

Autumn 2011



Annual Report

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Word from the CEO

To be relevant in Urban Ministry, is to embrace change on a daily basis. As a NGO who believes in God's love for the city and God's presence among us, our faith is stretched to grovel with the challenge, constant change poses to our faith. Maybe it is also the lack of change that poses bigger challenges to our faith: especially the lack of change in the "faithful". We, as part of the church fall into the trap of becoming stuck in a grit that becomes a grave, with a few inches difference in the diameters, over time ...

This year at PEN, we want to embrace the community of change in which we find ourselves. It is part of our calling to stay relevant in serving the communities of the city. To stay relevant, sometimes means to upset people, to say the wrong thing at the right time, to do the right thing at the wrong time, etc. It is God's grace that leads us in a way that all our wrongful,

though well intended actions, work towards bettering the lives of the poor and of the abused, the lonely and the fearful... We will continuously pray for God's wisdom and guidance to find the right path between all the options that presents itself.

A great quote I read recently, kept me thinking: "The only man I know who behaves sensibly is my tailor; he takes my measurements anew each time he sees me. The rest go on with their old measurements and expect me to fit them. "George Bernard Shaw".

Very early in my ministry, a good friend once told me that if you walk into a house, you do not enter all the open doors, just because they are open. You need to know where you are going, to know which open door to use. In PEN, we will try our best to find the right open door, that will lead us all closer towards igniting change, healing communities and

nurturing togetherness.

You as our supporters, are part of our journey. We need you to help us find this special path. Your inputs, feedback and wisdom will be needed to reach our destiny for 2011. Thank you that we can entrust you with this responsibility. We are excited to reach new destinations together. May we all be open to the change that might be necessary. May we all grow towards the people God planned for us to become.

Together as the team of personnel of PEN, we are humbled to present some of the experiences of 2010, captured in a formal report. We hope that it will help you to find concrete things to thank God for His grace. It might also help us all to learn lessons from the mistakes that were made. Please give us feedback on your thoughts and the things you see, that we might have missed.

God bless you all in 2011.

PEN Jaarverslag 2010

2010 sal as 'n uitblink jaar onthou word vir Suid-Afrika in geheel. PEN het die jaar gebruik om die fokus te herdefinieer en om rigting vir die toekoms te bepaal. Ons het die struktuur wat saam met Pete Laburn, 'n internasionaal erkende strateeg geskep is, geïmplementeer. Gedurende Februarie 2010, 'n uitdagende tyd,

is Marinda van Niekerk aangestel as Hoof Uitvoerende Beampte.

Dit is 'n voorreg om deel te wees van so 'n uitmuntende span direkteure en PEN personeel. God is getrou aan Sy woord en beloftes. Ons het Sy nabyheid en leiding op 'n besondere wyse beleef. Die tema vir die jaar: "Play the Game" was 'n groot sukses en het ons

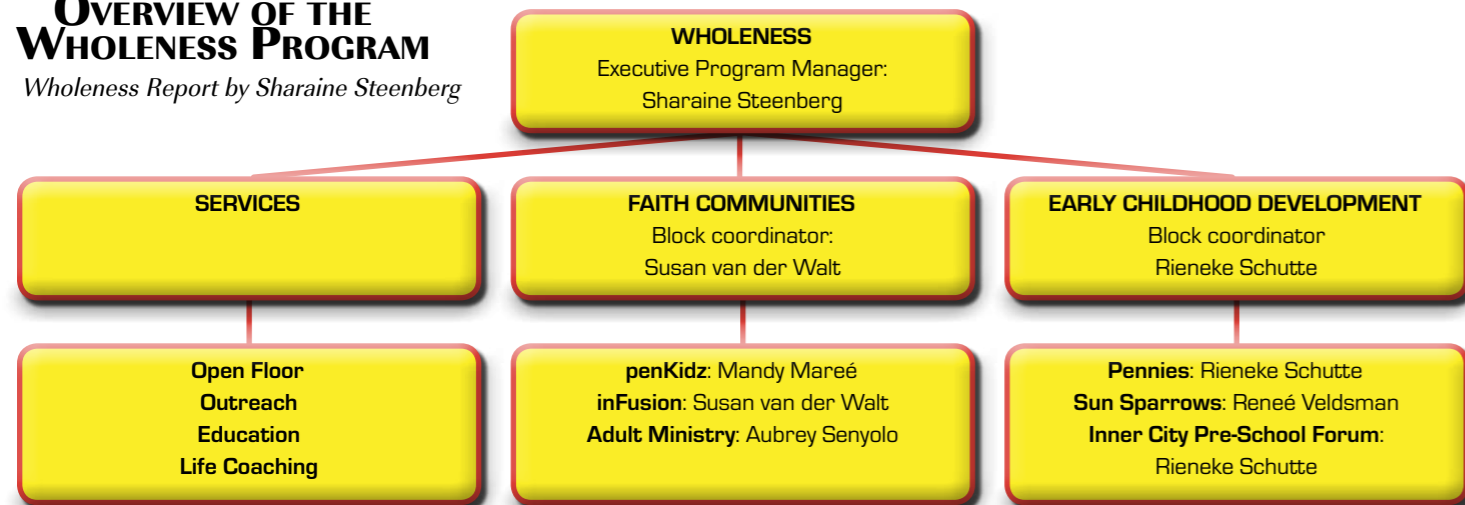
geïnspireer om hoër te mik en vas te stel wat hierdie spel van ons vereis. Dit was 'n besondere jaar waartydens ons lesse geleer, foute gemaak en doelwitte bereik het.

Hierdie verslag is saamgestel deur die verskillende program bestuurders en ons "Senior Pastor" soos deur die nuwe struktuur beslis is.

Wholeness Program Report 2010

OVERVIEW OF THE WHOLENESS PROGRAM

Wholeness Report by Sharaine Steenberg



Wholeness Program - Statistics 2010:

AMOUNT OF PEOPLE/CHILDREN BEING SERVED PER MONTH:	
PROJECT	AMOUNT
Pennies	115 children
Sun Sparrows	70
ICPF (Inner City Pre-School Forum)	550 children
penKidz	1740 children
inFusion	390
Adult Ministry	50 young adults
Open Floor (Music and Arts)	20

AMOUNT OF MEALS DISTRIBUTED PER MONTH	
PROJECT	AMOUNT
Pennies	9200
Sun Sparrows	2800
ICPF	0
penKidz	0
inFusion	540
Adult Ministry	0
Open Floor	0

AMOUNT OF CAMPS HELD	
PROJECT	AMOUNT
Pennies	1
Sun Sparrows	1
ICPF	0
penKidz	3
inFusion	4
Adult Ministry	2
Open Floor	1

PENNIES

- VIP Payroll – no funding was received, but various gifts such as a fridge, sand for a sand pit and a Pennies birthday party held at the Pretoria Zoo, were donated.
- The Inner City Pre-School Forum is really showing positive growth in terms of membership and the improvement of the quality of day care.
- Teachers are growing spiritually and expanding their skills levels.
- Children who stay for a few years are reaching developmental milestones.
- We are still not reaching the parents as we would like to.
- Mosaic lessons were presented to the staff.
- Forum First Aid training was presented.

AMOUNT OF GROUP SESSIONS PRESENTED PER WEEK			
PROJECT	SMALL GROUP small group: 3-15	MEDIUM GROUP medium group: 15 - 50	LARGE GROUP large group: 50+
Pennies	0	40 Daily sessions with children	
Sun Sparrows	12		
ICPF		Daily lessons for 550 children	
penKidz	7	4	6
inFusion	12	2	3
Adult Ministry	8	1	3 Conferences during the year
Open Floor	0	4	0



We supported the Soccer World Cup 2010



We learn about different cultures at Pennies



Thanks to Pennies we completed our studies at UNISA!

SUN SPARROWS

- Three parent evenings were held, one per month, where professional people from different areas of expertise came and presented informative talks to the school's personnel and parents.
- Weekly "on the job" training was successfully provided to the personnel. Their positive feedback regarding job satisfaction and enrichment is proof of the impact this has made. In August a mosaic course was presented.
- Students from the Department of Education at the University of Pretoria volunteered. They offered educational activities to the children on a weekly basis throughout the year. Volunteers from the Ooskerk and NG Church, Stella Street, organised fun activities for the children. Some members from Ooskerk held birthday parties for our children on their birthdays.
- A speech therapist volunteered once a week.
- Swift – a company stationed in Johannesburg, donated money to the Gr R program and helped out at the Gr. R camp.
- They had a wonderful Christmas concert attended by most of the parents.
- A wonderful Gr. R camp was presented.
- A stimulating curriculum was followed with success. Thirteen Gr. R children finished the program of which ten children are school ready.

- The wine auction in September was a great, successful fundraising event.
- Outings to the Fire Station, the Zoo, Scienza and Wilgers Hospital were held.
- Funds were well managed and gratitude was regularly extended to the donors.
- The activities at the school such as the festive days, school outings and the work of volunteers enhanced the curriculum.

ICPF

- First Fire Prevention training was held on the 29th of September; twelve people attended.
- A movement workshop was held on the 14th of October, which was attended by fifteen people.
- The Year End breakfast function was presented on the 13th of November; twenty one people attended.
- Therina Heyman personally evaluated and written reports on over fifty children.
- Five hundred and fifty children in nine schools are reached through these programs:
 - Divine Grace
 - Rebokamoso
 - Salem
 - Mom's day care
 - El Shaddai
 - Wonders of His Grace
 - Bambanani
 - Hope day care
 - Boikhutsong
- Femina hospital visits the schools and screened two hundred and more children.



I completed my ECD certificate at UNISA thanks to the ICPF



I went to my first camp



I graduated from Grade R



I can extinguish a fire thanks to the ICPF

PENKIDZ

- The projects are running as planned. The soccer team & performing arts are doing exceptionally well.
- The team indicated that PEN is doing a lot to improve the spiritual & intellectual growth of the staff.
- Despite the unplanned move to Sunnyside, the projects and the sea camp planning went well.
- penKidz moved to Vos street in Sunnyside in October.
- The ministry went through a really rough few months, but the team came together when it really mattered. Everyone exceeded that which was expected of them.
- A full soccer kit was sponsored by RMB for all our soccer stars.

2010 SOCCER HOLIDAY PROGRAM:

- penKidz hosted a holiday club for four weeks for the children during the 2010 FIFA World Cup.
- The program was running at two venues, Eendracht primary school and Burgers Park from 10h00 – 15h00 Monday to Friday.

PROGRAMS:

- Every morning started with a thirty minute devotions session for all the personnel & volunteers.



Afterwards they proceeded to set up the different stations. The program was divided into three stations, Bible lessons, sports and games, creativity and arts, each with its own coordinator.

STATISTICS

- Eendracht reached approximately eighty children.
- Burgers Park reached approximately one hundred and fifty children.
- Approximately seven children that we know of received Jesus as their personal Saviour.
- Eighteen full-time volunteers (from OM & The World Harvest-FTLT) were hosted for thirty-three days.
- Twelve local volunteers participated.
- Over fifty people (TLF personnel & volunteers) were involved in the program at Burgers Park, and four from penKidz

SEA CAMP 2010:

- The Sea Camp lasted for ten days and reached sixty Kingdom Kidz children. These children are from the Kingdom Kidz groups: Grade 7's (Inner city), Judges (Sunnyside), Romans (inner city), Joshuas (inner city), Kings (Salvokop), Hebrews (inner city) and Corinthians (inner city). The camp was held at the AEB Pennington camp site, at the Natal South Coast.

- The theme of the camp was: "tis time." The program showed through different Bible characters, how the Lord used them in their life times. Some of the Bible characters were still children. The program ended with a lesson "Your time." The purpose was to show the children that God can use them the way He used the Bible characters - now it is their time!
- The food team was very involved with the program and spontaneously bonded with everyone. Everyone was blessed by their friendship.

STATISTICS:

- Sixty children attended the sea camp.
- There were thirty-three girls and twenty-seven boys, aged between nine and fourteen. Nineteen Grade 7's attended the camp.
- There were twenty-four group leaders. Five were from the penKidz personnel and one was a penKidz volunteer from Germany. Two were from PEN (O Hamba Nami) personnel.
- The food team was led by Herman de Clercq and seven other helpers, for the biggest part of the camp.
- Five children were from the Itumeleng shelter and two from Precious Pearls.
- For eight group leaders it was their first sea camp. Six other leaders (without groups), also experienced their first sea camp.

INFUSION (WORKING WITH TEENAGERS)

- Relationships with the teenagers grew immensely! The team got to know them very well and was able to give input in their lives on a personal level.
- The full-time team of inFusion was great! For many years they experienced several challenges, but the current team is hardworking, committed and willing to try new things. True fellowship and companionship were experienced.
- After the move in 2008, numbers dropped drastically. The team was challenged with how to anchor the teenagers while getting used to the idea that inFusion was no longer in Bosman

street. During 2010 numbers started to increase again, but more importantly now the groups are consistent and see Sunnyside as the home of inFusion.

2010 SOCCER HOLIDAY PROGRAM:

- Venue: inFusion, 84 Bourke street, Sunnyside
- Numbers: An average of forty teenagers attended the program on a daily basis and an average of fifty people attended the four Praise and Worship evenings.
- Meals: An average of ten meals were provided daily to the volunteers helping during the day program

as well as an average of fifty meals given to all the attendees at the Praise and Worships evenings

- Theme: "Playmakers"

The youth attending the program during the day, had a few options of how to fill their day. The options varied between pool, table tennis, DVDs, Playstation, board games, listening to music, soccer, netball, basket ball and volley ball.

The staff and volunteers were also available for individual conversations and praying if someone was in need of it. Several conversations and prayers occurred.

During the evening Praise and Worships, anyone who passed by and wanted to join in could do so. The worship was held in the parking lot of inFusion. During the Praise and Worship a short Biblical message was shared.

SEA CAMP 2010:

Our theme for this year's sea camp was YADA, which means intimacy with God in Hebrew. It was the team's desire to reach out wholeheartedly to Abba.

Each spiritual session of the camp had a unique focus, with an hour long Bible study on the beach every morning.

The weather was a bit challenging. It often rained, but looking back, it was perfect weather, because

it forced everyone to be less active allowing for individual counselling sessions and reaching each teen personally.

The beach times were, as always, filled with lots of swimming, searching for shells and building the most beautiful sand castles.

STATISTICS:

- Fifty seven children attended the sea camp.
- It was held at the Kinderstrand campsite. The camp personnel also prepared the food.
- The team of nineteen leaders consisted of:
 - Camp leader - Jabu Mabena
 - Six head team leaders
 - Eight group leaders
 - Four adventure team leaders

ADULT MINISTRY

• Adult Ministry is a division of PEN. It originated with a focus of reaching out to the students and young working adults living in The Foundation and the inner city of Pretoria. The pioneering vision of the Adult Ministry is to equip people on how to follow in Jesus' footsteps, through Biblical principles and life skills programs that are suitable to the age groups concerned. Hence the philosophical vision is called: "...following in His steps..."

- Educational movies and discussion topics were



What a great camp we had with inFusion?!



inFusion changed my life! inFusion?!



- presented regularly
- Relationships were built and strengthened
 - Participation of new members in all activities was good
 - The activities included: big group fellowships, small groups, recreational activities, camps, conferences and intercessions.
 - Three conferences were held during 2010
 - February: The theme: "The hour of your turning point", focused more on the lifestyle change when one comes to a relationship with Jesus Christ. This was attended by about sixty or more people.
 - May: The theme was, "My ball: Maximizing our God-given moment". This was about the opportunity God has given us to live. What is important is how we use that opportunity, like a ball, which

the players are using during a soccer game. It is imperative how we play the ball, because it will determine the outcome of the game. Close to 80 people attended.

- September: The theme was, "When the final whistle blows...". This conference focused on the events that follow after the game, especially when the team has won the game. Players celebrate the victory, they give thanks to the coach and his instructions, drink water, acknowledge the support received from their spectators etc. The number of people who attended ranged between eighty and ninety.

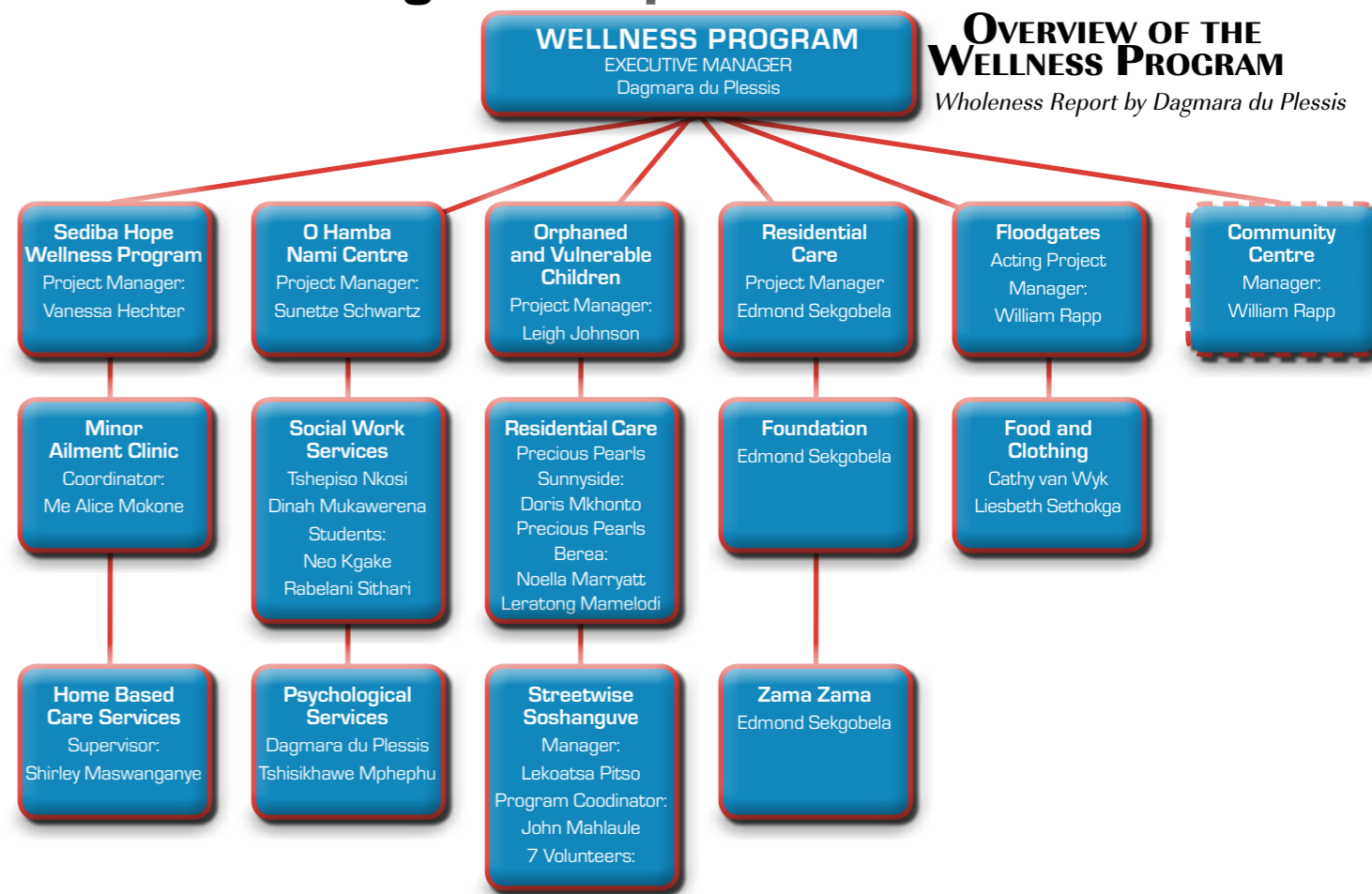
OPEN FLOOR / MUSIC MINISTRY

- 2010 was filled with many changes and ups and downs for PEN's Music Ministry.
- After Rolyn Du Plessis (previous manager) left, we struggled to find a suitable manager. A new manager was appointed in September, but during the three month probation period we realised he was not the right person for the position.
- Despite the uncertainties, there was still a lot happening - the Tribe of Judah (choir) was practicing on a weekly basis and blessed PEN at the monthly fellowship.
- During the planning in October it was decided to change the name of Music Ministry to Open Floor.

Wellness Program Report 2010

OVERVIEW OF THE WELLNESS PROGRAM

Wholeness Report by Dagmara du Plessis



SEA CAMP 2010 GALLERY

"I LIKE THE SWIMMING.
I CAN NOW PRAY FOR MY
MOM AND DAD NOT FITE!!"
TAKUNDA, AGE 9

"IT WILL REMEMBER
THE SEA BECAUSE I
NEVER SEE THE SEA
IN MY LIFE SO I WILL
REMEMBER THE SEA!!"
MACDONALD, AGE 14

"I WANT TO CHANGE MY
BEHAVE AND ATTITUDE
AND MY LIFE!!"
LESEGO, AGE 11



SEDIBA HOPE WELLNESS PROGRAM

The Minor Ailment Clinic provided medical services to the people within the community of Tshwane. The people benefited from these listed services:

SERVICES	NUMBER OF CLIENTS SERVED
HIV Counseling and Testing	2511
CD 4 screening	986
Screening for Sexually Transmitted Infections	892
Cervical Screenings	499
TB Screenings	911
Pain and Symptom Relief	889
Opportunistic Illnesses	904

Home Based Care services were rendered by six trained Home Based Care workers. They took care of PLHIV and TB (people living with HIV/Aids/TB) in Pretoria West, Central Pretoria, Gezina, Arcadia and Hatfield. One hundred PLHIV received care and support from these dedicated ladies.

O HAMBANAMI CENTRE

Individuals who received medical support from the Sediba Hope Wellness Program include homeless, unemployed and people from the street. They are supported by the O Hamba Nami Centre who rendered social and psychological services. The following amount of people benefited from these services:

SERVICES	TARGET ACHIEVED
Shelter and care	180
Counseling – Individual	664
Counseling sessions	855
Food Parcels	636
Psychological Interventions	29
Support group	126
HCT – services conducted by social workers	379
Family support	72
Nutritional services (Dietician)	94

Therapeutic Play Therapy sessions, Developmental Touch sessions and social behaviour sessions were held at the nursery schools as well as the Primary School, Jopie Fourie in Salvokop.

SERVICES	NURSERY SCHOOLS	JOPIE FOURIE PRIMARY SCHOOL
Play Therapy (Sessions)	128	64
Number of children benefitting	8	6
Developmental Touch Therapy	64	
Number of children benefitting	8	
Social behaviour sessions	32	
Number of children benefitting	6	
Grieving Therapy		5

THE ORPHANED AND VULNERABLE CHILDREN PROGRAM

The OVC program currently has three safe homes, Precious Pearls Sunnyside, Precious Pearls Berea, and Leratong in Mamelodi. A total amount of forty-four children were housed within these homes. The children and staff of the homes had access to the following services:

SERVICES	NUMBER OF SESSIONS/ CHILDREN
Group sessions with children	22
No. of children who attended	11
Group sessions with staff	15
No. of staff who attended	6
Career assessments- children	7
Group sessions @ inFusion	17
No. of teenagers attended	14
Group sessions @ penKidz	27
No. of children attended	20
Weekend camps	32
Meals served at the homes	43200
Outings	8
No. of children benefitting	40

The OVC Community Project commenced in Soshanguve, June 2010. This project has a Drop-In Centre named the Le Thabo Centre. It offers social,

educational and psychological services to children and young adults who are in need of support. The activities initiated during the six months include the following:

SERVICES	NUMBER OF CHILDREN/ ADULTS SERVED
Educational support	36
Spiritual support- Bible club	40
Meals	59
Family support	4 homes / 7 children

RESIDENTIAL CARE

Two residential centres are managed by PEN. The Foundation primarily accommodates young adults and the Zama Zama ministry for income limited adults.

RESIDENTIAL CENTRE	NUMBER OF PEOPLE HOUSED
Foundation – youth / young adults	420
Zama Zama	7

FLOODGATES

Floodgates received food and clothing donations from different donors. These goods were distributed to the unemployed, homeless and needy individuals within the community of Tshwane.

Two big fundraising initiatives, Winterhoop and Week of Bounty were held in June 2010. Donations were received from various people, organisations,

churches and other supportive non-governmental organisations.

During 2010 the below mentioned donors donated goods on a weekly basis, which could be distributed to people in need. These goods brought relief to more than three thousand individuals.

ORGANISATIONS	GOODS RECEIVED.
Food Bank JHB	Groceries
Farmer in Brits	Potatoes / 100 bags p/w
Checkers	Perishable food
Pick and Pay	Perishable food
Woolworths	Food/clothing for the Leratong Home

A brief overview of the projects of the Wellness Program

SEDIBA HOPE WELLNESS PROGRAM

A full time Program Manager was appointed for the Sediba Hope Wellness Program.

The staff of the Clinic managed to cope with the challenges of the new program and they were successful in exceeding the targets for the year.

The demand for medical interventions increased and more clients sought support and help from the caring personnel.

The Sediba Hope Wellness Program was refunded by FPD. A small amount for Home Based Care was

received from the Department of Health.

More clients frequented the clinic and the space became too small for all the services rendered.

HOME BASED CARE

The Home Based Care Program was restructured which led to an improvement of the rendering of services. A new supervisor was appointed for the Home Based Care Program. Six Home Based Care workers rendered quality services to the people within the community. The Home Based Care workers became an independent group of service providers who dedicated their time and energy to people in need of care. The Home Based Care workers were also relocated to the first floor of Sediba House.

Three Home Based Care workers were granted the opportunity to enrol for full time training to become a nurse.

O HAMBAMAMI CENTRE

Social work services were integrated into the Sediba Hope Clinic.

The social workers at O Hamba Nami rendered social services to all the ministries of PEN.

The administration of the centre could be addressed and the reporting system was streamlined.

The support group sessions were doing well



I received Play therapy from the O Hamba Nami Centre

and the amount of clients attending the sessions increased.

The demand for food parcels increased.

Social work students from UNISA requested placement for internships at the centre and two of them could be accommodated at O Hamba Nami.

We were able to accommodate two young boys from the Pretoria School for Cerebral Palsy children at the O Hamba Nami Centre.

OVC PROGRAM

The OVC Program has managed three homes for children who are in need of help and care.

A total amount of forty-three children were housed in these three homes.

Eight new children were accommodated in the three homes. Five children were relocated into alternative care facilities during the year.

A full time manager and a qualified social worker were appointed in February 2010.

Loyal supporters and donors as well as conscientious volunteers supported the three homes by helping the children with homework, projects and special needs like household goods and clothing.

Small groups from church congregations took the children from the Precious Pearls Homes on picnics and to Gold Reef City.

The Precious Pearls Homes were again able to secure funding from Momentum and Van der Linde and Venter Projects (Pty) Ltd.

A new house mother and assistant house mother were appointed at Precious Pearls Berea.

Four teenagers matriculated at the end of 2010.

A young boy of ten was the top achiever in grade 4 and a young girl in grade 6 the 2nd highest achiever in her grade at Oost Eind primary school.

All the children passed their grades.

All the teenagers of Precious Pearls Berea and Precious Pearls Sunnyside were able to attend the sea camp in December 2010.

The Streetwise project was integrated and restructured into the OVC Program in October.

The Leratong home in Mamelodi was integrated into the residential care program of the OVC Program. This home accommodated nine boys who were gradually introduced to the supporting ministries of PEN.

A community project, The LeThabo Drop-In Centre, was started in June in Soshanguve. Students from TUT assisted with the marketing of the project and they succeeded in securing support from ABSA. Seven volunteers joined the community project and by November more than sixty children had either received educational, spiritual, social or psychological support and care.

The managers of Streetwise succeeded in establishing a good relationship with the Anglican Parish.

RESIDENTIAL CARE

The Foundation accommodated young students who attended different tertiary institutions. Those who had difficulty in adjusting to their new found freedom were supported by the management of The Foundation and the staff from the O Hamba Nami Centre.

The Zama Zama Shelter housed 7 gentlemen and they were supported by cell groups from different church congregations. They received paper, cartons and glass from organisations for recycling purposes which enabled them to support the overall costs of the shelter.

FLOODGATES

Floodgates received donations from churches, individuals, organisations, food stores, Food Bank JHB and farmers. These goods were distributed to people in need of food.

Clothes as well as household goods were frequently received and given to people in need.

More than three-thousand people benefited from this project.

COMMUNITY CENTRE

In 2008 the Community Centre of PEN, located in Schubart Park, had to be closed down because of the continuous water leakages that resulted in unhygienic working conditions. The Community

Centre will be revived in the coming year and it will form an integral part of the Wellness Program of PEN. We are looking forward to this new development as it will contribute and enhance the services of our program.

Mission Support Program Report 2010

OVERVIEW OF THE MISSION SUPPORT PROGRAM

Mission Support Report by Wilhelm van Niekerk
(The position is still vacant)



2010 was a critical year, because PEN started to implement a new structure after an earlier strategic decision by the board to create a more sustainable platform for PEN's operations. Structural changes were implemented and new appointments had to be made to facilitate the way they want to manage the ministry in future.

In February 2010, Marinda van Niekerk took over from Wilhelm van Niekerk, as the CEO of PEN.

She is responsible for the Wellness and Wholeness divisions governing all PEN's thirty-two programs and projects. With her experience, passion for children and a life-long commitment to bring change to the poor, she was the best suited to lead PEN into the next era. Francois Smit, a valuable part of our team, was appointed as Senior Pastor of PEN. He is in charge of overseeing the spiritual direction of PEN, the wellness of our staff and to be a critical voice in the

way we run our operations. Dagmara du Plessis, was appointed as the manager of the Wellness Program. Sharaine Steenberg was appointed as Manager of the Wholeness Program. Wilhelm van Niekerk's role changed to Group CEO taking responsibility for the Mission Support Program which focuses on sustainability.

The internal function of the Mission Support Program is to serve the ministries of PEN in such a way that they can focus on their calling. The external function is to connect and engage with our communities, donors, supporters and staff. The main focus of the Mission Support Program is to create a more sustainable environment through accountable stewardship of our existing resources; implementation of good governance practices and most of all, build upon our existing partnerships

and establish trust in our relationships. The Mission Support Program is the backbone, that supports our ministries and projects.

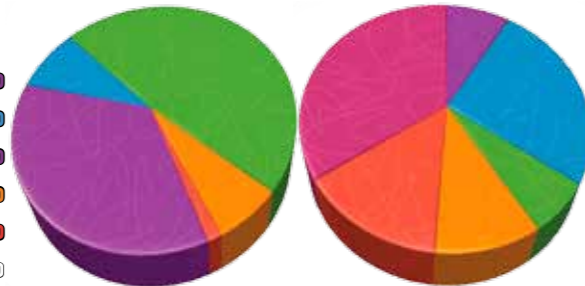
With well coordinated management, our dedicated team is taking responsibility for the general and financial administration, HR functions, marketing efforts, media development functions and presentations, internal and external communication, property management and maintenance.

FINANSIES

Soos in die verlede is die prentjie van finansies een van die Here se voorsiening en genade. Ons is baie dankbaar dat ons in 2010 al ons verpligtinge kon nakom soos wat ons beplan het. Weereens is dit die oop harte van mense wat ons op soveel wyses geinspireer het. Omdat die bestuur van ons finansies

INKOMSTES

DONASIES ONTVANG VAN INDIVIDUE EN BESIGHEDE	R 5,542,465.00
GEMEENTES	R 1,955,058.00
Huur Inkomste	R 7,579,350.00
SKOOLGELDE	R 1,088,164.00
STAATSUBSIDIE	R 219,026.00
TOTAAL	R 15,734,063.00



UITGAWES

GEESTELIKE UITREIK	R 1,389,444.00
O Hamba Nami	R 4,304,381.00
ONDERHOUDS PROGRAM	R 1,108,505.00
ONDERSTEUNINGS DIENSTE	R 1,701,430.00
OPVOEDKUNDIGE UITREIK	R 2,344,429.00
VOLHOUBAARHEIDS PROGRAM	R 5,792,410.00
TOTAL	R 16,640,599.00



so 'n integrale deel is van ons bediening het ons die finansiële sisteem opgegradeer na Pastel Evolution. Die sisteem stel ons in staat om beter kontrole uit te oefen en meer spesifiek terugvoer te gee aan al ons ondersteuners.

HUMAN RESOURCES

Alec Dixon temporarily assisted us with the HR functions in 2010. His years of experience and willingness to engage helped us a lot. We had a total of one hundred and thirty six full time staff members. We plan to appoint a full-time HR Manager early 2011.

MARKETING

Marketing and fundraising are of major importance to us. Therefore this report also includes a focus on the marketing initiatives by Thinus Schrage, the Marketing Manager. PEN's marketing team was very busy last year, but experienced it as a great and blessed year.

The marketing team consisted of Thinus Schrage, Anita Botha, Eugene Henning, Jacolien Ackermann, Liezel le Roux Sharaine Steenberg and Marinda v Niekerk. Marelize Bosman assisted from time to time. Some of the marketing activities included:

- PEN site visits: Some of our supporters, old and new, were invited to visit PEN - Momentum

Transformation Committee, Momentum Pretoria Regional Office, Aurecon, Hain Lifescience as well as some of the DRC's, Oosterlig, Monumentpark Wes, Magalieskruin and KSM.

- The following corporate companies were involved - RMB, Momentum, Barnstone, KPMG, Hollard, BMW, Mergon, Weavind & Weavind, Van der Linde and Venter Projects (Pty) Ltd. and Kuthele.
- Other funders were USAID, UN and the Department of Health.
- The Marketing team assisted the rest of the ministries as far as possible. Own initiatives by the team were Barnstone Golfdag, the Weavind Golfdag, Winterhoop and the PEN sea camp fundraising.
- The proposals that were unsuccessful were submitted to the Mandela Children's Fund and First Rand Group.
- The website was up and running, although only updates featured on the homepage. An action plan was drafted to start utilising the PENinc site.
- Database messaging - we were relatively successful in sending out weekly information to our supporters to keep them updated in all the recent activities within PEN.
- Exhibitions were held from the Bridge's side at Moreletapark and Daspoort.
- Social and other media were utilised - Facebook pages were created for PEN in general as well as

the separate projects. An sms line, 39810 with the words PEN, was acquired. However we only make approximately R8,00 per sms. The Twitter Blanket Drive originated from a lead generated by Twitter.

- Assisting ministries and projects were one of the big focus points. We tried as far as possible to assist projects in their ventures and creating marketing material. We addressed some of their questions through the Leader group.
- Publications: The marketing team was involved in the three publications that were distributed to the database.
- Branding was one of the big goals for 2010. Name boards were designed and the printing was complete during November/December 2010. Installations are currently taking place.
- Induction DVD: The marketing team worked with Mark Nehrenz who helped to compile a documentary style video for PEN. The visual footage was filmed in 2010 and the final editing and compilation deadline is at the of February 2011.
- Radio interviews took place to promote projects within PEN. This was driven by the marketing team.

HOUSING AND PROPERTY MANAGEMENT

Once again all our facilities were rented out during 2010. In fact, there was a growing need for similar supportive services within the housing industry -

access to our psychological and welfare services, sport and recreational development, spiritual welfare, parent support, balanced meals, computer centre with Internet access, health services and affordable accommodation. We believe the concept of Supportive Housing is the way forward in social upliftment. As previously reported the sharp increase in the cost of services is a major concern and will definitely have a large impact on our future activities.

PROPERTIES

PEN is an asset based ministry which means that our facilities and ministry space are vitally important to our financial survival. The acquisition and/or maintenance thereof are a priority. We believe that part of our survival and sustainability lie within our property portfolio. Only one capital project was initiated in 2010. The Morrison Street property was finalised as a PEN Guest House at R350,000 and is in the process of being rezoned. Routine maintenance was continuously carried out at all other facilities.

BUSINESS AND BUSINESS SUPPORT

The backbone of our ministry is the essential services delivered via our buildings, transport, maintenance, security, cleaning and catering services. Andries Schwartz again did an excellent job by taking responsibility for this portfolio.



We shared the Fellowship of friends from The Foundation.



I supported one of PEN's staff members with her studies!

PEN Pastors

INTRODUCTION

PEN is foremost a faith-based organisation. This is reflected, not only in our logo and purpose statement, but also in our structure and hopefully in the way we approach our task. The PEN Pastors, of which eight are full-time, play a vital role in the strategic make-up of PEN. They fulfil the role of "guard dog", making sure we remain closely aligned to the vision and ethos that we believe God entrusted to us.

YEAR & MONTH THEMES

2010 was a special year. Not only was it the Soccer World Cup, but it was also a year in which PEN stepped up their game. We chose the "Play the Game" theme, not only to acknowledge that the World Cup is taking place here, but because we needed to contemplate what it means to be part of God's game plan for our lives, personally and in the ministry. The theme was divided into the following monthly themes:

- What is the game?
- Meet the Coach
- God's game plan
- How do we play the game?
- Vuvuzela!

- Injury time
- Half time - Full time
- Laduma!
- Yellow Card Red Card
- Profile of a player

SMALL MINISTRY FELLOWSHIPS

Each monthly theme was "kicked-off" at the first session of the month's fellowship. These sessions were held on Thursdays. One of the pastors preached on the theme and he/she presented 4 sessions per month.

Apart from the spiritual input these sessions also allowed for time to fellowship. The group meetings reinforced PEN's vision.

RETREAT

In the past PEN's personnel went away for a weekend for the annual retreat. Due to the high cost and that many found it increasingly difficult to go away for a whole weekend, we decided to only have a Saturday event. Although we had a wonderful time, I believe we lost two vital components, the spiritual aspect of the retreat and the valuable fellowship that can only be developed over more than one day.

ICFCP & DRC PRETORIA

PEN is part of the Inner City Faith Community Partnership. This forum's function is to discuss mutual issues regarding the Bosman street campus. 2010 was significant, because we launched the Grootkerk project in which we hoped to upgrade the church building and hall and develop a Religious Heritage Museum on the premises.

At present we are midway in negotiations to establish a new type of Faith Community together with the DRC, Pretoria. The Faith Community will consist of two churches and two outreach centres. We hope to finalise this initial planning and discussions by June 2011.

IN GENERAL

Apart from Marinda van Niekerk's role as CEO to reinforce PEN's vision and purpose, she is also responsible for controlling the quality compliance within the organisation. She contributed to this last year, as part of the Executive Management team. She is mostly pleased with PEN's status, but believes there is scope to develop in some crucial areas:

Not all of the personnel are yet on board regarding the vision and purpose statement of PEN. We need to change this.

We should work diligently to strengthen the relationships within PEN.

Ways should be determined by which PEN's impact on the community can be measured.

Facilities:

- 3 Luxury Suites
- 1 Executive Honeymoon suite
- En-suite Bathrooms
- Private seating areas
- Private separate entrances
- Television
- Hair-dryer
- Tea and Coffee facilities
- Self catering, Fully equipped
- Braai facilities
- 5 Star African breakfast
- Secure Parking
- Beautiful view
- Swimming Pool
- Laundry service on request
- Dinner on request
- Airport & Shuttles



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THE 'WHO' AND THE 'WHY' OF PEN

The inner city of Pretoria is a fast growing and densely populated area. Hundreds of people flock from rural areas to the city with the dream of setting up a better life than they are used to. Sadly, reality is met when they end up in the inner city, sharing a small one room flat with ten or more other people, where there are very few opportunities and sometimes equally little food to eat. In circumstances like these family structures fall apart, moral standards drop, and crime and gangsterism become a way of life. Amidst all of this hardship it is usually the women and children who suffer the most. Fathers often leave to seek a better life and mothers are left to care for the children, mostly with devastating consequences.

Mothers and/or their children fall prey to drug lords, prostitution and those ever preying adults, also victims of abuse. Basic needs like food and clothing become luxury items and things such as quality day-care and education for children

only a dream. PEN was founded in 1992 and registered as a Sec. 21 non-profit organisation to cater for some of the many needs that people in the inner city deal with.

It is in these circumstances that PEN works towards creating an alternative community in which poor and rich, black and white, local and foreign can take hands and experience something of God's vision of an all inclusive community that is truly able to share its wisdom, values and resources with one another.

In order to do this PEN not only interacts with the poor of our city, but also with the rich, who are very often also in need of a new vision of what life ought to be about.

We want to partner with anyone who wants to ignite change, nurture togetherness and heal our South African communities. If you are such a person or belong to a company or organisation that has a similar vision, we want to hear from you.

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PRETORIA

0001

STREET ADDRESS

CORNER OF VERMEULEN

AND BOSMAN STREET

PRETORIA

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