will help her get the job she dreams of as a journalist. Five girls are part of the MADaboutART social enterprise offering guided walks to tourists. They have become part of the fabric of the tours, contributing social commentary and providing a perspective of youth. They invested their earnings in making food for tourists and are saving the profits to learn to drive which will increase their independence further