



## REVIVE INITIATIVES BUSINESS PLAN

Redemption – Reintegration - Restitution

### Abstract

We see the poor, the displaced and disadvantaged in our communities, with special focus on parolees and ex-offenders, restored as contributing members of society and re-united with their families.

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### BUSINESS PLAN



## 1. Executive Summary

Revive Initiatives (trading as Revive) is a locally based NPO formed to respond to the need to address the crime and poverty issues in South Africa, by serving and assisting the disadvantaged in the Gauteng, with particular focus on parolees and ex-offenders.

Revive is a CIPC registered NPO since 2017, is governed by a Board and is an approved PBO with Section 18A Status with SARS. Revive is legally bound by its constitution. The management and volunteers are all passionate about serving and helping the poor and disadvantaged.

Revive's key focus remains to journeying alongside and assist parolees and ex-offenders with their reintegration and rehabilitation, therefore doing what is possible to prevent them from re-offending thus, in so doing, bring down the crime and re-offending rate.

However, since the start of the COVID-19 pandemic and the lock downs from 2020 we have created a second focus with our attention being on assisting those who have been affected, the unemployed and displaced in our community of Edenvale.

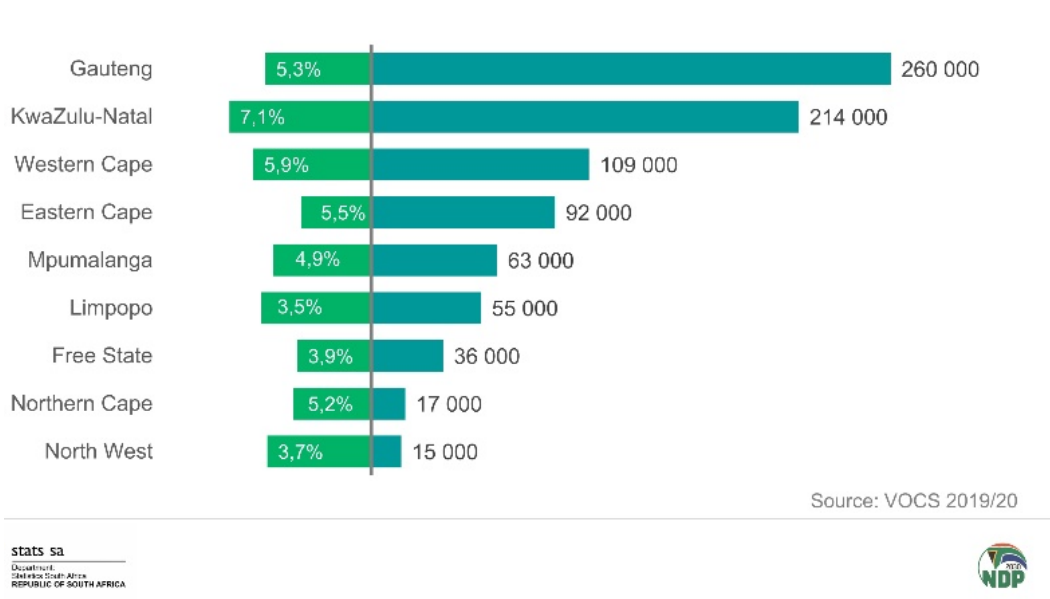
## 2. Market Analysis:

### Understanding the need

According to the Government Stats<sup>1</sup>, crime and poverty continue to be a major issues in South Africa. A few relevant facts ifrom this report include:

#### Home robberies

Home robbery, housebreaking or burglary has consistently been the most common crime experienced by households in South Africa. The number of households that experienced this crime in the five years preceding the survey has increased from 2,1 million in 2015/16 to 2,3 million in 2019/20.



<sup>1</sup> <http://www.statssa.gov.za/?p=13811> posted 1 December 2020

## Rapes

The country has one of the highest rates of rape in the world, with some 65,000 rapes and other sexual assaults reported for the year ending in March 2012, or 127.6 per 100,000 people in the country<sup>2</sup>.

## Robberies

The second most common crime experienced by individuals during the five-year period is street robbery, which increased over the years from 697 000 in 2015/16 to 1,1 million in 2019/20. Theft of personal property has consistently been the most common crime experienced by individuals in South Africa. An estimated 1,1 million incidences of theft of personal property occurred in 2019/20, affecting 902 000 individuals aged 16 years and older. In general, there has been a significant increase in the theft of personal property between the years 2015/16 and 2019/2020. There were an estimated 88 000 incidences of theft of motor vehicles in 2019/20, affecting 0,5% of South African households.

## Murders

Around 57 people are murdered in South Africa every day<sup>3</sup>. The number of incidences of murder increased from 12 000 in 2018/19 to 16 000 in 2019/20. The number of households that experienced murder rose from 12 000 in 2018/19 to 15 000 in 2019/20.

## Causes

The causes of these crime levels have been attributed to poverty, problems with delivery of public services, and wealth disparity<sup>4</sup>.

## Repeat offenders

According to the National Institute for Crime Prevention and the Reintegration of Offenders (Nicro), South Africa's criminal reoffending rate is high because rehabilitation and reintegration programmes are largely absent from the justice system. The institute's Director, Betzi Pierce says that although there are no accurate statistics on recidivism or the habitual relapse into crime, it could be as high as 87%.<sup>5</sup>

"People, in general, leave prison in worse conditions than before," states Pierce. "When offenders are released, at first their families are happy to have them, and then later they become a strain because they become an extra mouth to feed," says Pierce. "And if they struggle to find employment most ex-offenders will try to go into entrepreneurship so that they don't have to go through the criminal record test process." "Offenders have been ill-prepared and ill-equipped to lead a constructive life in society," Pierce says, while "they are even more disadvantaged because of the stigmatisation [of being an offender], leading to that revolving door effect."

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<sup>2</sup> "Total sexual offences" (PDF). South African Police. Archived from the original (PDF) on 19 November 2012. Retrieved 9 July 2013.

<sup>3</sup> Staff Writer. "Here's how South Africa's crime rate compares to actual warzones". *businesstech.co.za*. Retrieved 19 July 2019.

<sup>4</sup> Felix, Jason (14 September 2019). "Crime mostly affects poor SA communities – researcher". *ewn.co.za*. Eyewitness News. Retrieved 15 September 2019.

<sup>5</sup> <https://mq.co.za/article/2020-01-17-revolving-door-of-crime-and-jail/>

## The History and birth of Revive Initiatives

Revive initiatives was born out of an awareness of a need to address these matters. In 2017 a non - profit organization was registered with the founder and director being David Heritage. David is an ex-offender who was rehabilitated, reconciled, and integrated into society. He has the passion to journey alongside and assist with the restoring a healed humanity in ex-offenders, and while upskilling them, assist in restitution and the reintegrating of parolees into families and society. This is to address the re-offending rate in South Africa.

David Heritage has over 10 years of experience working with parolees and disadvantaged and poor people, holds a post graduate degree in Theology specialization in community development. He worked in and led two churches outreach departments from 2010 – 2019. He now gives his full time to Revive Initiatives.

With the COVID pandemic Revive has been focusing of local food relief for the poor and displaced in the Edenvale local communities.

## Mission statement

Revive exists to serve the disadvantaged people with the focus on the rehabilitation and reintegration of parolees and ex-offenders in our communities, through redemptive, reintegrative and restitutive initiatives.



### Redemption

- offer the opportunity to *leave the shadows*
- offer a new way of being



### Reintegration

- offer a process of transition into mainstream society
- offer friendship and spiritual or moral direction



### Restitution

- assist re-entry the larger community as contributors.
- assist acts of giving back something that was lost or stolen

## Vision

We see the poor, the displaced and disadvantaged in our communities, with special focus on parolees and ex-offenders, restored as contributing members of society and re-united with their families.

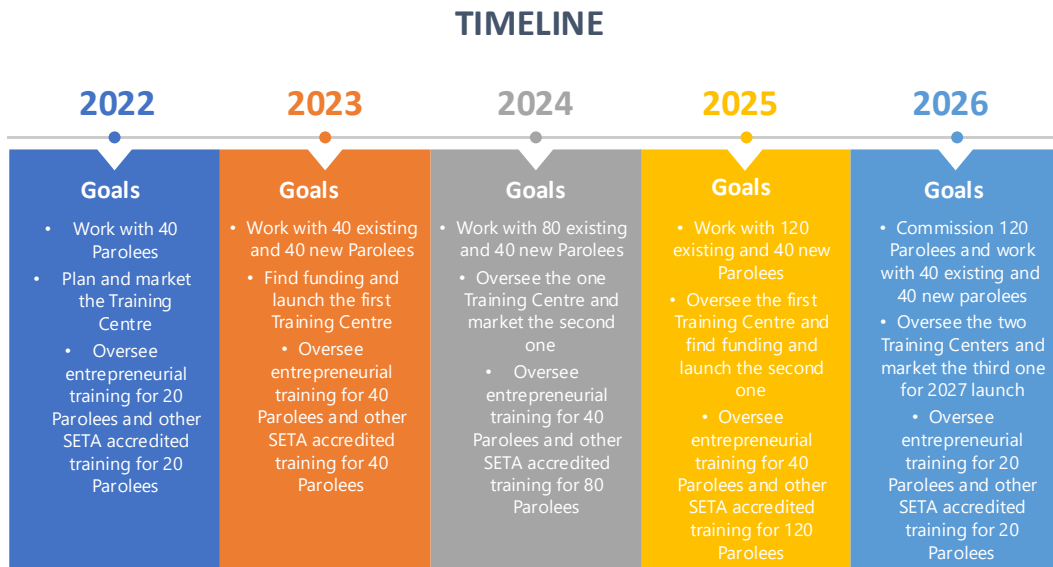
We envisage community skills development centres serving informal settlements on the East Rand to develop the parolees and ex-offenders in partnership with organisations that wish to operate in the corporate social investment space.

## Goals and Objectives

Goal 1: To work with 120 parolees and ex-offenders to full rehabilitation by 2026

Goal 2: To have three community development training centres around Gauteng fully functional by the end of 2027.

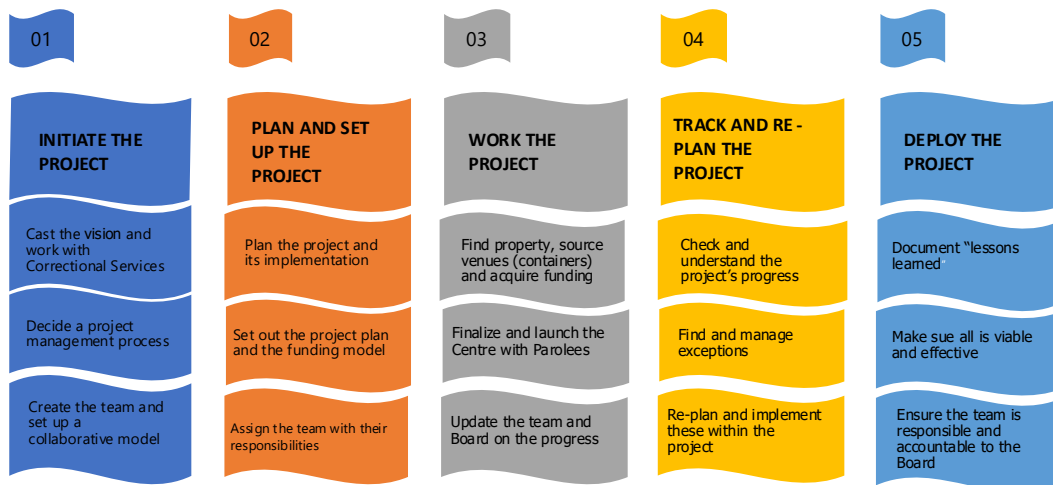
Goal 3: To provide meals for disadvantaged people in the Edenvale area



Goals 2's Objectives:

### PROJECT MANAGEMENT of TRAINING CENTRES

Three Centres are planned to follow these phases in these Phases



This is done through creating opportunities for the upliftment and wellbeing of those people who are poor, displaced, and disadvantaged.

The objective of community development centres is to upskill, educate and support parolees and ex-offenders This is to be done through SETA courses and other programs.

This project will be done in phases.

Phase One: to identify and secure a piece of land on which to establish the community development centre.

Phase Two: To obtain sponsorship for 21 converted containers for the offices, training rooms, counselling rooms, soup kitchen and bathroom facilities.

Phase Three: In conjunction with the local Community Corrections office to identify parolees and ex-offenders living in proximity of the centre to attend training programs.

## Target Groups

### Parolees and ex-offenders

With the high crime rate and the high re-offending rate in South Africa, our intention is to slow down the re-offending rate through engagement with inmates and parolees for life-change, skills development and reintegration into society, the workspace, and their families. where parolees can upskill and develop themselves to be contributing members of their families, communities, and society. Mentorship programs and social care can take place in a safe environment.

Parolees will be identified to be trained on how to help and walk alongside fellow parolees – a train the trainer model will be used here. The best person to help a parolee will be someone who has walked in a parolee's shoes.

In partnership with the local community corrections office, model parolees will be identified to be on the program and support groups first. These groups of parolees must be serious about their reintegration and rehabilitation. They will open the door of opportunity for other parolees to follow in behind them.

Parolees are people with families – having children, parents, grandparents and siblings, all who wish to see their loved ones being changed, positive and contributing members of their families and communities.

Parolees have been incarcerated in institutions where they have been isolated from society. They have missed out on various developments outside in society and in order not to revert back to crime in order to survive an alternative option must be provided for them.

This is where we have been working with the support group model. This is the "engine room" of our focus in assisting parolees. Support groups are where parolees in communities will meet on a monthly basis to work on skills development, mentorship programs and look at self – employment opportunities.

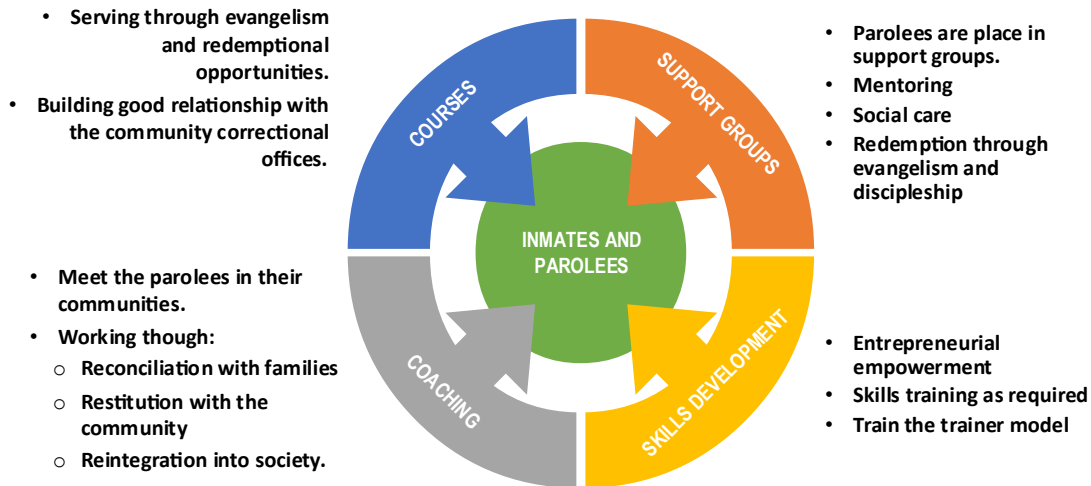
Parolees and ex-offenders are seen as the vulnerable and disadvantaged part of the population according to the Labour Law.

### Covid-19 affected persons

During the lockdowns since 2020 we discovered the needs of the 120 disadvantaged men, women and children in our area who have been directly affected and need food.

### 3. Services & Activities

#### Serving the Inmates and Parolees



Reaching inmates through courses while they are in prison.

When on parole: Using the support group model, we have a set agenda for each meeting and the parolee's involvement is encouraged and supported.

The support group is a safe place where around 12 parolees in such a group can discuss and share their challenges with each other and give advice to each other as well. Here we ask outside people to come alongside a parolee to mentor him or her.

In the group, when looking at self-employment opportunities the parolee's see where their skill sets are and what they enjoy doing. We then try to secure sponsorship to assist them in getting their businesses up and going

Through the principle of Restitution, parolees are encouraged as part of their parole conditions and being part of a support group to give back to their communities in identified and specific activities or services.

These services can be anything from cleaning up litter in a community to gardening or any cleaning up services. This is separate to their community service hours as part of their parole conditions.

#### **COVID Lockdown Services**

With the onset of lockdown since 2020 we have been looking at doing local feeding outreaches in our community where we give out 150 -200 meals weekly. This



activity or outreach is to the poor and disadvantaged people – women, children and families.

We are giving food parcels to the community corrections offices for parolees and keeping in contact with the parolees via Whatsapp and other social media formats.

We are serving over 200 hot nourished meals per week, thus 800 meals a month. This totals up to 12 800 meals given out since April 2020.

We are handing over monthly food parcels to Community Corrections offices for parolees under their care and have given over 500 food parcels to two Community Corrections offices on the East Rand.

We have developed a needed monthly budget of R40 000 or annual budget of R480 000 for 2021/2022. This budget will assist us in providing for those in need whom we have identified over the past year in our community. We are aware of people's financial challenges at this time and thus a reachable budget has been developed for this financial year.

### Organisation & Management

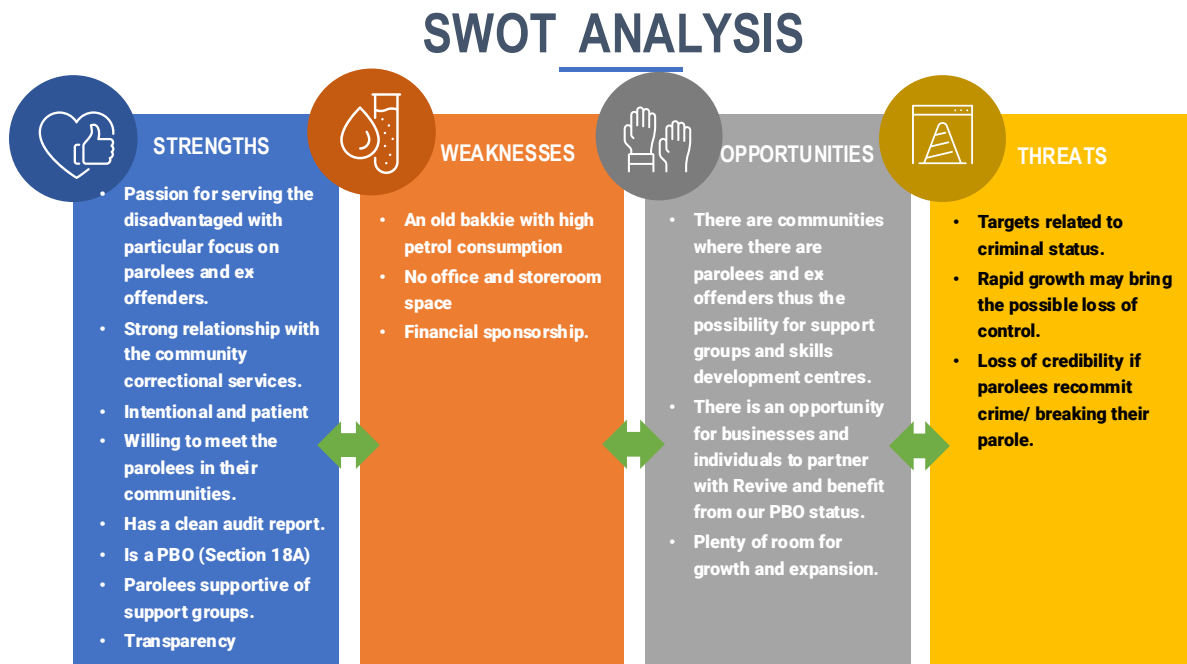
Revive Initiatives Non-Profit Organization (trading as Revive) is managed and overseen by a board of directors. Revive is a registered organization with the Department of Social development (reg. 193-999 NPO) (see Appendix 1), as well as the Companies Intellectual Properties Commission (CIPC) as a non-profit company (reg. K2017241631/08).

In 2020, we had our essential services permit through the CIPC to collect and distribute donation. We are registered with the NPO Advisor organization.

### **Board of Directors**

- |                      |   |
|----------------------|---|
| David Heritage       | <ul style="list-style-type: none"> <li>- Operations Coordinator</li> <li>• Working with parolees for over 10 years</li> </ul>   |
| Bongani Mthombeni    | <ul style="list-style-type: none"> <li>- Company Secretary/advisor</li> <li>• 20 years' experience of having an NPO</li> <li>• Works with children and the elderly</li> <li>• Passionate about serving people.</li> </ul> |
| Adv. Ansie Swanepoel | <ul style="list-style-type: none"> <li>- Legal Aspects</li> <li>• Passionate about serving people in need</li> </ul>  |
| Gerald Rodrigues     | <ul style="list-style-type: none"> <li>- Prison course coordinator</li> <li>• Being working with offenders for over 10 years</li> </ul>   |

## SWOT Analysis of Revive Initiatives.



### Marketing Strategy

Our focus area of work right now is the Eastrand as we are based here. Our target groups are: individuals, small, medium and large businesses and other organizations who have a heart and dream to assist with bringing down crime through assisting the displaced and disadvantaged in our communities on the Eastrand.

We all wish to feel safe and secure from crime and thus supporting Revive Initiatives with assisting to rehabilitate and reintegrate offenders back into their communities and thus helping them not to re-commit crime. Through the support group model and skills development centre.

### COVID Lock Down Response



During the COVID lock down period we have also been focusing on feeding outreaches in our immediate community, preparing and serving around 250 hot nourished meals weekly.

We have also been handing over food parcels to the Community Corrections Offices in Boksburg and Benoni for parolees. this also includes blankets and clothes.

## Social Media

We share about what we are doing on a weekly basis mostly on Facebook and through quarterly newsletters.

## 4. Budget & Financial Management

The parolee rehabilitation and reintegration project budget is a projected budget and will address the 2022 timeline set out above.

<b>Item</b>	<b>Monthly Expenses</b>
<b>Venue Hire</b>	R1000
<b>Petrol &amp; Travel</b>	R2000
<b>Stationery</b>	R1000
<b>Food Parcels</b>	R5000
<b>Airtime for Parolees</b>	R1000
<b>Transport for Parolees to meetings &amp; training</b>	R30 000
<b>Salary – Founder/director</b>	R20 000
<b>Total</b>	<b>R60 000</b>

## Appendixes

- CV of founder and director – David Heritage
  - NPO certificate
  - CPIC certificate
  - Audit report
  - Brochure
  - Report of Outreaches
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