

Port Elizabeth, April 2020

Masifunde's COVID-19 / Lockdown response

Last update: 18. April 2020

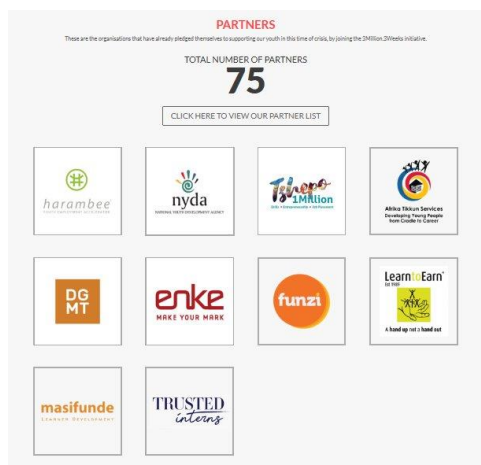
The Corona Virus found its way from Wuhan, China, over Europe, to South Africa. First Covid-19 cases have been reported in townships in Port Elizabeth such as KwaDwesi, Zwide and Motherwell. And also Walmer Township experiences first cases of infection. Currently, many residents of the township feel the consequences of the 35-day lockdown such as lack of reliable food sources for learners who depended on the school feeding scheme, loss of income by informal traders and day labourers - some of whom are breadwinners -, and a rapid increase of reported domestic- and gender-based-violence cases and abuse within the communities.

Masifunde's response to the crisis is four-fold:

- **Awareness and prevention**
- **Programmatic outreach**
- **Families in-need support** in Walmer Township
- **Community-wide support** in partnership with the Municipality
- **City-wide support**

Awareness and Prevention

Two weeks before schools were closed, Masifunde introduced hand-sanitizers and rules of social distancing within its venues. We started to raise awareness within the community and via social-media to counteract fake news and to help preventing panic. Team members at risk were asked to work from home, group gatherings were cancelled, and with the lockdown the full team went in to home-office mode. Before lockdown, learners were briefed on facts and preventative measures. A handout was created and letters to parents were distributed.



Masifunde joined the nationwide 3-million-in-3-weeks (www.3m3w.co.za) campaign with organisations such as DG Murray Trust, National Youth Development Agency and harambee. The campaign aims at sharing facts and raising awareness around Corona.



Masifunde also joined the People's Coalition (www.c19peoplescoalition.org.za) to assist mobilise and unify the sector in its response to the global crisis.

To avoid an economic crisis for millions of South Africans, Masifunde advocates that employers of any type continue to pay their employees even if they have contracts on “no-work-no-pay” basis. Masifunde leads by example and continues to pay all of its team members during the 35-day lockdown as if they had worked as per contractually agreed-upon hours.

Programmatic Outreach

Our primary objective is to reach-out to as many primary learners as possible with positively stimulating content.

Our underlying assumption is that there are many learners in challenging domestic situations without any positive stimulation and little or no resources to keep themselves entertained. Yet, most of them have access to a television at home or in their neighbourhood. A lot of content is streamed via social media, while our target group in the townships often have no data to stream any of it. We therefore use television as a medium to reach them.

Our general approach is to film content from our core programmes for social media and for local TV station Bay TV. The content is developed by Masifunde, Masinyusane and United Through Sport. Due to the lockdown, filming had to happen mainly at home without a professional film-crew. Content is activating and motivates viewers to participate, move and be creative.

Episodes feature: Drama, Music, Visual Arts, health (Masifunde), Academics / Literacy (Masinyusane) and Meditation, Cooking and Sports (United through Sports), GbV prevention (Masifunde / Doxa).

TV-Show is aired: Daily, Monday to Friday, at 17h30 for 30min. on Channel 260 (fka. Bay TV). All shows are available on Masifunde's Facebook and Insta and www.youtube.com/masifunde



Families in-need support

Our primary objective is to assist our beneficiaries, their families and as many in-need families as possible through the corona crisis.

Our general approach is to assist families through an early warning system on a case-by-case basis as per individually identified need, instead of a one-size-fits-all watering-can approach.

Our assistance includes

- **psycho-social support** for domestic challenges as a result of the physical lockdown of families in very limited spaces,
- **social assistance** in form of food-parcels or financial assistance for families,
- **academic assistance** in form of a facebook quarantine support group with assistance through resources, as well as resources that were handed out as hard-copies prior to the lockdown (worksheets etc.) and in the food-parcels.

Our process of assistance is based on an early warning system.

1. Our programme team is the first point of contact to all beneficiaries. They stay in touch with the learners from their respective programmes on a weekly basis.
2. Once a specific need has been identified the team member communicates it to the responsible senior social worker.
3. The senior social worker decides on the further steps, after doing the necessary follow-ups or investigations.

Masifunde offers crisis relief to families in need. This support programme can be financial assistance, food vouchers or food-parcels, and followed several stages:

First stage (lockdown week 1-2) released funds with focus on previously identified families at-risk. Second stage (week 3) reached out to families within Masifunde's network of beneficiaries who had not been social-work cases prior to the crisis but found themselves in a needy position as a result of the corona-crisis.

Stage 3 (week 4 onwards) reaches out to as many in-need families within the extended Masifunde network as possible without jeopardizing Masifunde's capacity to continuously support beneficiaries' families from stage 1 and 2.

During stage 3, Masifunde supports up to 250 families with food-parcels or food vouchers to the value of in average R 1.000 per month – depending on family size.

Community Wide Support

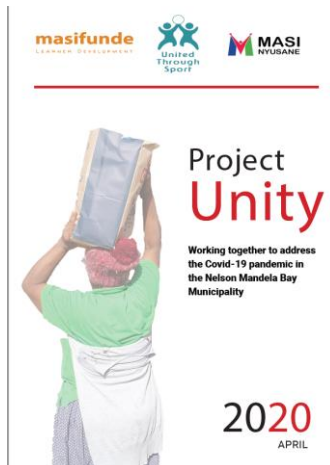
Our primary objective is to support as many in-need families as possible in line with the official interventions rolled out by Municipality and state.

Should it come to the point that the virus spreads in Walmer Township and the need for community-wide interventions beyond provision of food arises, Masifunde is partnering with Mandela Bay Municipality's Joint Operations Command Centre (JOCC). We are willing to share our resources such as vehicles and venues as part of a bigger humanitarian support system.

Currently, over 3.000 families in Walmer Township are in need of external assistance in form of food-parcels or financial assistance. We support the idea to have the Ward Councillor centrally coordinate and administer the family assistance of the various actors, such as churches, NGOs, CBOs, FBOs, as well as the corporate sector, to ensure duplication is avoided and support reaches as many needy as possible!

City Wide Support

Our primary objective is to make our resources available for city-wide support efforts.



Masifunde has joined forces with United Through Sport and Masinyusane to optimise each other's response to the Covid-19 pandemic in the Nelson Mandela Bay.

Combined, our organisations have over 40 years of experience working in community development in the metropole. We have deep ties to our communities, thousands of beneficiaries and experience in delivering high impact projects. United Through Sport works with over **80 primary schools in the metropole**; Masinyusane

has a decade long relationship with **every township high school**.

We reach out to the most remote primary and high schools in the city which receive the least attention from the local non-profit sector. Schools identify the 10% most needy learners & families, and we provide such families with monthly food parcels to the value of R 500.

Masifunde supports with logistics, transport and food-parcels.

Contact

For questions, please contact:

Jonas Schumacher

Managing Director

078 646 80 56

Jonas@masifunde.org

Your financial support for any of the above interventions may be directed to:

IN SOUTH AFRICA:		IN GERMANY:	
Account holder	Masifunde	Kontoinhaber:	Masifunde
Account no.	080 266 517	Kontonummer:	160 585 6
Branch Code	050 417	Bankleitzahl:	509 500 68
Bank	Standard Bank	Bank:	Sparkasse Bensheim
Branch	Stanley Street, PE	Verwendungszweck:	Cov19
SWIFT:	SBZAJJ	IBAN:	DE66 5095 0068 0001 6058 56
Please use Cov19 and your name as reference.			