

WE ARE
THE MESSAGE

THE MESSAGE TRUST SA ANNUAL REPORT

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**THE
MESSAGE
TRUST SA
ANNUAL
REPORT**

Meet our new Chairperson, Siviwe Minyi!

We would love to introduce you to our new Chairperson. We asked him some questions to help you get to know him!

PLEASE TELL US ABOUT SIVIWE MINYI, YOUR BACKGROUND, FAMILY, AND INTERESTS/HOBBIES?

I grew up in Gugulethu and am still very much attached to this vibrant community. I have two sisters and a brother. All four of us are qualified and experienced school teachers. I gather that my siblings and I have followed in our mother's footsteps. My mother was a devoted primary school teacher. I describe myself in this phrase: "I am my father's son." My father was a pastor of a Pentecostal church in Gugulethu. His favourite pastime activity was to listen to the radio. He had a deep love for evangelism. He made time for traveling. When I look at my life as a pastor, a radio producer, a podcaster, and someone who loves traveling, I see the effect he has had on my life. I am amazed at the number of people who, when they see me, make the comment that I look just like him.

I also devote some of my spare time to working with a township-based NGO that is providing extra maths and physical science classes to grade 10-12 students. These townships are in the process of producing engineers, medical doctors, and actuaries and are in the process of addressing the skills gap.

I am married to Desmilene. We have two children; Zukiswa (24) and Okuhle (22).

2. WHAT MOTIVATES YOU TO GET OUT OF BED EACH MORNING?

I am driven by the understanding that I am working myself "out of a job." My mission is to raise up the next leader who will excel beyond what I am doing. The African continent needs leaders with a vision for growth, peace, and prosperity. I also have a great wife who keeps reminding us that the work ahead of us is to transform the current setting. We are dreamers who infuse energy into reality.

3. YOU HAVE KNOWN ABOUT THE MESSAGE FOR A WHILE. WHAT HAS ATTRACTED YOU TO SERVE AS PART OF THE ORGANISATION?

I love the work of The Message. I have witnessed how men and women whose destinies are changed forever. The list is long. I have also seen some amazing work happening in communities in the Western Cape. When I see what this organisation is doing and its impact on all fronts, I am reminded of the verse Genesis 50:20 "You intended to harm me, but God intended it for good to accomplish what is now being done, the saving of many lives." What I love about The Message is the fact that it is working alongside the church and expanding the mission of the gospel to all in our communities.

4. WHAT ARE YOUR HOPES AND DREAMS FOR THE ROLE OF THE MESSAGE IN CAPE TOWN/SOUTH AFRICA IN THE COMING YEARS?

Within a short space of time, The Message has been building something that is unstoppable. This architecture of rebuilding lives and communities still has some relevant lessons to impart on the quality of godly leadership both in the church and elsewhere. The lessons are on how to marry commitment to nonracialism with redress and nation-building, to attach the church of Jesus Christ to integrity and selfless service in all of our programmes and projects both in Cape Town and to the whole of South Africa.

I dream of a generation to pick up The Message's pioneering work as they continue their climb up to the apex and to make a difference to an extent that those in government and business will come and learn from us.



We would like to thank Stephen van Rhyn for his exceptional service and leadership as Chairperson since 2014. We are glad that Stephen will remain a Trustee. We would also like to thank our other board members for their continued service throughout the 2022 financial year: Michelle Davidson (Trustee & Treasurer); Andy Hawthorne (Trustee), Carolyn Chalmers (Governance Advisor), Jessica Longe (Secretary), Tim Tucker (Trustee & CEO).

WHY WE EXIST

The Message Trust exists to share the good news about Jesus Christ boldly with young people, primarily in urban areas

OUR VISION

To raise up GENERATIONS of Urban Heroes. Thousands of youth from the margins who have found their HOPE and PURPOSE in Jesus.

They are transformational leaders who are emotionally, socially, economically and spiritually mature.

Urban Heroes are not only transformed, but transform others, creating ripple effects of change in their families, communities and nation.

OUR VALUES



Passion

We are a passionate people; passionate for Jesus and passionate for the least, the last and the lost.



Local Church

We are about empowering local churches to become missional and focus on transforming their communities.



Community

We are a family that spurs each other on to play our part in changing the world in Jesus' name.



Innovation

We are a movement that is willing to try new things to reach young people for Christ.

WE ARE THE MESSAGE



WHAT WE DO

Community Transformation

Our Community Hubs provide a safe environment for young people to engage in after school programmes including life skills, discipleship, educational support and fun-based youth activities. We have Message hubs in Nyanga and Parkwood with church and community partners. Our vision is to launch a hub every year with partners.

Prisons and Enterprise

Our Prisons and Enterprise team provide a Christ centred holistic approach to break the cycle of crime and gangsterism amongst young people. This includes our Gangstar Cafes that provide training and employment opportunities in the coffee and hospitality industry.

Creative Mission

Our cutting-edge mission teams creatively share the good news about Jesus to young people through the creative arts, school programmes and gospel proclamation events. We believe all young people have the right to hear the Gospel in language they can understand and be connected to a church community where they will be effectively discipled. We are passionate about equipping and empowering people to share the gospel to young people and develop the call of the evangelist. We do this through our one year Message Academy and our Evangelism Training called Advance.

WE ARE THE MESSAGE



CEO REPORT

At the beginning of 2021, we held our staff planning sessions online. I shared with the team our theme for the year -surrender - and our key verse:

Galatians 2:20. I have been crucified with Christ, and I no longer live, but Christ lives in me. The life I now live in the body, I live by faith in the Son of God, who loved me and gave himself for me.

Nick Vujicic has written, "Surrendering is about giving up the illusion that you are in the driver's seat!" If 2020 taught us to hold our plans lightly, 2021 continued to force us to adapt to the ever-changing environment. We often had to surrender our plans and remember to trust that God was in the driving seat – helping us navigate the uncertain times. I was incredibly proud of our team, who served with grace and a high level of impact throughout 2021, as this annual report will demonstrate.

One of our basic tenets at The Message SA is that we need to 'go deep' before we



can 'go broad.' Although we love to do events that reach thousands of young people with the Gospel, we recognise that discipleship and long-term investment in young people are absolutely necessary to raise up transformational leaders. Under Covid conditions, we focused on deep engagement in individuals, communities, and church partnerships.

My personal highlights from 2021 included:

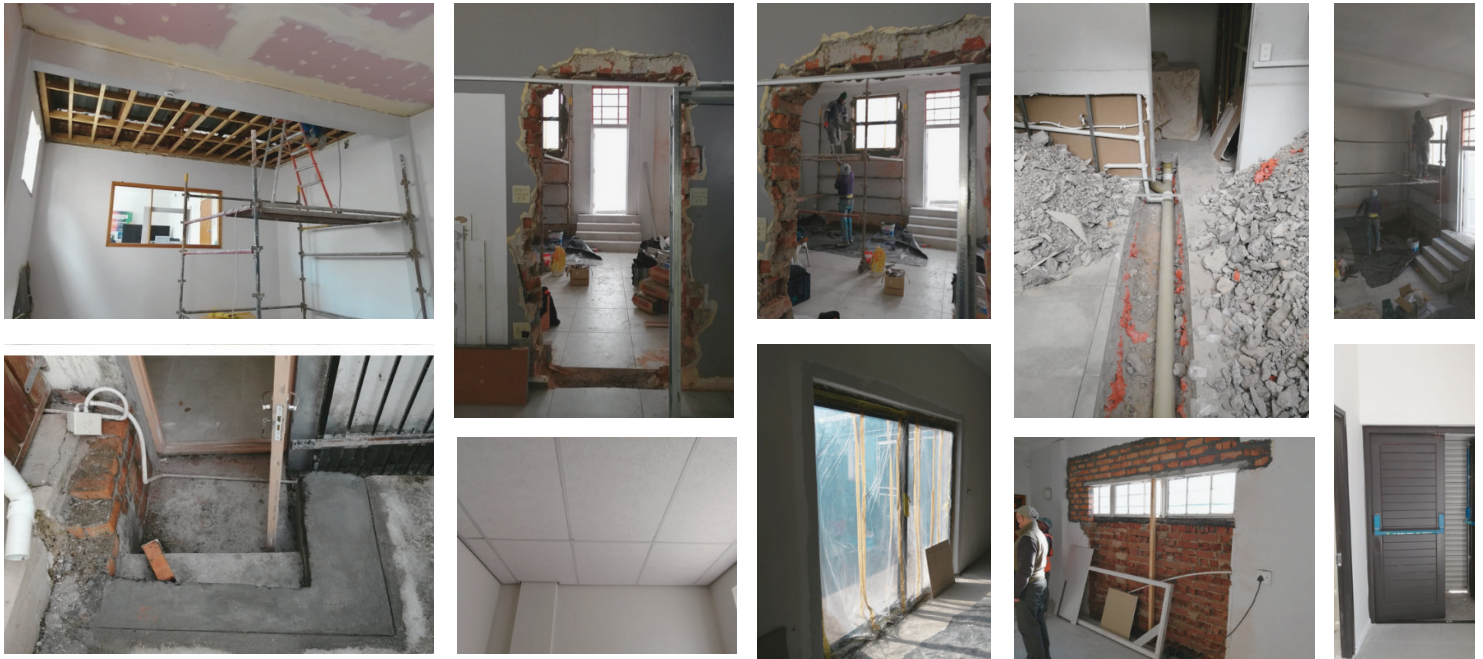
- Extending the facility at our Nyanga Hub that is enabling us to impact more young people through our multi-purpose centre.
- Having direct contact with young people at our Citrusdal missions, Higher Experiences, and Bloom events.
- Renovating our Mowbray building, so we now have amazing space for our staff team, Gangstar café, and training activities.
- Developing Academy Night School to equip and empower church-based youth leaders.
- Employing our first female baristas and increasing our ministry to teenage girls and young women.

You'll read more about these in the pages that follow and how God is working through these initiatives to make a deep change in the lives of many youth and young adults. Many thanks for your continued support.

With love and much appreciation.
Tim Tucker.



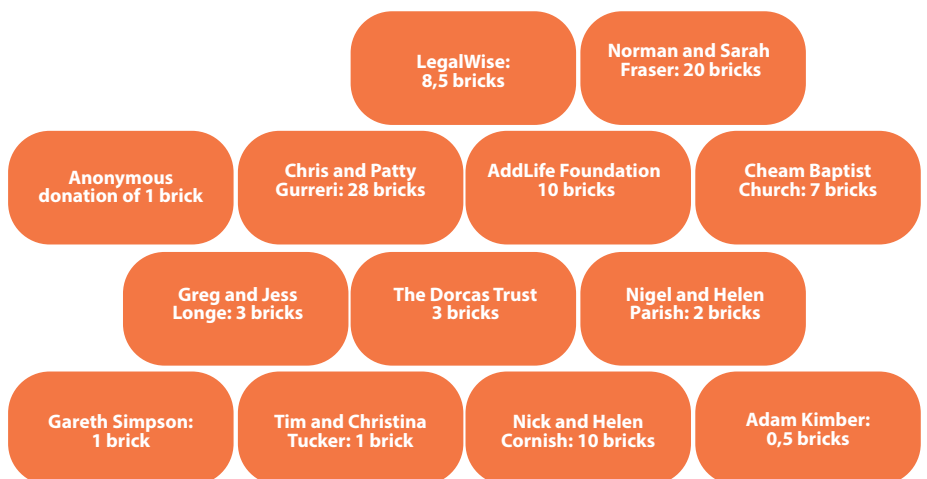
BUILDING RENOVATIONS



In October 2021, we made our way back to our newly renovated Leadership & Enterprise Centre in Mowbray. We were so grateful for the improvements that had been made during the past three months. We raised funds through selling virtual bricks and want to thank every individual and organisation that supported this project and made it possible for us to renovate our Message SA Centre.

The pictures above show the work in progress. Please come and visit us to experience the finished product. We would love to show you round.

Virtual Brick of support = R10k each



We also want to appreciate Breathecoat SA for their assistance with paint supply, TOWER for sponsoring our signage, Mergon Kingdom Development Fund and EMI South Africa for their project management support.

CREATIVE MISSION REPORT

The year 2021 was another fruitful year for the Message Missional team. Though there were a few Covid interruptions, the team was able to adapt and make a few adjustments to the missional strategy. This saw the birth of our Academy Night School as well as the birth of a downscaled version of the "Higher Tour," called the "Higher Experience."

The Message Academy started in April and ended in October with three students, Tevio, Phillip, and Tara, representing three different churches across Cape Town. The team also presented two "Night Schools." The first is a group of 12 young people from Kraaifontein AOG Church; the second is a mixture of students representing six churches across Cape Town.

As mentioned, the Higher team made some adjustments to their initiatives. The team recorded two seasons of Higher Live; we hosted one Higher Experience in Lansdowne alongside New Zion Church, reaching 270 young people. We also launched a new initiative for young women called "Bloom". Through this initiative we reached and equipped 40 young ladies from various churches across Cape Town.

In November, we launched our first free Higher Collective EP, this was released off the back of an EP launch Event, and it was amazing to see over 250 people gather to celebrate and support the release of this product. Some of these songs are currently playing on Goodhope FM and CCFM.

Genetik Sessions in 2021 was a year of consistency; we continued working with our young people in Parkwood. There was a consistent core of 8 young people that took part in dance and discipleship.

In 2021, the Respect ME team delivered sessions in Children's homes, on the radio, at holiday clubs, youth groups, and schools. A total of 30 sessions were delivered throughout the year.

For Advance, 2021 saw our first women's group start and led by Naomi Engelbrecht. Advance material was used in both the Academy and Night School training. We started a regional group for Advance and reached churches as far as Kimberley and Bertrams in Johannesburg.

We are EXPECTANT for 2022,

Shaun Pretorius.



Higher EP download

Story Segment

BLOOM

A long-lived dream became a reality in September 2021; the BLOOM team, consisting of five beautiful ladies from different backgrounds, put together our first ever BLOOM event. BLOOM is a place where girls and women who may or may not be Christian can come and hear the gospel in a way that challenges them to go deeper with God or to receive Jesus for the first time. Last year we invited 45 young girls to our first event, with many responding to the gospel.

BLOOM, part of The Message Trust South Africa, is an event developed to reach young girls and women. The Bloom event combines music, faith, and life skills to communicate the importance of staying on the journey of becoming who God has called you to be. We want to help young girls and women know they have a voice to stand for what is right and create a different mindset about life in their generation.

Our Target audience is women and girls between the ages of 12-30. We have two events each year.



It was beyond amazing ..I mean the speakers were so down to earth...I could relate to everything they spoke about.

1 HOUR AGO LIKE REPLY

I can't say thank you enough.... It was AMAZING!

3 HOUR AGO LIKE REPLY

This was SUCH an amazing day! Thanks everyone!!

4 HOUR AGO LIKE REPLY

Bloom team are amazing! we were all smiles on the car ride home so I definitely think each one of us took something great home can't wait for any future bloom events!

4 HOUR AGO LIKE REPLY



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COMMUNITY TRANSFORMATION

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After navigating through Covid and all its challenges, we were excited to get back to face-to-face missions this past year. We have seen great impact and change through the work we have been doing in our various hubs and communities.

FOOTBALL LEADERSHIP PROGRAMME:

47 Young people in total from our Nyanga Hub engaged in the football programme this year. We were able to participate in the SAFA Champs of Champs tournament weekly since May and our team made it to the semi-final stages (U-12 team). This was a great encouragement for the other teams who have not qualified yet. The Parkwood Community Hub hosted a 5-week soccer tournament in Apr-May and was attended by approximately 900 young people from the community. We had a total of 18 soccer teams from the area participate in the tournament.

EDUCATIONAL SUPPORT

We are in regular communication with the teachers from various schools where the boys attend, and the feedback has been positive. They have been impressed by the work ethic of the boys. The improvement was evident especially in the older boys (Grade 10 and 11) as they have started tutoring the younger boys to help them improve their marks. In our Parkwood Hub, facilitators visit schools and meet with school teachers, where possible, (due to Covid) and it has become apparent that there is a big need for Mathematics and Language tutoring in Parkwood. We are in the process of looking at various programmes we can implement in 2022 to assist with this.

A TRANSFORMATIONAL STORY

Pleasant started with us in around 2015. At this time, he was still in primary school, and we only did football with the Hub. It was here that we identified him through football coaching. While speaking with Pleasant's parents, we saw his school report and noticed that he could improve and achieve better results. This was when we decided to start doing Mathematics and English at the Hub. In these tutoring classes, we try to shape them so that they enjoy the work. We identified Pleasant as someone who loved Mathematics and could do well in it. He enjoyed Mathematics more than football. In 2017, he started high school, and at this time, he decided to stop playing football; he focused on doing Mathematics and being the best at it. In grade 9, he would send Xhanti (Nyanga Hub Leader) messages around 10-12 PM, asking questions about mathematical topics; he was developing a big love for the subject.

Work4ALiving and Food Security:

We ran two courses in Nyanga with a total of 18 trainees in attendance. There is now an 80% employment rate for those that attended the 1st course, the 2nd course only finished in November and the longer-term impact is yet to be determined.

The first community garden was launched in Nyanga and they had their third harvest in November. The first harvest was given to the church as a tithe and thus far 40 families have benefited from the garden.

One of the big highlights of 2021 was the launch of our Nyanga Phase-Two multi-purpose centre. on the 18th of September 2021. We were able to purchase another container for the Nyanga Hub, this has created better and more classroom space. As we have expanded our facilities, we believe that we will see an even greater impact!

Annalise Petersen



PRISON AND ENTERPRISE

It gave us huge joy to be back in the prisons over this past financial year. One of the hardest things during COVID was not being able to visit the prisons and the young people we had been working with.

This past financial year, we saw some wonderful breakthroughs, so here are some highlights.

PRISON BARISTA TRAINING

In partnership with Goodwood Correctional Facility, we were able to train eleven men in prison through our Red Band Barista training. As far as we know, this was the first-ever barista training programme run inside a South African prison! Each young man completed a 3-week Work4ALiving job readiness course and then our two-week barista training. One of the greatest joys was having Yanga, one of our graduates, come out of prison and start job shadowing at Gangstar.

GANGSTAR CAFÉ

We are thrilled to report that even with Covid disrupting Gangstar this past financial year, we managed to end the year with a net profit and close to R1m turnover. Although a sustainable business is important to run a social enterprise, it's the lives transformed that excite us the most! One of those is Lungiswa Petersen, who came out of prison, did our barista training, and is now managing our Mowbray Café. We are so proud of her and others who have accepted Christ and are now living productive

lives.

OAKS HOME

Our home accommodated five men during this period; one went back to his family and has struggled to reintegrate. The other young man who left has continued to work and keeps in regular touch. We are grateful to Frans Jordaan, our house manager, who has brought stability and healthy culture to the home.

Thanks for all your support during this past financial year,

Mark Slessenger.

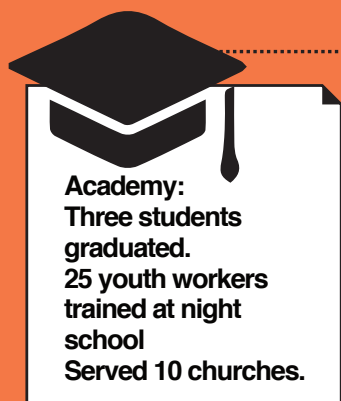
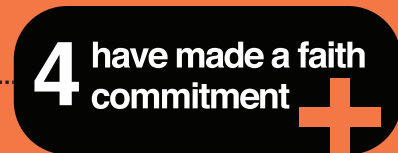
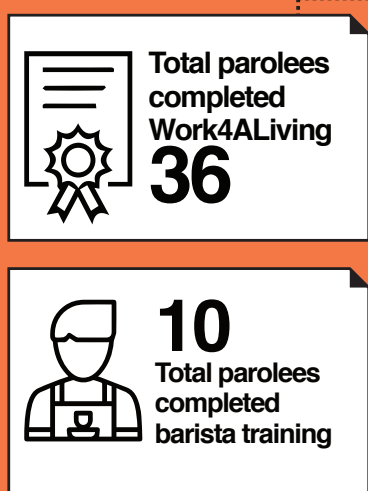
SINAWO'S STORY



SCAN TO HEAR
HER STORY



• All face to face activities were conducted with Covid protocols in place. In addition to the statistics below, our team also engaged in many online initiatives including preaching and speaking at conferences. It is difficult to accurately gauge the impact of this work so we have not included those statistics here.



Higher Collective:
released EP & launch
concert with over
250 guests.



Higher Live: 2 seasons
reaching thousands online.



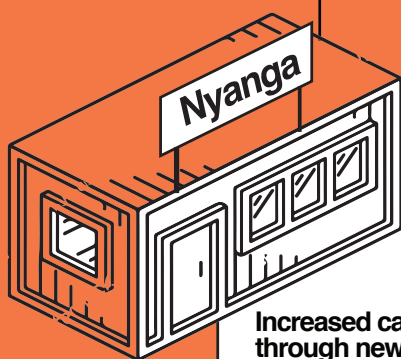
First Bloom event
with 40 teenager girls





First ever leadership camp for 15 teenagers

COMMUNITY TRANSFORMATION

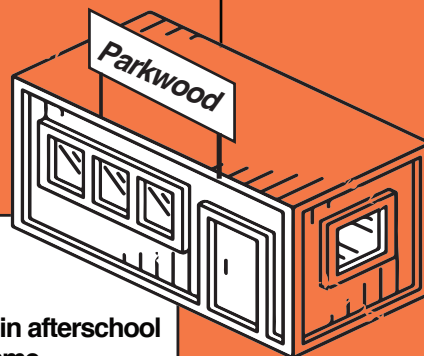


Increased capacity through new classroom in Nyanga

18 trained through Work for a Living

95 boys consistently reached through all programmes

Weekly outreach to Lavendar Hill reaching 25 youth



15 boys in afterschool programme

Over 900 reached through soccer tournament

We thank God for every life impacted in the 2022 financial year. Please particularly pray for all those that made decisions to follow Jesus.

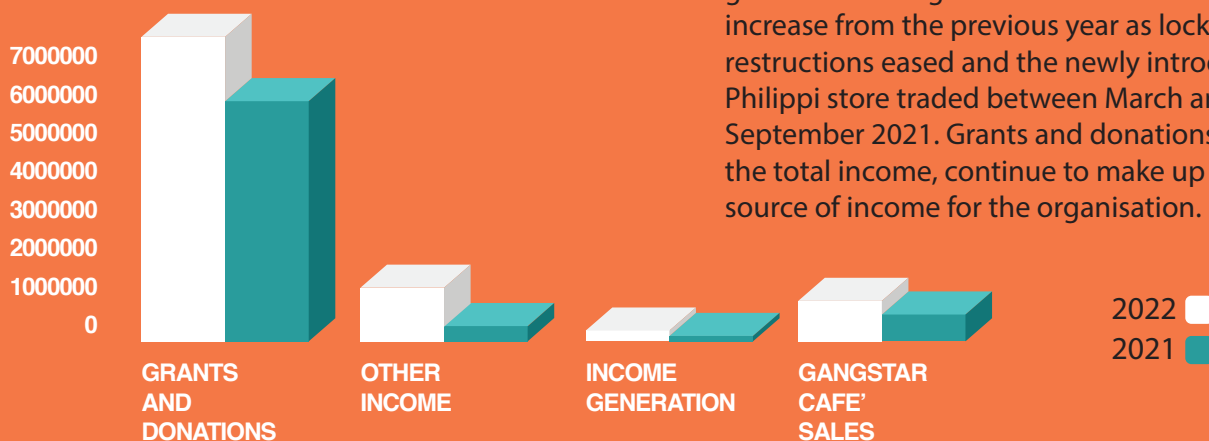
FINANCIAL REPORT

This financial report has been prepared by CFO 360. We want to especially thank Gallant Accounting who have provided incredible support over the years and to Michelle Davidson who now serves as our Treasurer.

The financial information presented below represents the consolidated reports for The Message Trust South Africa and Gangstar Enterprise Development, for the financial year from March

2021 to February 2022. All amounts are unaudited.

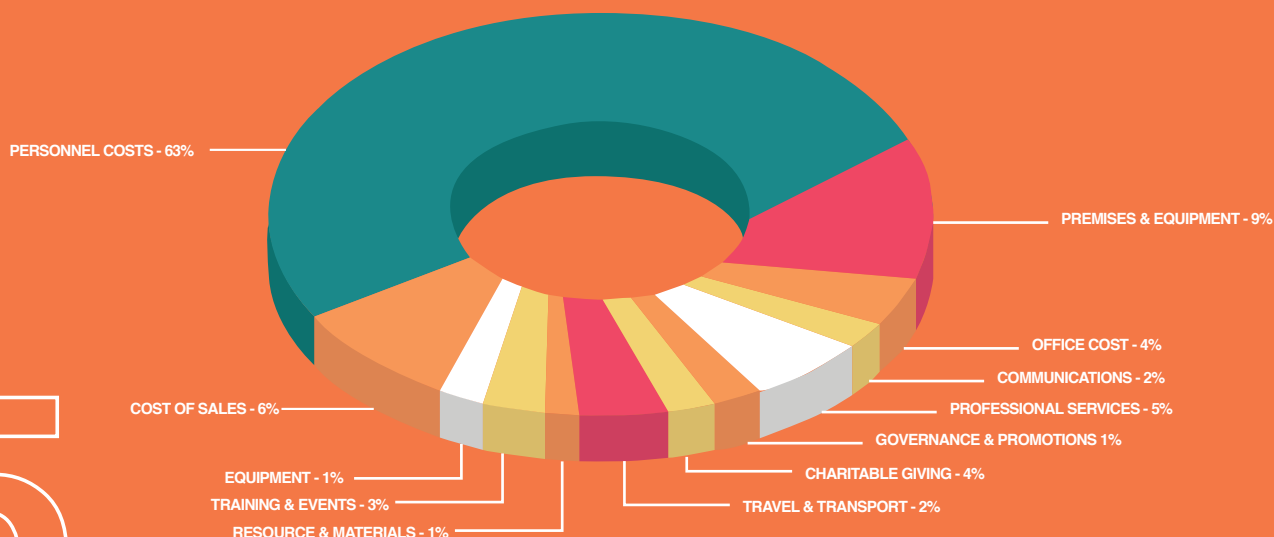
During the financial year, the organisation raised R 9 108 252 which was 42.6% higher than the previous year. The biggest increase came as a result of monies received from the building fund which was realised during the course of 2022. There was also a steady 25% increase in donations and grants, and a 112% increase in income generation. Gangstar cafe sales seen a 40% increase from the previous year as lockdown restrictions eased and the newly introduced Philippi store traded between March and September 2021. Grants and donations at 76% of the total income, continue to make up the largest source of income for the organisation.



Total expenditure for the year was R 7 855 676, an increase of 21%, from the previous year. Personnel costs made up majority of the costs as usual, making up 63% of total expenditure. The lifting of Covid restrictions resulted in the biggest jumps being office and administrative costs as well as travel and transport. Furthermore, direct costs relating to the cafe

increased as sales started to pick-up. Training and events have also seen a noticeable jump as gatherings were allowed. There was also a significant increase in marketing costs during the course of the financial year.

The breakdown of expenditure per expense category is as follows:



Aside from the big increase in expenditure in the Community Transformation project, spending remained consistent among all other projects. Funds have been received to continuously grow the Community Transformation project in Parkwood.



The organisation made a surplus of R 1 252 576. Included in the surplus is R 1 287 667 received to fund the significant renovations of the Mowbray property, and the initial stages of the new Parkwood property. Thus, the operational deficit is R35 901. The fixed assets have increased in value by R 1 335 639, which came as a result of an increased buildings asset base(from the Mowbray and Parkwood projects) , less

depreciation on the existing assets. Liabilities have increased by a loan from the Mergon Foundation of R 856 645 towards the renovations. R 780 000 was received in Feb22 for activities in the new financial year, this amount has been deferred and ensures that the organisation starts the new year off with cash in the bank.

FUND VALUE:	13,928,231
ACCUMULATED FUNDS PRIOR YEARS	8,265,788
CURRENT YEAR SURPLUS	1,252,576
SPECIFIC FUNDS	4,409,867
REPRESENTED BY:	13,928,231
FIXED ASSETS	9,570,624
CASH AND CASH EQUIVALENTS	5,542,585
INVENTORY	112,454
RECEIVABLES	857,411
LESS:	
PAYABLES	-1,349,844
DEFERRED INCOME	-805,000

STAFF UPDATE

In 2021, we were excited to welcome some new staff members to our family. After reviewing many applicants, conversing during interviews, and tons of prayer, we have found the right people. So, read below to get to know a little bit more about our new staff!

Ingrid believes that true empowerment comes from knowing who you are, and whose you are. That is why the mission and vision of The Message strongly aligns to who she is and how she endeavours to share the truth of the Good News with others. Ingrid initially joined as part of our Operations Team to fulfil the function of Office Manager. In the current financial year, she has been promoted to become Prisons & Enterprise Manager.

"All the positions I have held were in a corporate structured environment. My ministry roles have always been voluntary. What excites me about my role at The Message is that I will be able

to use my skills and experience to support the growth of the kingdom of God, and get paid for it. Something which I have prayed for earnestly for a while now."

Stacey is no stranger to The Message family. She has worked alongside our Higher Team in launching and creating Higher Live and she is a regular guest tutor for our Message Academy, teaching both platform and digital communication. She now fulfils the role of the Communications Coordinator on our team. Besides her love for all things creative and communication, she also has a deep conviction that dessert is essential to every meal and you'll never find her missing a Formula One race.

"I've considered the Message to be family long before I started working here, now it's just official. Every day I wake up feeling grateful that this is what I get to call 'my job'. I'm excited to see how we can continue to creatively spread the word about all the incredible work the Message does."

Frans Jordaan is a new addition to

The Message family. He previously worked in the Youth Camping and Adventure Ministry. His roles included facilitating Christ-centred leadership skills to many using the outdoors and adventure. He now fulfils the role of The Oaks Half-Way Home Manager and Pastoral Care on our team. While having a great love for adventure and developing people, he also enjoys trying new cuisines.

"It's truly a blessing to be part of a ministry like the Message where we can unashamedly share the gospel and grow closer to Christ while doing it."

Alongside the excitement of having new staff join, we also had some sad farewells as a number of our team moved on from The Message. We'd like to thank the following people for their service with The Message and wish them all the best in their new ventures: Mkhululi Letsatsi, Brandon Johnson, Marlon Petersen, John Palm, Kudzai Ndudzo, and Dayne Myles.



FRANS JORDAAN



STACEY-LEE TAIT



IGRID MOSES

GOALS FOR 2022

All of our streams have set faith-filled goals for the coming year.
The following are our Big 5 Goals for the 2023 financial year.

- Increase employment opportunities within Gangstar Cafe through launching Gangstar Roasting and one new cafe
- Consolidate long-term mission in Parkwood through finalising the purchase and re-development plans of Parkwood Leadership and Enterprise Centre.
- Grow our missional impact in and around Mowbray through: Thursday night live, Prayer events with local churches/ministries, Missions week in local schools and engaging students, greater utilisation of the leadership & enterprise centre.
- Equip up to 20 churches across Cape Town for mission and evangelism through Academy (inc. Night School), Higher, Grab a Towel, Proximity and Advance
- A successful transition to a new Message SA CEO.



THANK YOU

We would like to thank the following churches, businesses, foundations, and trusts that have provided significant support throughout the year

AddLife Foundation
Bisset Boehmke McBlain
Breadline Africa
Cheam Baptist Church
Christ Church Ewell
Church of the Holy Spirit
Church on Main
City Church St Petersburg
Coastal Airconditioning Services
Co-Mission Initiative
Dorcas Trust
Focus on the Family
Global Initiative Resilience Fund
Gunston Strandvik Attorneys
Haggie Charitable Trust
Hebron Community Projects
Hope Community Church
LegalWise
Lighthouse Church
Mergon Foundation
Mouton Foundation
Message Trust UK
New Zion Church
Olive Grove
Omni HR Consulting
Ralf Trust
Ridgeway Community Church
Sowers Trust
Trade Oceans Shipping
True South Foundation
UEF Church
Valcare
W & D Molyneux Ecclesiastical Trust
XL Transit

We would also like to thank the hundreds of individuals who have either supported monthly, annually, or at our events. We really hope you have been encouraged by this report and how your support has been used to impact so many lives.



BE A HERO



**SCAN TO
HERE
TO BECOME
A HERO**

And join our amazing team
of financial partners.

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