



"BE THE DIFFERENCE"

The Cradle of Hope

NPC Number 2007/030236/08

NPO Number 062-511-NPO • PBO Number 930 027 742

VAT Number 4760248593

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THE CRADLE OF HOPE
is an Organisation focussing on assisting women
and children in desperate need.

*We offer HELP and HOPE regardless of race or religion, offering a
"HAND-UP" and not a "HAND-OUT"*
BECAUSE WE CARE!!

NPC (Article 21) Company: 2007/030236/08
NPO (Non Profit Organisation): 062-511
PBO (Public Benefit Organisation): 930 027 742
VAT registration number: 4760248593

www.thecradleofhope.org

FACEBOOK: <http://www.facebook.com/TheCradleofHope>

YOUTUBE: <http://www.youtube.com/watch?v=iSB6LTFRSsk>

TWITTER: @TheCradleOfHope

*Tax (PBO) Article 18a Certificates can be issued for all donations.
We are fully BBBEE – LEVEL 1 compliant.*

BANKING DETAILS:

The Cradle of Hope
First National Bank, Krugersdorp 250241
Acc 6218 035 2628
(Swift no: FIRNZAJJ)
FAX to: 086 528 9917

(February 2019)

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VISION:

To empower less fortunate persons, the youth, aged, disabled, jobless and uneducated to lead a meaningful and dignified life so that they can fulfill their physical, spiritual, family, social, career and financial needs and to enable them to pay it forward to others from day to day.

MISSION:

To create and facilitate an environment to care for and mentor our “Vision” audience through a care centre where they will be provided with safe housing, healthy nutrition, medical services, education skills training, job creation, creative recreation and spiritual development on a sustainable basis.

FUNDING:

We do not receive any subsidies or grants from the GOVERNMENT at all and survive wholly on donations received from individuals and companies, as well as our own job-creation efforts and fundraising projects. To keep all our projects up and running amounts to R320 000-00 per month.

1) HOUSE OF RESTORATION:

Our HOUSE OF RESTORATION is a safe-haven for destitute, abused and vulnerable women and children, as well as young teenage girls. The ladies, young girls and children that come to our house have all been the victims of abuse and violence, such as suffering sexual trauma, domestic violence, being ex-prostitutes, victims of human trafficking and drug-addicts etc. These ladies all have one desire and that is to put the past behind them and to get their lives back on track.

Here these ladies can regain their human dignity and selfworth. Our HOUSE OF RESTORATION is a house that accommodates mothers **together with** their children, thereby **keeping the family together as a unit**. Here they are comforted, receive counselling and therapy and are taught various skills, thus eventually enabling them to fend for themselves and their children. After a couple of months they leave the house and become productive members of society. We can assist up to 30 mothers and children as residents of the house at any given time, but we also cater for many day-visitors that attend our various upliftment programmes.

Social science research consistently demonstrates the crucial role that the mother plays in the well-being of her children and family. Recent studies highlight how mothers' parenting, relationship status and stability, and own well-being are correlated with the welfare of their families. As research demonstrates mothers are crucial to the well-being of their children.

Specific programmes that we present are:

General counselling; Life Coaching – Inner Life Skills and Group Therapy; Addiction Recovery and Support group; Trauma Debriefing; Bible study groups; Skills development classes (Cooking, Baking, Jewellery making, Fabric painting, Sewing and knitting); HIV / Aids training and support; Legal advice and support etc.

If you can assist please contact Melodie on WHATSAPP on 082 459 5747.



2) CRADLE – TJOKKERTJIES VIR JESUS:

The only way we can break the circle of poverty in future generations is by helping our children to obtain a good education. We have acquired the usage of an old Government Building in West-Krugersdorp, which we are renting, which used to be known as “LAPPIES and LALIE” and that was a TED Nursery School many years ago. It has been standing empty for many years and has become badly neglected. It is our hearts desire to transform this, once again, into a high-standard Pre-School, as well as a Homework Centre for vulnerable and under-privileged children.

Currently we have 74 babies and children attending the Pre-School and Homework Centre on a daily basis and the PLAY WITH A PURPOSE Pre-School Curriculum under the leadership of Helen du Plessis is followed.

We also provide breakfast and a healthy cooked lunch to these children every day, for many of them it being the only meal that they get to eat for the entire day. Many of the toddlers that are 5 years old cannot sit on a chair at a table, because poverty is rife in the West-Krugersdorp area and there are no chairs and tables at their houses.

If you can help us please contact Melodie on WHATSAPP on 082 459 5747.



We also need CRADLE friends who will partner with us on this exciting project, and we require sponsorships of R500-00 per month per child, so that we will be in a position to employ loving, passionate, trained and qualified Nursery School and After Care teachers, who will be taking care of the educational programmes in the classes. We can “introduce” you to the child that you will be sponsoring and send you a photograph of the child (with of course the parent’s permission), and Olga, our admin lady, will be keeping you informed on his or her progress.

PLEASE help us, if you can, to BE THE DIFFERENCE in the lives of these children.

3) CRADLE – HOUSE OF HOPE (Step – up house):

This house is in Jones street, West-Krugersdorp. Our ladies from the HOUSE OF RESTORATION who have “graduated”, and have successfully found employment move into our step-up house, with their children, where for a couple of months they learn to cope on their own, whilst we still support them where necessary, before they are launched back into “real life”.

For any enquires please contact Melodie on WHATSAPP on 082 459 5747.



4) COMMUNITY FEEDING SCHEME:

During November 2016 two soup kitchens in the West-Krugersdorp area closed down. Hungry adults and children started to come to our HOUSE OF RESTORATION to ask for something to eat. We thus saw a desperate need in the Community and we started making basic peanut butter sandwiches to hand out to persons who are hungry. This projects directly impacts the lives of between 250 and 300 hungry adults and children every day, 7 days a week.

This project has now stabilised and currently we are using 88 loaves of bread per day.

We are always in need of:

Bread (preferably sliced bread) (We **BUY** 80 loaves of bread per day, as we have not been able to secure a Sponsor)

Peanut butter

Margarine

Jam

Any other spreads for bread

Apples and bananas

VOLUNTEERS who would like to get involved with assisting us to prepare the sandwiches on a daily basis can contact Melodie on WHATSAPP on 082 459 5747.

Matt 25:35

“For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in,” (NIV)



5) CREATING HOPE - Creative Skills:

At our CREATING HOPE centre, our HOUSE OF RESTORATION and TOWER OF LIFE ladies, as well as ladies from the Community come to practise their creative skills, such as jewellery making, fabric painting, sewing and knitting, card making etc. These items are then sold at various coffee shops and market stalls, thereby creating an income for the ladies as well as for THE CRADLE OF HOPE and the TOWER OF LIFE.

After leaving our HOUSE OF RESTORATION the ladies can then use these skills to generate an income for themselves and their children.

For any enquiries please contact Melodie on WHATSAPP on 082 459 5747.



6) THE CRADLE ARK (Tarlton plot project):

During 2007 THE CRADLE OF HOPE purchased a 18Ha plot in Tarlton, with the assistance of donations from the founding-directors of the Section 21 Company (THE CRADLE OF HOPE). This plot was previously owned by Senator Johannes Willem (Jan) De Klerk, the father of former President F.W. De Klerk, winner of the Nobel Prize in 1993. We believe that there is a very strong prophetic calling on this piece of land.

When funding becomes available this property will be developed on a Kibbutz format, and the residents will be empowered with the skills to live off the land and become self-sustainable.

Currently we are assisting our residents with food, clothing and other necessary items, as well as establishing small food gardens. Currently we are housing 176 residents (adults and children).

To get this fish-farming and vegetable project started successfully we require funding of R2 000 000-00.

All enquiries can be directed to Albertus van Brakel on 082 452 4030.



7) POMFRET:

Since 2008 we have been assisting the community of POMFRET in the North West Province. This forgotten settlement has a population of about 4000 souls. They live in appalling conditions of poverty and neglect. We assist with supporting the orphanage that houses 20 children with food, clothing and various other needs.

We were instrumental in establishing the nursery school, for 120 children. We provide regular food parcels to the very poor, and the elderly, during our outreaches which take place every 3 to 4 months.

We have assisted the community with the establishment of a soup kitchen for the elderly persons of POMFRET, and we provide food and other items on a regular basis during our outreaches to POMFRET. We have also assisted many of the residents with wheelchairs and crutches etc. During 2013 we established a medical clinic in the community, where basic medical needs are addressed.

If you can assist please speak to Corlien Macdonald on 082 489 9769.



8) TOWER OF LIFE homeless shelter for men:

This shelter was established in 2013 and this project is in partnership with THE BETHANY HOUSE TRUST.

The purpose of the TOWER OF LIFE men's shelter is clearly defined:
A temporary night shelter for 85 homeless / destitute / vulnerable men, following a Biblical pattern of care (spiritual / physical / emotional) and thus BUILDING COMMUNITY. Our 85 beneficiaries are provided with a warm clean bed, a shower and a healthy plate of food.

We also run a soup kitchen in the evenings, 7 days a week, providing dinner to 140 homeless men and women (and their children), of whom many are sleeping on the streets of Krugersdorp.

For more information contact Melodie on WHATSAPP on 082 459 5747.



9) TOWER OF LIFE homeless shelter for women (and their own children):

On 27 November 2017 the TOWER OF LIFE homeless shelter for women was opened, due to an increasing need for an emergency safe place for homeless and vulnerable women (and their children) in the Krugersdorp area. This project is in partnership with THE BETHANY HOUSE TRUST.

We cater for 24 persons and this shelter operates as an emergency night shelter.

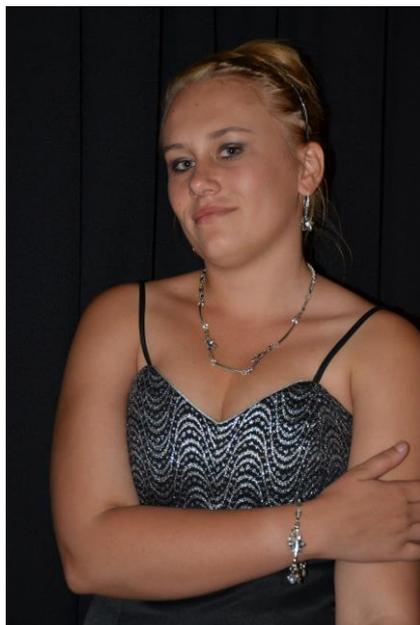
The purpose of the TOWER OF LIFE women's shelter is clearly defined: A temporary shelter for homeless / destitute / vulnerable women (and their own children), following a Biblical pattern of care (spiritual / physical / emotional) and thus BUILDING COMMUNITY.

For enquiries please contact Melodie on WHATSAPP on 082 459 5747.



10) CINDERELLA PROJECT:

It is often our privilege to assist a young girl or a future bride, with their big day. We are always grateful for any evening wear that you no longer need or want (dresses, handbags, shoes, jewellery, make-up etc.) Please contact Melodie on WHATSAPP on 082 459 5747 if you can assist us.



11) **POP-UP CHARITY SHOP:**

Every first and last Friday of every month we host a POP UP SHOP, where you can purchase high-quality, gently-worn clothing, shoes, handbags, accessories and household items. For more information please speak to Candice on 076 262 0452 during office hours.



12) **A “GREENER” and “HEALTHIER” South-Africa:**

During 2012 / 2013 / 2014 we were privileged to be able to distribute 20 000 fruit trees to our outreach areas, all over South-Africa.

The recipients were taught how to plant their trees and care for them.

These trees have grown beautifully and are providing healthy fresh fruit to many less-fortunate communities.

For more information contact Corlien Macdonald on 082 489 9769.



13) KAMOSO VILLAGE:

A block of 6 step-up flats, in partnership with THE BETHANY HOUSE TRUST. Mothers with their children stay here for a while, after finding suitable employment, and being reunited, to work on establishing the family as a unit.

For enquiries please contact Melodie on WHATSAPP on 082 459 5747.



14) MEDIA COVERAGE and ACCOLADES:

THE CRADLE OF HOPE has been featured in the following newspapers and magazines:

- Various articles have appeared in the KRUGERSDORP NEWS, RANDFONTEIN HERALD, NORTHSIDE CHRONICLE, WES-BEELD, AMEN and other Community Newspapers. We have been featured in many magazines, ie SA GARDEN, LIG magazine, MAMAS & PAPAS, VISION, GET-IT (Jo-burg West), SARIE, FAIR LADY, ROOI ROSE, VROUE KEUR, YOU and DRUM, and the LIVING & LOVING. We have been featured on National Television many times on various programmes including LIFE 24/7, GELOOF HOOP & LIEFDE and KWELA.
- Our co-founder Melodie van Brakel is featured in the 2012 / 2013 edition of the CEO magazine: **“SA’s Most Influential Women in Business and Government”**.

THE CRADLE OF HOPE has received various awards and certificates of recognition:

- Co-founder Melodie van Brakel is featured in the 2012/2013 - CEO magazine: “**Celebrating Excellence in Organisations, featuring South Africa’s Most Influential WOMEN in Business and Government**”.
- Co-founder Melodie van Brakel was chosen as one of the three finalists in the 2011 **CLARINS, FAIR LADY** and **SARIE**’s “**Most dynamic woman in South-Africa**” awards.
- Co-founder Melodie van Brakel received the **BRONZE** award at the **ROCCI** (Roodepoort Chamber of Commerce and Industry) and **LADY ROCCI** – “Community Services Champion” awards for two years running, 2010 as well as 2011.
- **THE CRADLE OF HOPE** received **GOLD** certificates from **ROCCI** (Roodepoort Chamber of Commerce and Industry) for three years running, 2010, 2011 and 2012 for recognition as a Community Support Organisation making a huge difference in the community.
- **THE CRADLE OF HOPE** received the very prestigious **CHRIS KRUGER** annual award for 2012 from the West Rand Chamber of Business and Tourism in appreciation of our Leadership, Counselling and Humanitarian services provided to women, children and the elderly.
- **THE CRADLE OF HOPE** received a certificate of recognition for 2012 for our Community Services from the West Rand Chamber of Business and Tourism.
- On 23 November 2012, **ROTARY INTERNATIONAL**, awarded Melodie van Brakel, a “**VOCATIONAL SERVICE AWARD**” for “**SERVICE ABOVE SELF**”.
- **THE CRADLE OF HOPE** was a finalist in the 2013 **BUSINESS ACHIEVER AWARDS** of the **WEST RAND CHAMBER OF BUSINESS AND TOURISM**.
- On 18 June 2013, the **ROTARY CLUB OF KRUGERSDORP (ROTARY INTERNATIONAL)** awarded Melodie van Brakel with a merit award for “**SERVICE TO THE COMMUNITY – SERVICE ABOVE SELF**”.
- **GOLD** award at the **ROCCI Business of the Year** awards for 2013 – “**AWARD NOMINEE**”.
- **GOLD** award at the **ROCCI Business of the Year** awards for 2013 – “**COMMUNITY SUPPORT ORGANISATION**”.
- **GOLD** award at the **ROCCI Business of the Year** awards for 2013, the very prestigious award of: – “**COMMUNITY SERVICES CHAMPION 2013**”.
- **GOLD** award at the **WEST RAND CHAMBER OF BUSINESS AND TOURISM**’s Business Achiever Awards 2014 – Overall winner in the NPO section – **THE CRADLE OF HOPE**.

- GOLD award at the WEST RAND CHAMBER OF BUSINESS AND TOURISM's Business Achiever Awards 2014 – Overall winner in the NPO – INDIVIDUAL section – Melodie van Brakel.
- GOLD award at the ROCCI (ROODEPOORT CHAMBER OF COMMERCE AND INDUSTRY) Annual Business Awards 2014 – NPO section - THE CRADLE OF HOPE.
- SILVER award at the LADY ROCCI (ROODEPOORT CHAMBER OF COMMERCE AND INDUSTRY) Annual Business Awards 2014 – COMMUNITY SERVICES CHAMPION – Melodie van Brakel.
- During March 2015, CORDIS TRUST, awarded Melodie van Brakel with a very special award, "Orde van die Kruik". This is an annual National Award in South Africa that is presented to a person who does exceptional works of compassion in Communities.
- 2016 Business Achievers Awards GOLD AWARD WINNER – NON PROFIT ORGANISATION – THE CRADLE OF HOPE, from the WRCBT (West Rand Chamber of Business and Tourism).
- 2016 Business Achievers Awards OVERALL TROPHY WINNER - BUSINESS WOMAN OF THE YEAR - ACHIEVER - Melodie van Brakel, from the WRCBT (West Rand Chamber of Business and Tourism).
- SILVER award winner – SACCI (SOUTH AFRICAN CHAMBER OF COMMERCE AND INDUSTRY) – Woman Entrepreneur of the Year 2016 – Melodie van Brakel.
- GOLD award winner – ROCCI (ROODEPOORT CHAMBER OF COMMERCE AND INDUSTRY) – Community Support Organisation 2016.
- SILVER award winner – LADY ROCCI (ROODEPOORT CHAMBER OF COMMERCE AND INDUSTRY) - Female COMMUNITY SERVICES CHAMPION 2016.
- Awarded NON PROFIT ORGANISATION of the YEAR 2017 – WRCBT (West Rand Chamber of Business and Tourism).
- 2017 Business Achievers Awards OVERALL TROPHY WINNER - BUSINESS WOMAN OF THE YEAR - ACHIEVER - Melodie van Brakel, from the WRCBT (West Rand Chamber of Business and Tourism).
- GOLD award winner – COMMUNITY SUPPORT ORGANISATION 2017 – ROCCI (Roodepoort Chamber of Commerce and Industry).
- GOLD award winner – COMMUNITY SERVICES CHAMPION 2017 – Melodie van Brakel
- Awarded NON PROFIT ORGANISATION of the YEAR 2018 – WRCBT (West Rand Chamber of Business and Tourism).

- 2018 Business Achievers Awards OVERALL TROPHY WINNER - BUSINESS WOMAN OF THE YEAR - ACHIEVER - Melodie van Brakel, from the WRCBT (West Rand Chamber of Business and Tourism).



*Please contact Melodie van Brakel (C.E.O. and FOUNDER)
should there be any enquiries,
or if you can assist us
on 082 459 5747,
or our offices on 076 262 0452,
during office hours,
or send an e-mail
to
melodie@thecradleofhope.org*