



ANNUAL REPORT 2024

THE MOVE HUB

This year marked significant progress for the 'MOVE Hub'/Craggs Community Centre, an initiative to transform a vandalized building in Kurland Village into a vibrant community center providing essential social services. After lengthy negotiations, MOVE secured a lease for the facility near the local clinic and paid the first month's rent.

Preliminary plans are underway to restore the building, ensuring it is secure and functional, with peaceful gardens enhancing the space. MOVE has engaged architect Keith Lurie to draft renovation designs. Discussions with Nature's Valley Trust (NVT) have been promising, with NVT conducting community research to identify needs and exploring the possibility of managing the center's operations.

Final arrangements with NVT will be confirmed in early 2025, marking the next phase in realizing this collaborative vision to support and uplift the community.

ADOPT A SWIMMER - SWIMMING LESSONS SPONSORSHIP

In 2024, MOVE continued its sponsorship of year-long swimming lessons for five children through Adopt a Swimmer, a program dedicated to equipping young South Africans with essential life-saving swimming skills.

Founded by Louise Auersperg, Adopt a Swimmer provides a safe, supportive environment where children build confidence, resilience, and well-being under the guidance of professional coaches. Louise, who overcame her own challenges with epilepsy and learning disabilities, has used swimming as a transformative tool to empower over 800 children, some of whom have gone on to represent South Africa in lifesaving competitions. Our sponsorship helps these students thrive both in and out of the water, fostering a culture of education and empowerment within their communities.



COURAGE CLUB

MOVE supported the Courage Club's July holiday program in Kranshoek, sponsoring meals and craft activities for children. The school holiday program provides food, snacks and educational activities, focusing on arts, sports, and awareness topics.



FOOD PARCEL SUPPORT

For several years, MOVE has been providing New Beginnings with a monthly donation to support the buying of groceries. Based in Kwanokuthula, New Beginnings is an NPO run by Celia Buso that provides shelter, food and education to abandoned, vulnerable and abused children.

MOVE is now extending its support to Born Free Ministries, an organisation that has been feeding the poor and needy in the Kurland and Craggs communities for the past 24 years, with a monthly contribution of R3500 to help sustain their efforts to feed on average 1,200 people each month, including children, the elderly, and the sick.



OCEAN AWEH-NESS TRANSPORT

In June, MOVE sponsored transport for 40 children to attend the Ocean Aweh-Ness Youth Program at the Plett Lifesaving Club - a week of educational and recreational activities that gave kids the chance to tap into their creativity, learn new skills, and enjoy the ocean.



SPORTS TRANSPORT

Ongoing transport support has been provided throughout the year to local sports teams, including to the Craggs Cricket Club and Alfred's soccer team, The Kurland King Stars. MOVE has also agreed to sponsor the team with a new away kit. In appreciation, the KKS took on monthly community service activities, including a group clean-up.

GREEN HEARTS

In 2024, MOVE reaffirmed its commitment to Green Hearts with a R16,000 donation, supporting their tireless efforts to combat child abuse in Plettenberg Bay. Formed in response to a local child pornography case, Green Hearts focuses on prevention, awareness, and victim support. Their work includes educating children and parents about protective behaviors, distributing resources like T-shirts and leaflets, and providing counseling for traumatised children. Green Hearts also advocates for systemic change, including lobbying for child-friendly courtrooms and reforming outdated child protection laws.



DONATIONS TO MUDDY POOCHES AND PAWS

In aid of Mandela Day, we sold a run of Juno Dog Blankets online - helping to raise R13,400 for Muddy Pooches, and R11,400 for PAWS. The funds raised will go towards sterilisations and animal welfare.

Marketing and CMT also spent their 67 minutes making dog blankets with selvedge off-cuts - 25 of which were delivered to PAWS.

ADOPT A SURFER

This year, MOVE donated R15,570 to Adopt a Surfer's Riding Waves, Achieving Dreams program, an initiative dedicated to empowering young surfers from disadvantaged backgrounds. These funds directly support mental and physical training, mindfulness, and mentorship programs that prepare aspiring athletes to compete at events like the SEA HARVEST SA Junior Champs.

Adopt a Surfer's mission goes beyond sport, fostering sustainable social upliftment, healthy living, and environmental care, while breaking barriers to inclusivity in South African surfing.



WINTER SOLSTICE SWIM

This year, Mungo's annual Swim Club took a chilly twist with the Winter Solstice Swim, held on 20 June 2024, as part of the Plett Ocean Festival.

With the support of 120 brave participants, we raised R30,000 for Adopt a Swimmer (AAS), a Plettenberg Bay-based NGO dedicated to equipping local children with essential swimming skills. Each participant who joined the icy early-morning dip received a custom Mungo towel as a token of appreciation for their commitment to the cause.



OCEAN GUARDIANS WORKSHOP

In 2023, the Mungo Swim Club brought together 665 participants across Cape Town, Knysna, and Plettenberg Bay for a five-day series of morning ocean swims, all in support of a meaningful cause. Through donations and dedication to the challenge, over R100,000 was raised for I AM WATER Foundation, an organisation focused on ocean conservation and accessibility through transformative water experiences for young people from underserved communities. Each participant who braved the elements was rewarded with a custom Mungo Swim Club towel, symbolising their commitment and shared love for the ocean.

The full funds raised were directly donated to the organisation, and in part helped to host a two-day Ocean Guardians Workshop hosted by I AM WATER in the Garden Route. The event began with an educational talk at Craggs Primary School, emphasising the importance of protecting marine environments. At Poortjies Lagoon and Knysna Lagoon, students engaged in mindfulness activities, nature walks, and hands-on marine exploration, donning snorkels to discover underwater life for the first time. Each participant left with a certificate and a Mungo Scout Towel, symbolising their role as future ocean guardians and a shared responsibility to protect our oceans.



KIDS OF KURLAND KIKOI

In 2024, we hosted our 6th annual Kids of Kurland Kikoi Project. Every year, we invite a class of students from The Craggs Primary School to the Mungo Mill for a tour and a workshop in textile design. Guided by our team, each student has the chance to design their own kikoi. We then share these designs with our friends, followers, and the wider community, inviting them to vote for their favourite. A single winning design is then woven to life on our looms, and all proceeds from this kikoi go directly back to The Craggs Primary, helping to fund a much-needed additional teacher at the school.

'Galaxy' was designed by Jeslynn Windvogel, and marks the wrap-up of the 2024 Kids of Kurland Kikoi Project.



SUPPORTING RAP THE CRAGS

MOVE contributed R1,200 to RAP The Craggs, a nonprofit organisation dedicated to helping individuals overcome substance abuse and reintegrate into society.

RAP provides a crucial support network across the Garden Route, offering safe spaces and guidance for addicts before and after their rehabilitation journeys. Funds from the gala dinner, including the donation, help subsidise rehabilitation fees for individuals attending the Institution of Grace, where they undergo a transformative six-month program addressing the root causes of addiction.

CHRISTMAS STOCKING DRIVE

Ahead of the Christmas season, Siba helped us sew a limited run of Christmas stockings as part of a donation drive.

131 stockings were sold online, made using offcuts of our Double Cloth fabric, helping to raise **R30,000** for children in need of the Kranshoek community.

The funds go towards purchasing Christmas gift boxes with essential items - an activation held in partnership with the Courage Club, who have identified 105 children most in need.

The Courage Club will host a year-end Christmas party, where the gift boxes were handed over, alongside school uniforms for each child.

Siba joined us for our 2019 staff development sewing workshop - great to see the initiative come full circle!



SWIM CLUB 2024

The reach of 2024's Swim Club was extended, with the opening of new clubs in Cape Town and the Garden Route.

Through 8 clubs and 600 swimmers joining in for 5 consecutive days of early morning swims, over R165,000 was raised, which was donated to I AM WATER Foundation, Cultural Connections and the Nature's Valley Trust in support of ocean conservation and community upliftment.





**THAT'S A WRAP ON 2024 -
HERE'S LOOKING AT MAKING MORE
'MOVES FOR CHANGE'
IN 2025!**

