



**2025 Combined Annual Reports of the  
Hillcrest Advice Bureau and Bursary Fund**

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Figure 3: Advice Bureau Service the isiZulu community in the Valley of 1000 Hills

## DONATE SCHOOL SHOES

Richdens Village Centre have partnered with Hillcrest Advice Bureau & will be collecting USED or NEW SCHOOL SHOES for the month of Jan.

All shoes will go out with the HAB team to needy students in our Valley schools.



Figure 2: Schools Fund shoes drive



Figure 1: CAO Project Grade 9 Subject Choice workshop

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## Chairperson's Summary Report For 2025



**Every Child Deserves an Identity**

Without a birth certificate, children can't access school, healthcare, or basic rights. Let's change that together.

Why it matters	Without it
<ul style="list-style-type: none"><li>• Access to education</li><li>• Access to healthcare</li><li>• Proof of citizenship and age</li><li>• Protection from exploitation</li></ul>	<ul style="list-style-type: none"><li>• No school enrollment</li><li>• No ID or social grants</li><li>• Limited job opportunities later in life</li></ul>

**We can help**  
We help families register children, replace lost birth certificates, and navigate the process with Home Affairs.

**Need help getting a birth certificate?**  
Join our awareness campaign

Identity is a right, not a privilege.

**55 Birth Certificates** obtained for school going children  
**29 (down 13%) Academic & Vocational Tertiary Students** assisted, achieving a **100%** pass rate  
**360 School Children** in 22 schools & 2 orphanages assisted with uniform  
**40 Food Parcels** issued to 9 Advice Bureau Families  
**709 (up 258%) Clients** helped by Advice Bureau  
**97 (up 14%) 'High Flyer' Matriculants** helped by the **CAO Project** to access NSFAS funded tertiary education places  
**900 (up 30%) Matriculants** benefitted from **CAO Personality Type & Course Choice workshops**  
**1235 Grade 9's** from 9 schools benefitted from the **CAO Subject Choice workshop**  
**Admin Costs** now **7%** of expenditure

When preparing this report it always makes me sit back and wonder, from the depths of my being, how, with so little money, we are able to touch so many lives with positive effect.....

Helping individuals to build *dignity* into their lives by obtaining birth certificates, ID's, underwear, uniforms, self knowledge to enable relevant subject and career choices, completion of tertiary qualifications and entry into meaningful and sustainable careers...

The answer is the time, skills, and efforts of all of our Members. Stipended members also give voluntary hours and the volunteers are simply amazing with their dedication. As our long term volunteers start to reduce their workload (and hopefully that will include me in the not too distant future!) we are needing to transition to recruiting stipended staff which obviously has an impact on our finances but should also lead to an increase in our impact with the additional hours available and the new skills and drive of younger members.

One of our long term supporters recently overheard me describing the work we do and she expressed surprise at not knowing about the paralegal work of the Advice Bureau.... We're trying so hard to get better at telling people what we do but obviously still have work to do there! Facebook, Instagram, signage, branded shirts, our Newsletter and online donation platform updates are all ways we share our work and success stories.

The *Advice Bureau* workload has soared due to the introduction of smart ID's and identification of the huge problem of school children without birth certificates and the implications on school resources and funding as well as for each individual child not being recognized as a legal person.

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Caitlyn and Rosie's *School Fund* brings joy to the heart especially with the little ones when they put on their new uniforms and do Caitlyn's 'I am special' song and dance.

The *CAO Project* continues to deliver superb value for money – helping over 2000 high school learners to think about what skills, abilities, personality type and learning preferences they have – what their future career dream is and how to make it happen. Not all of the children will act on what they learn through these workshops but for the ones who do...the world, literally, can be their oyster! Look at Sandile Mkhize from KwaNyuswa who is now with the South African Space Agency... all it took from HABandBF was helping him to make the right choices, a R250 application fee and a second hand laptop.

Finally, the *Tertiary Fund* continues to deliver. 100% of students supported by us completed their qualifications in 2024 and 2025. 95% of those go on to enter into meaningful careers as teachers, lawyers, pharmacists, care assistants, plumbers, electricians and construction workers, to name but a few.

**Thank You** to all of our supporters, individuals, Trusts, Foundations, Corporate Donors and grant providers for without you none of this would happen. Special thanks to Holy Trinity Anglican, Hillside and the African Gospel Church for their generosity in giving HABandBF space to work from, thus enabling money which would otherwise be spent on office space to go direct to the support of beneficiaries.

WE NEED...

- 2<sup>nd</sup> hand laptops which we can have refurbished
- 2<sup>nd</sup> hand smartphones
- A post graduate level volunteer to run the Alumni programme
- A wider donor base – less reliance on a few key donors
- A volunteer to run our marketing

Please enjoy reading this annual report and share with friends, neighbours, colleagues....

Tanya Harvey April 2026



*Figure 5 HABandBF Team March 2025 At Winnie's Retirement Breakfast:*

*L to R: Peter Evennett (retired Trustee), Jo Evennett, Rosemary Dickinson, Winnie Mtakwende, Affectionate Mtakwende, Nonto Gwala, Noma Ntobela, Nokuthula Sokhela, Wiseman Mabaso, Siyabonga Sishi, Nicky Sibaya, Lwazi Kleinboo, Ann Braine, Bill Braine, Heather Maybery, Tanya Harvey*  
*Absent: Caitlyn de Beer, Zinhle Mngwengwa*

# Hillcrest Advice Bureau and Bursary Fund

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## Hillcrest Advice Bureau and Bursary Fund Donations Received During 2025

	Financial Donors		Non Financial Donors	
<b>January</b>	Solon Pat Palmer Diapalante Global Giving		Holy Trinity Anglican Church African Gospel Church Hillside Church Volunteers Netelligence Consulting Faye Maytham TechEasy MDD Fabrics Colbar	Space, storage, photocopying, use of telephones Space Space Time, petrol, airtime, printing, wisdom, advice Email hosting discount Excel training Discounted laptops and laptop repairs Fabric for Pass the Panties underwear Fabric for Pass the Panties underwear
<b>February</b>	Estate Ndlovu Coker Family Trust			
<b>March</b>	Global Giving Comburs Global Giving			
			<b>Global Giving Donors</b>	
<b>April</b>	anon Greenacre Foundation		Kgomotso Taje Rishan Barat Haseenah Molumo	Alan Rueda Richa Patwa Kumari Priyanka Wadiar
<b>May</b>	Stanley Raaff Trust for Schools Fund Beare Foundation Comburs Foundation Global Giving Tanya Birthday money Global Giving		16 Anonymous Malia Price-Morris Michelle Simmons Connie Cho Liz Rodriguez Vargas Brendan Mervin Timothy Hillery Sean Francis Carolina Pagnan Guenther April Tantaro Kevin Johnson Bridget Peaco	Mustapha Aassar Peter Amendola Alyson Gerlach Florence Faith Joseph Sornsin Michael Repko Sumedha Weeks Tanya Harvey Alex Harvey Ged Meechan
<b>June</b>	SPAR			
<b>July</b>	Solon 2/2 Key Pinetown			
<b>August</b>	Ramsden Trust Global Giving David Short		Jayne Timmerman Vishnu Venugopalan Daniel Rose Christi Jastram James Lockwood Kelly Wirth Erik Opsahl Joanna Smith Nathan Ostendorf Sheena Patel Camila Naranjo Christopher Udofia David O'Bryan	
<b>September</b>	Robin Hamilton Trust Robin Hamilton Trust AB Iris Peddie Global Giving			
<b>October</b>	Iris Peddie BackaBuddy			
<b>November</b>	Iris Peddie			
<b>December</b>	Fulton Trust R Paget Will Trust Molly Reynolds Trust Global Giving		Uday Haresh Soni Aaly Meherali Janise Dismuke Florence Faith	

**Annual Report Of The Advice Bureau For The Year 2025**

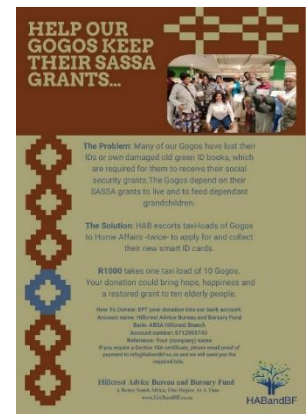


Figure 7: Refurbished Advice Bureau Building with new Signage



Figure 6: Food Parcel Beneficiary receiving her parcel from Nokuthula. Clients receive a parcel a month for up to 3 months whilst waiting for the outcome of their grant applications

The numbers of cases being dealt with by the Advice Bureau grew by **258%** from 2024 and **640%** from 2023! Partly as a result of the new signage and partly because of the desperate and urgent need for smart ID's for those community members who receive grants or pensions but do not have bank accounts: SASSA payments were suspended until the recipient could present a smart ID. Although the smart IDs are free for those over 60 years the cost of transport to and from Home Affairs, once to apply and once to collect, is totally unaffordable for a gogo who is unemployed and caring for her grandchildren. More food parcels had to be issued to clients who were without any income whilst waiting for the smart ID.



Obtaining Birth Certificates for school aged children was also a significant case load. In one case the team had to obtain a birth certificate for the 85 year old great grandmother in order to work their way through the generations.

Schools are legally obliged to educate all children, but only receive funding, textbooks, teacher allocation and food for those children who have a birth certificate. In a limited survey of 4 local primary schools we found that between a third and a quarter of the Learners did not have birth certificates. All the Learners suffer from the resultant reduced resources.

Causes include incorrect capture of the mother's details by the hospital at birth (DNA tests required to prove that the mother is the real mother); mother died at childbirth and the family becomes a child headed family; Or when the child might have been the result of

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sexual assault and the mother leaves the baby on the father's doorstep and disappears; Also where the mother herself has never had a birth certificate.

Problems	2025			2024			2023	
	Cases	Monies Reported as Received	Status	Cases	Monies Reported as Received	2025 Status	Cases	Monies Reported as Received
Eviction						2 Pending	2	
Birth Certificates	58 from 2024		53 successful 5 pending	58		58 Successful	6	
Child Support Grants	10	R10800	8 successful 2 pending	27	R2,540.00	27 Successful	11	
Foster Care Grant				4		4 Successful	2	
Death Benefits	1 new, 1 from 2024		2 Pending	17		16 Successful 1 Pending	11	
Disability Grants	3 from 2024	R58800	12 successful	37	R31,080.00	27 Successful 7 Unsuccessful 3 Pending	31	
Identity Books	27 519		15 Pending 518 successful 1 pending	69		69 Successful	20	
Care Dependent Grant						27 Successful	2	
Pension Fund	7		7 pending					
Provident Fund							11	
Old Age Pension Grants	6	R27745.16	6 successful	1	R8,560.00	1 Successful	7	
Miscellaneous	16		5 successful 11 pending	3		3 Successful	6	
UIF				1	R3,528.00	2 Successful	2	
Uniforms	35		35 successful	20		All Distributed		
Food Parcels	21		9 Families	40		Distributed to 12 Families		
Abuse				2		2 withdrawn		
Land Claim	1 from 2024, 1 new		2 pending	1		1 Pending		
Advice	5		5 successful	3		3 Successful		
Road Accident Fund	1		1 pending					
Social Relief	2	R5892	2 successful					
Top Up Grant	6	R7600	5 successful 1 pending	1				
<b>Total</b>	<b>709</b>	<b>110837.16</b>		<b>283</b>	<b>R45,708.00</b>		<b>111</b>	<b>R17,061.93</b>

Nokuthula, Noma and the clients are all grateful for the generous sponsorship which enabled repairs to the Advice Bureau building to be completed in March 2025 – the building is no longer damp which is a great relief! And the printer is also a lot happier!

We would like to thank everyone who's supporting us to make our Office bring the services to the community, Stakeholders, Individuals who assist us with food parcels, uniforms, clothes etc.

Nokuthula Sokhela March 2026



## Schools Fund 2025 Annual Report

2025 was a smooth and happy year for the school fund with 325 children receiving uniforms and underwear through Pass the Panties at 13 schools and 2 orphanages and a further 35 children from another 9 schools receiving uniforms through the Advice Bureau.

We started the year with the help of Zinhle and thus got to work quickly and efficiently. With more help, we opted to submit multiple school uniform orders at once to the Uniform shop, which was not always possible when we were packing the uniforms on our own. Having an assistant has meant that packing the uniforms into individual labelled bags is seamless and we can reach more children more quickly. The help of a translator has also been gold, as it has allowed for our school visits to run smoothly. We've seen that far more kids swap trouser/skirt sizes if incorrect, with each other, now that language barriers are no longer an issue - this has made our returns easier too!



*Figure 8: So chuffed with her new uniform and undies!*



*Figure 9 Thank you from the Principle at Ukusakwabasha Primary School*

The first school that we visited this year was Ukusakwabasha in the KwaNyuswa Valley, and it was our first time visiting this school. Whilst situated not too far into the valley itself, the road to access the school is a dirt road and the weather hugely affects whether the school is accessible or not. We were so impressed on arrival at this small school, loved their neat and organized school campus and were impressed with their well-mannered children.

The need for Pass the Panties was most evident when we visited a school that Rosie has been working with for more than 20 years. The school is currently undergoing renovations, which is wonderful for them, but meant that we were crammed into a small container type room for fittings. We were dressing the younger kids when we noticed that one of the older, grade 7 (aged around 12 years), boys had disappeared with his packet including his new uniform. On enquiring where he was, the staff pointed out that he had hidden behind a small steel bookshelf to get dressed there. I asked if everything was okay and the teacher shared that he was simply hiding because he did not own underwear. Both of us were tearful as we quickly shared that there was underwear included in his uniform bag, all ready for him to put on.



*Figure 10: All the children at this school received Pass the Panties packs with 3 sets of age and gender appropriate undies each*

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*Figure 11: St Mary's and Gwadu Zenex girls bonding*

In the April school holidays, Caitlyn hosted 26 senior primary St Mary's girls who were in need of community service hours, at her home. These girls helped us pack underwear for an upcoming school visits. They also made over 60 cards for the students that we would be seeing the following day at Gwadu Zenex Primary School. A few of these St Mary's learners, along with two Highbury boys, came with us to Gwadu Primary the following day to fit school uniforms and supply underwear for all JP girls at this school. This was a wonderful experience for the outside learners and their parents too. We loved watching the St Mary's grade 7 girls taking on the responsibility to help dress the younger Gwadu girls into their new school tracksuits, and give us the relevant feedback. The female Gwadu learners also so appreciated the cards that the St Mary's girls had made for them, and little huddles were formed with a mixture of kids from both communities, reading together.

We are pleased to share that our school uniform process is running smoother than ever before, and whilst the need remains big, our impact is very clear too. The hiring of an isiZulu school fund assistant has been hugely beneficial to our team. Being an isiZulu home language speaker has allowed for communication to be far more effective between the various schools and us. We also have access now to Caitlyn's volunteers from Pass the Panties which has helped to speed up our visits to the schools as the many more hands 'make even lighter work.'

With more funds we could serve more children in each school – we often see very ragged clothing on many more than the 25 we help.

Caitlyn de Beer April 2026



*Figure 12: Rosie has been doing this work for over 20 years now and still loves the joy of giving the gift of dignity. The smiles say it all!*

## CAO PROJECT REPORT FOR 2025

At the beginning of January we welcomed our part-time assistant, Nontokozo Gwala, thanks to a special grant from our donors. Our first workshop was in the second week of January, before term started, and as we were preparing to receive the matric results. Thanks to Nontokozo, during the course of the year we were able to collect results from 83% of the Matrics supported in 2024, a significant improvement from 43% in the previous year. (The figures for the 2025 group in the table below represent work in progress.) Thanks largely to changes in the way NSFAS deals with private landlords we had no requests for deposits for rental accommodation this year. We also had only three requests for money for food, possibly due to our emphasis on the need to prepare financially for the start of university.

The focus of our first term workshop moved away from university study and towards the full buffet of post school options available and the need to understand yourself when deciding what path to follow. This was in recognition of the fact that only a minority of each Matric class will be going on to tertiary study. We added a section on learning styles for one school. We also conducted a Grade 9 subject choice workshop at Nkosenye Intermediate School, at the invitation of a teacher who had read about us on Facebook and made a special trip to Hillcrest on Giving Tuesday in December 2024 to meet with us. Learners from Nkosenye transfer to other schools for Grade 10, so it is particularly important for them to know what academic stream would suit them best.

In March we ran two Gap Year Workshops, which we advertised to our high fliers and on Facebook. These were attended by 29 young people in total. These we kept in touch with via WhatsApp after the workshops.

Our second workshop concentrates on the career dream, ways of reaching it and a reality check. A couple of schools found it difficult to schedule workshops for various reasons, but by August we had conducted both workshops with Grade 12 in each of the nine schools, reaching a total of 900 Grade 12 learners, and signed up the high fliers in all nine schools, 97 in total. One school had 15 learners with aggregates in excess of 70%, and two had learners tying for tenth place. For the first time we took photos of each of the high fliers which we sent on to them.

We conducted Grade 9 subject choice workshops in seven schools between June and October. Parents were present at several of these. Two schools were not able to schedule this workshop. We reached a total of 1 235 Grade 9 learners.

Our core team was more stable, thanks to the addition of Nonto in January although we were sorry to lose Zinhle Mngwengwe (but delighted that she had found full-time employment). We were joined for a while by two young men, Siyabonga and Phumulani who



*Figure 13: G9 workshop held outside because the school does not have a hall*

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related well to the male learners, but by the end of the year both had moved on to other employment. An additional volunteer, Nqobile Mchunu, joined us in September after attending a presentation we gave for a work readiness course offered by iKusasaLethu, another NGO working with Valley schools. The team has started to specialize, taking responsibility for different parts of the workshop and also covering photos and preparation of content for social media.

The chart overleaf gives the information we collect about our high fliers, but it is incomplete because some Matrics drop right off the radar. It is difficult to measure quantitatively the impact of the programme because some years have a greater number of highly talented learners than others and in some years, such as 2026, pressure on university places is higher than usual.

Dear HAB & BF Team,

It is my great delight to share my appreciation for your involvement in the awakening of my career success.

HAB & BF has supported me from high school in KwaNtebeni Comprehensive High School and provided me with guidance and resources to begin my university experience. After matriculating (2021), I began my studies at the Cape Peninsula University of Technology (2022), where I enrolled on a Bachelor of Engineering Technology in Computer Engineering. Due to the extreme technological focus of this degree, it was required of me to have a powerful computer, which Ann Braine arranged for me and got it delivered to me for free.

This kind of dedication is inspirational towards the younger generation, especially from places like KwaNyuswa. What you did for me is not something I take lightly, and it is very much appreciated. Anne continued to support me while I lacked funding during my first year for 6-7 months until I got funding from NSFAS. I completed my studies in 2024 with an overall score of 71%. During my final year, I conducted research that has sparked a lot of interest in the space-industry, the research involved Environmental Monitoring using Machine Learning and Remote Sensing - crucial for observing the earth's land and automating that process. This research gained attention and was presented on the International Conference on Electrical, Computer and Energy Technologies (ICECET 2025) in Paris, and is currently being processed for publication in the IEEE Xplore database.

I volunteered to help the French-South African Institute of Technology (FSATI) with satellite tracking technology (built and developed antenna rotation automation robot) in 2024. In March 2025, I started my Engineering internship with the South African National Space Agency (SANSA) in Hermanus, and I recently completed 6 months. This experience is giving me a lot of exposure; SANSA has afforded me the chance to talk about my work at the 3<sup>rd</sup> National Space Conference in Pretoria, and meeting the global leaders in the G20 Space Economy Leaders Meeting (SELM6). Not only do I get technical exposure, it also allows me to serve the community through helping out our Science Engagement Unit with tutoring young minds, and one experience with bringing the community together through the Mandela Month Initiative that I headlined.

Every so often a past beneficiary contacts us to tell us of their success and the role in it they attribute to us. We were delighted to hear from Sakhile Mkhize, who had been a beneficiary in 2021, before we even started our workshops, and whom we had assisted with a high-spec laptop which he says got him off on the right footing for his course in Computer Engineering at CPUT. He wrote to tell us of his success and that he is now doing an Engineering internship with the South African National Space Agency (SANSA) in Hermanus and is gaining international exposure for his research.

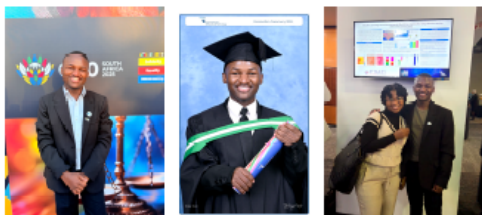


Figure 14 Sandile Mkhize, CAO Project Beneficiary, now at SANSA, & his letter of thanks

**Hands-On Learner**  
You learn by...

You should...

You learn best by **DOING**, not just seeing or hearing

**Visual Learner**  
You learn by...

You should...

You need to **SEE** things and not just **HEAR** them to learn well

**Learning through reading & writing**  
You learn by...

You should...

**ABCD**  
You need to **READ** and **WRITE** not just see and hear to learn well

**Learning by Hearing**  
You learn by...

You should...

You need to **HEAR** things and not just see them to learn well

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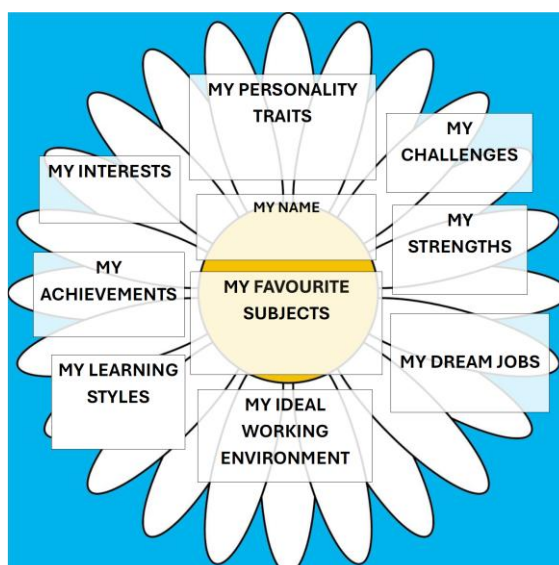
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## CAO Project High Fliers 2021 to 2025

	2025 To date	2024	2023	2022	2021
Number signed up	97	84	73	50	40
Receiving SASSA Grants (needy and under 18)	79	65	56	48	Not asked
60% aggregate or more in school results (% of total)	93 96%	56 66%	59 80%	43 86%	30 75%
Matric results received (% of total)	74 76%	70 83%	33 43%	33 66%	34 85%
Bachelor passes (% of results received)	73 99%	61 94%	33 100%	27 82%	30 88%
3 or more distinctions	27	25	10	9	3
Registration data provided	39	42	23	13	23
Number assisted during year from emergency fund (excluding transport to Drop-Ins and Gap Year Workshop)	14	9	10	6	
Accepted on to Tertiary Fund	1		1	4	4

Ann Braine 16 March 2026





## Report of the Tertiary Fund For 2025

### Highlights:

- **Seven** students graduated, **three** are employed and **four** are actively seeking employment
- We are particularly proud to highlight that **two of the graduates are teachers**, and both have successfully received their **SACE certifications** (South African Council for Educators). This is a critical professional milestone that qualifies them to teach in schools across South Africa. Their achievement is not only personal but also a contribution to addressing educational needs in our communities.

### Past Students News

Here is a sample of the activities of some of the HABandBF Alumni:

- Mthobisi Zuma, **Bachelor of Pharmacy** (2025), currently working at ABI Products as a Quality Administrator
- Ayanda Masinga, **N4 Business Administration** (2025), employed at SMG Toyota Hillcrest as CMS Deal File Auditor and Vehicle Administrator
- Lwandile Vuyuelwa Mathe, **Home Based Carer, Office Administration and Health Promotions Officer** (2023), employed at Busamed Hillcrest, Nursing Assistant

### 2025 Students News

In 2025, we supported **29 students** in their studies. Of these, **seven graduated**, a milestone that represents resilience and determination. Among these graduates, **three are now employed**, while **four continue to seek employment**.

We remain committed to walking alongside them as they transition from education into the workforce.

In addition, we provided **four graduates with essential support** in the form of transport, data, and accommodation, practical assistance that removes barriers and opens doors.

We held **three workshops** during the year, each designed to address specific needs identified by our students and alumni.

### **RESPECT Workshop (in partnership with the Jes Foord Foundation)**

This workshop aimed to foster an environment of mutual respect, understanding, and inclusivity. The outcomes were profound. Both male and female students disclosed that vulnerability on campus and in residences is widespread, with most having experienced attempted sexual violations. Alarming, they felt unable to confide in family or parents. The workshop provided them with practical tools for self-protection and, equally important,

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identified trusted individuals and resources they could turn to for support. For many, this was the first time they felt heard and equipped.

## **Budgeting and Communication Workshop**

Designed to build essential life skills, this workshop helped students manage limited resources and communicate more effectively in academic and personal settings.

## **CV and Interview Training Workshop**

Targeting tertiary students, final-year students, and alumni, this workshop prepared participants for the job market. For some, it served as a valuable refresher—having attended similar sessions the previous year, they welcomed the opportunity to review their progress and refine their approach.

## **Our Sincere Thanks**

We extend our deepest gratitude to every **team member** whose steadfast support and dedication carried us through 2025. Your consistency, compassion, and countless behind-the-scenes efforts are the foundation upon which this organization stands.

We also thank our **donors** from the bottom of our hearts.

In these challenging financial times, you persisted in providing funding when many could not. Your belief in our mission, and in the potential of every student we serve, has been a source of strength and encouragement.

Because of you, no student was turned away, and no workshop was cancelled.

## **Looking Ahead**

As we close 2025, we carry forward not only the numbers and outcomes, but the stories of graduates who now earn a living, of students who now know where to turn in moments of crisis, and of a community that refused to give up.

We look to 2026 with hope and determination, knowing that with your continued partnership, even greater impact lies ahead.

Nicky Sibaya April 2026

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<b>Hillcrest Advice Bureau And Bursary Fund</b>			
<b>TWENTY NINE 2025 Students, Records of Studies</b>			
<u><b>Qualifications Studied For:</b></u>			
<b>THREE Postgraduate Degrees/Degree Equivalents In:</b>			
PGCE	1	B.Ed. Hons	1
BSc Project Management (Construction)	1		
<b>SIXTEEN Degrees/Degree Equivalents In:</b>			
BSc Engineering Mechatronic	1	B.Com Accounting	2
BA PPL	1	LLB	2
BA Development Studies	1	BSc Electrical Engineering	1
B Soc Sc Government, Business and Ethics	1	BA Government Admin and Development	1
B Sociology	1	B.Sc Electrical Engineering	1
MBCBH Medicine	2	B. Pharmacy	1
B. Ed. Intermediate	1		
<b>TEN Diplomas In:</b>			
Dip Electrical Engineering	1	Policing	1
N4 Business Admin	1	Tourism	1
Dip Clothing Management	1	Fashion	1
Cabin Crew	1	Office Administration	1
Drama	1	Security Management	1
			5
<b>TEN 2024 Graduates Assisted in Job Seeking</b>			
(A further TWO went into further education, TEN were in a Career within 6 months of graduating)			
Masters in Pharmacy	1	B.Ed	1
Masters in Medical Law	1	BSc Civil Engineering	1
Masters of Commerce, Finance Banking & Investment Management	1	Project Management (Construction)	1
Post Grad Diploma in Finance, Banking & Investment Management	1	LLB	3
B.Ed. Honours	1	BSC Mechanical Engineering	1
<b>SEVEN Students Graduated in 2025</b>			
PGCE	1	B. Soc Sc. Government, Business & Ethics	1
B.Ed Honours	1	N4 Diploma Business Admin	1
B.Ed	1	Diploma in Fashion	1
Bachelor of Pharmacy	1		
<u><b>Institutions:</b></u>			
<b>TWENTY FOUR At Universities</b>		<b>TWO At FET</b>	
DUT	3	Elengeni	2
MUT	1		
UNISA	5	<b>THREE At Private Colleges</b>	
UNIZULU	1	Sky Aviation College	1
UKZN	13	Mancosa	1
UCT	1	Gateway School Of Fashion	1

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## MARKETING AND SOCIAL MEDIA REPORT FOR 2025

### The Hillcrest Advice Bureau and Bursary Fund



HABandBF  
January 2025



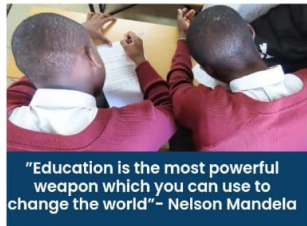
#### Top News

- CAO Digital Walk-Ins (Late Applications) open until February 28 for selected programmes

### Keeping you on the Loop with all things HABandBF!

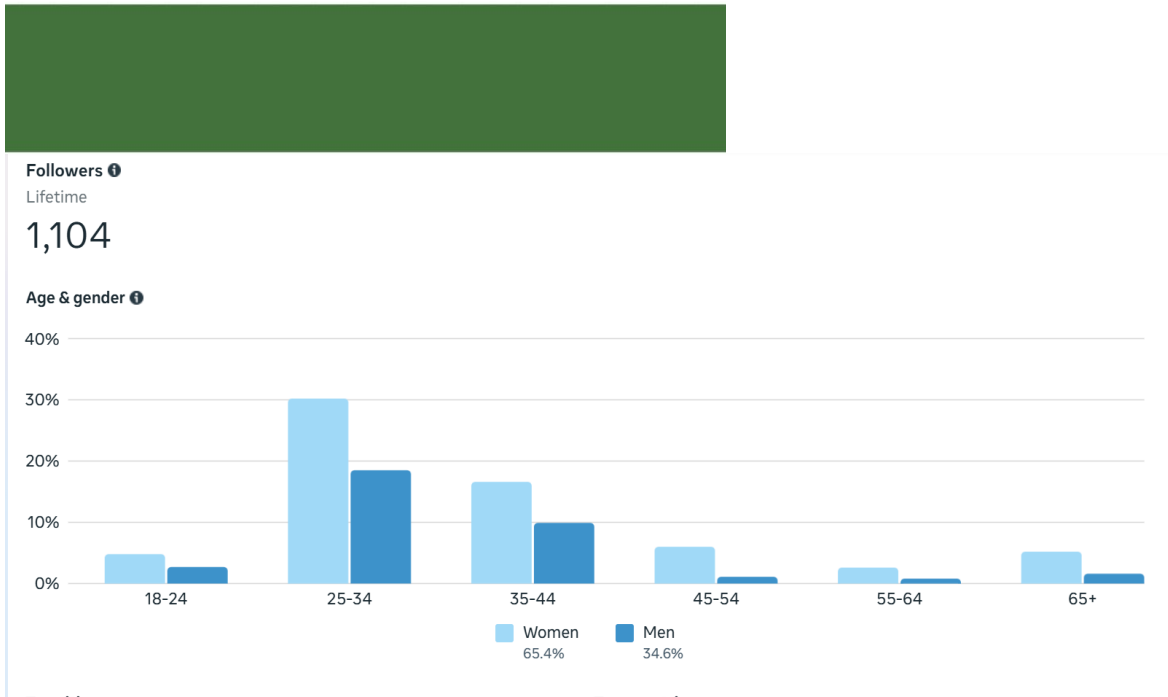
We are thrilled to bring you the latest updates as we embark on this exciting journey of positive change!

With the launch of our impactful initiatives for the new year we are creating opportunities and building brighter futures to make a meaningful difference in the Valley of a 1000 Hills.



We started the year with a bang, getting the first Newsletter out by the end of January. Newsletters are sent to a growing mailing list of supporters, and are always helpful to remind people of our existence. We produced a further two Newsletter during the year. They are among the most viewed pages on all our social media platforms.

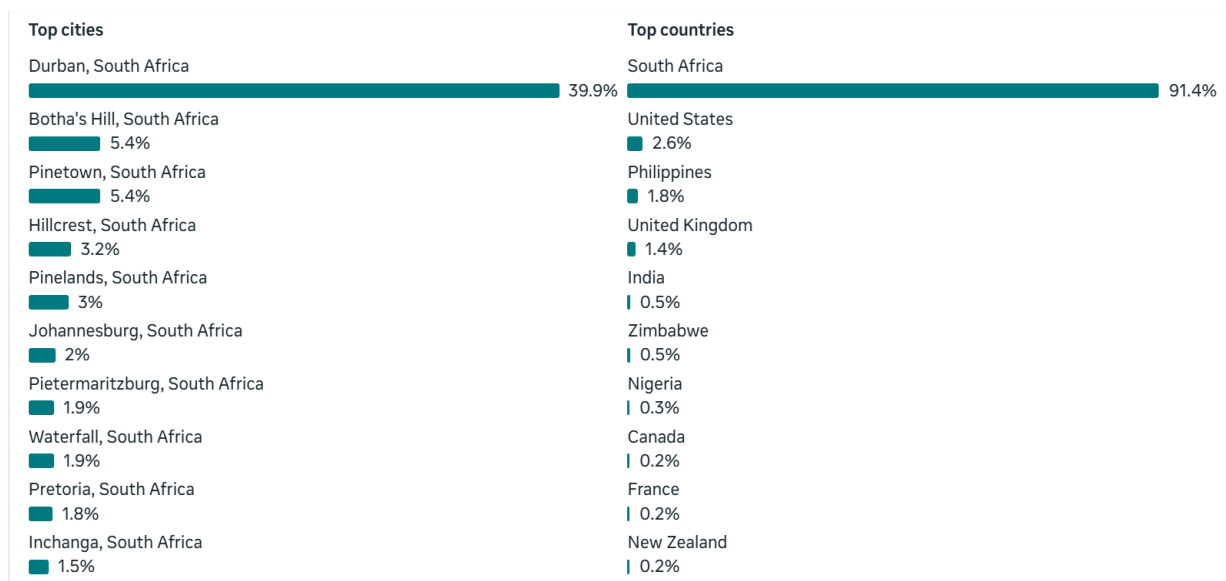
Facebook remains our most active way of spreading information about the organization and reaching new people. We posted on Facebook 47 times, mostly about the activities of the Schools Fund and the CAO Project in schools in the Valley of 1000 Hills. Our posts were viewed 40,691 times.



Our following continues to grow. We gained 194 followers, a 39% increase on 2024. The vast majority of our followers are between 25 and 44 and are local (Durban and Upper Highway).

# Hillcrest Advice Bureau and Bursary Fund

*A Better South Africa, One Degree At A Time...*



Most of this publicity was achieved at no cost. Our most popular unboosted post was the first Newsletter of the year, with 4 450 views. We boosted only one post, appealing for funds to assist gogos to go to home affairs to get their smart card IDs, at a cost of R401.75 and reached 7,462 extra people. The interest in our posts did not immediately lead to direct contact with viewers, as only 19 Messaging Conversations were started during the year.

Our Instagram account has been less active, with 25 new followers bringing the total to 98. We are still not able to synchronise between Facebook and Instagram, so the emphasis in the Instagram posts is somewhat different, appealing more to the younger age group.

The Linked In account was very quiet until November, when the November Newsletter and two posts encouraging donations were posted in succession and viewed by a total of 105 people. Linked In is also used to keep in touch with alumni and colleagues in the education sector, and we currently have 233 followers. Unlike Facebook, less than half (46%) of our followers are within the Durban Metropolitan area.

Our use of WhatsApp to keep in touch with the CAO Project Matric high fliers has turned into another means of reaching into the community. The links we share on groups and on our statuses are circulated widely, and messages are often received from young people who have had one of our posts forwarded to them.

Ann Braine March 2026