

TRANSFORMING LIVES: THE CENTRE OF HOPE'S HOLISTIC APPROACH TO HOMELESSNESS

2024 Downtown
Achievement Awards

Public Space Management
and Operations



Public private partnership
between the **VRCID** and
Mould Empower Serve (MES)



VOORTREKKER ROAD
CORRIDOR IMPROVEMENT DISTRICT



INTRODUCTION

The Centre of Hope addresses rising poverty and homelessness in South Africa by providing social relief and developmental services, aiming to reduce homelessness, create clean urban spaces, and reintegrate individuals into society.



stats sa

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MEDIA RELEASE

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Quarterly Labour Force Survey (QLFS) – Q4: 2023

The official unemployment rate was 32,1% in the fourth quarter of 2023.

The results of the QLFS indicate that the number of employed persons decreased by 22 000 to 16,7 million in the fourth quarter of 2023 compared to the third quarter of 2023.

The number of unemployed persons increased by 46 000 to 7,9 million during the same quarter. Additionally, the number of people who were not economically active for reasons other than discouragement increased by 218 000 to 13,4 million, while discouraged work-seekers decreased by 107 000 in the fourth quarter of 2023 compared to the third quarter of 2023. This resulted in a net increase of 111 000 in the not economically active population.

The above changes in employment and unemployment resulted in the official unemployment rate increasing by 0,2 of a percentage point from 31,9% in the third quarter of 2023 to 32,1% in the fourth quarter of 2023. The unemployment rate according to the expanded definition decreased by 0,1 of a percentage point to 41,1% in Q4: 2023 compared to Q3: 2023.

Formal sector employment decreased by 128 000 in Q4: 2023, while informal sector employment increased by 124 000 over the same period. The industries that contributed to the net employment decline include Community and social services (down by 171 000), Construction (down by 36 000), Agriculture (down by 35 000), Trade (down by 28 000) and Manufacturing (down by 1 000). However, Finance (up by 128 000), Transport (up by 57 000), Mining (up by 37 000) and Private households (up by 18 000) recorded the largest employment gains.

Dipalopalo tsa Aforikaborwa • Dipalopalo tsa Aforika Borwa • Ezazibalo zaseNingizimu Afrika • Tshitatistika Afrika Tshipembe • Tinhlayo Afrika-Ozonga
Statistieke Suid-Afrika • Dipalopalo tsa Aforika Borwa • Telubalo zaseNingizimu Afrika • EzeeNkcukacha maNani zoMzantsi Afrika • Iimbalo zeSewula Afrika

IMPROVING LIVES THROUGH DATA ECOSYSTEMS



VRCID

INNOVATION

- Pioneering approach to downtown management and social development in South Africa
- Comprehensive range of social upliftment services under one roof, a first in the country
- Holistic MES 4-phase model guides individuals through structured transformation journey
- Embraces environmental sustainability with solar panels, selling electricity back to the City of Cape Town
- Sets new standard for downtown management and social development with unique combination of services, innovative programming, and environmental consciousness

MES 4-PHASE MODEL:

CHANGING THE  OF THE CITY ONE STEP AT A TIME

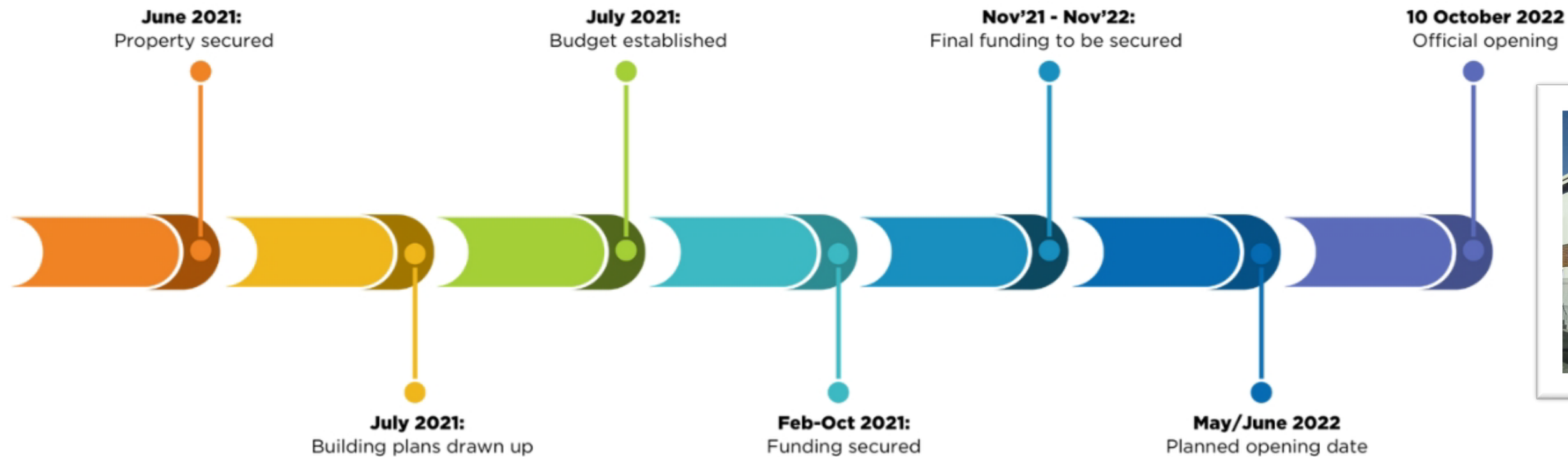


OCCUPATIONAL THERAPY & CASE CONFERENCE WITH MULTI-DISCIPLINARY TEAM MONITORS PROGRESS



EXECUTION

1. Initiated in response to a 2020 homeless study in Cape Town, identifying the urgent need for such a facility
2. Discussions with building owner in Parow began in 2020, leading to a rental agreement in 2021
3. Secured a R4 million loan from a property group in 2021
4. Renovations managed by a reputable engineering firm, with twelve businesses providing pro bono services
5. Completed in June 2022, officially opened on October 10, 2022, coinciding with World Homeless Day
6. Phased approach ensured immediate access to social relief and outreach services
7. Shelter component opened on August 17, 2023, due to construction challenges
8. Support from businesses, churches, city improvement districts, and the community has been instrumental in the project's success, demonstrating a collaborative effort to address homelessness in the Parow community.



REPRESENTATION

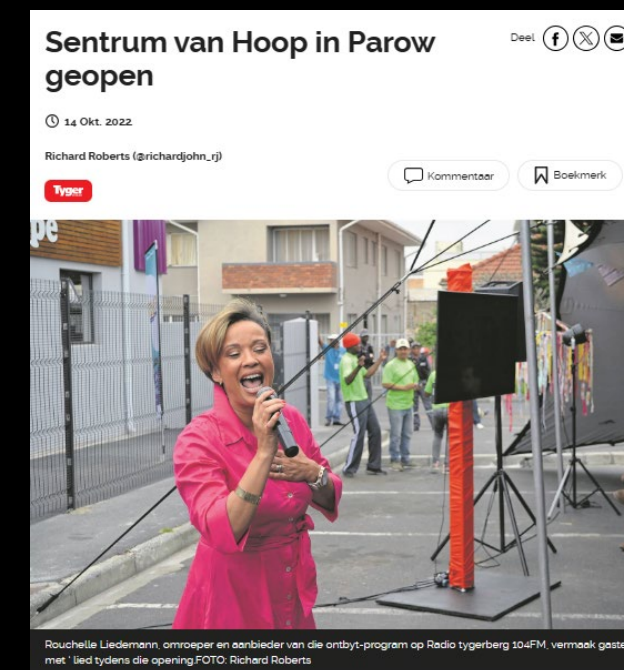
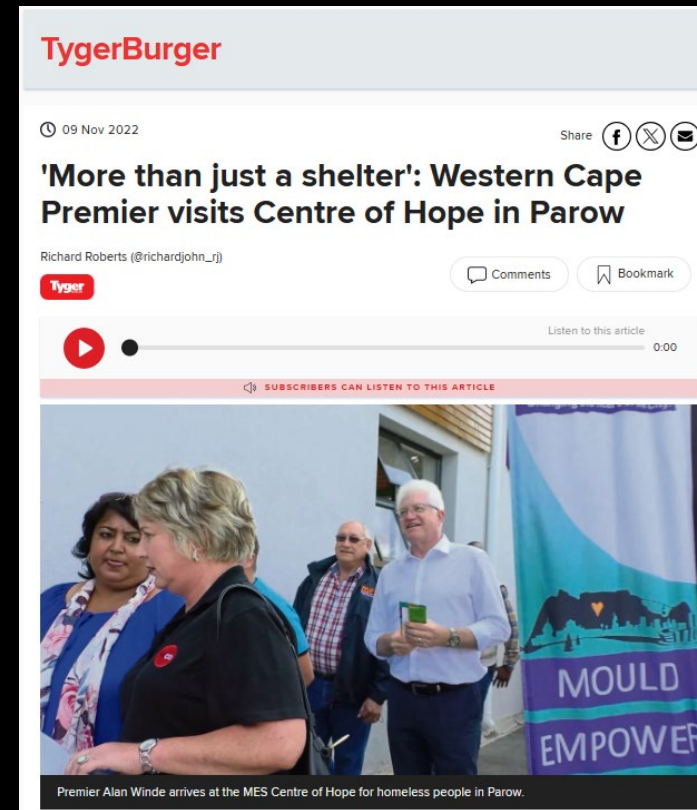


- Inclusive collaboration involving diverse stakeholders to address homelessness in Parow
- Joint effort includes city improvement districts, civil society, communities, and government entities
- Joint Operation Committee (JOC) oversees planning and service delivery, with representatives from state, church, and security sectors
- Committee endorsed the Centre of Hope as a crucial solution for the area's challenges
- Twelve business partners provided pro bono services, including architects, project managers, and contractors
- Widespread acclaim and support from local government, including Western Cape Premier Alan Winde
- Premier Winde visited the centre, highlighting its pivotal role in transforming lives
- Premier's endorsement serves as a call to action for solidarity and support from all South Africans



Local government endorsed the Centre of Hope and called on all South Africans to support such pro-active concepts and projects.

<https://www.youtube.com/watch?v=BD-fGGeua70&t=97s>

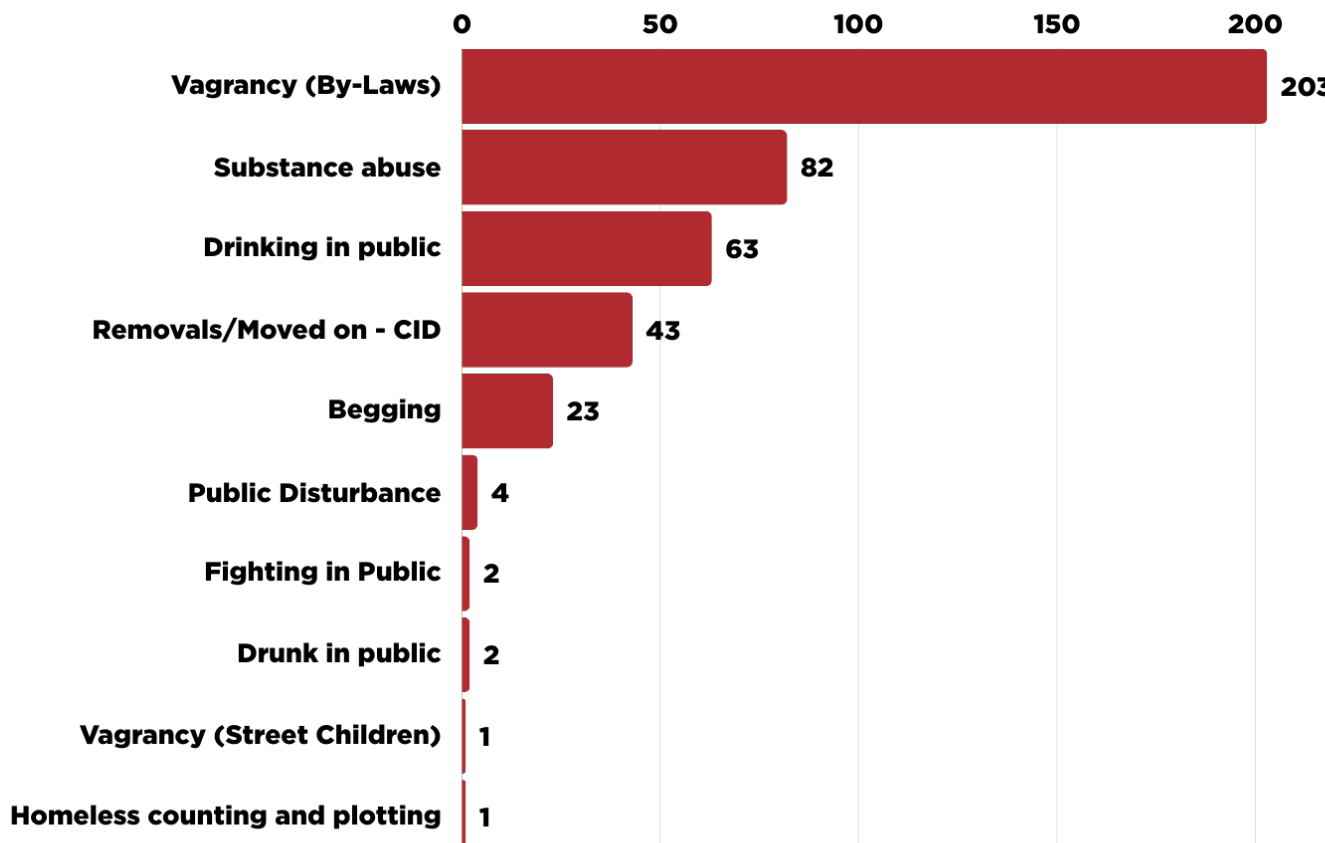


OUTCOME

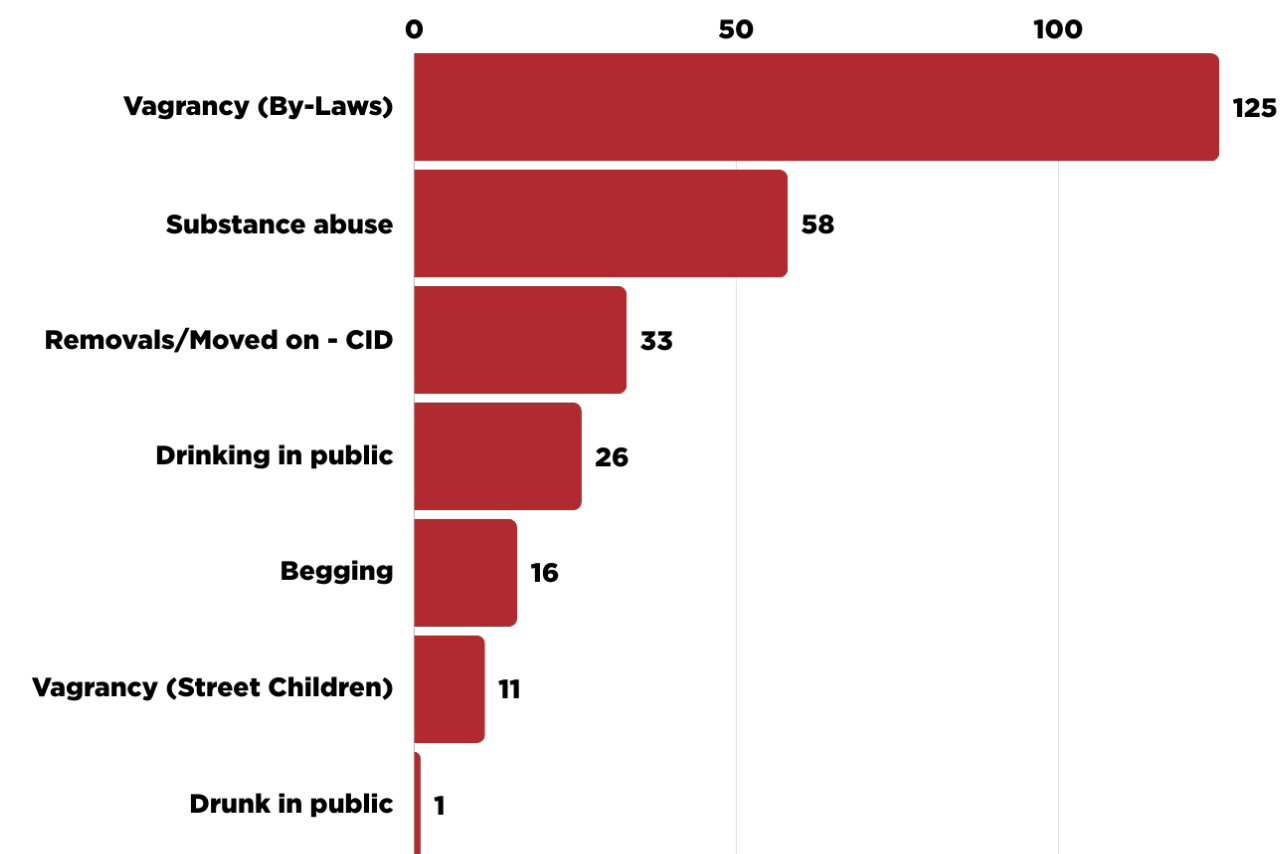


- Improved public safety and cleanliness: Notable decrease in loitering and petty crimes.
- Full capacity operation: Empowering 50 people nightly with safe sleeping spaces since August 2023.
- Impactful testimonials: Natalie's story highlights successful addiction recovery and reintegration.
- Services provided: 18,212 meals served, 547 individuals assisted out of homelessness.
- Rehabilitation and workshops: Services include rehabilitation support and various change readiness workshops.
- Restoring dignity and rebuilding lives: Centre's services have restored dignity, rebuilt lives, and strengthened communities.
- Sustainability and growth: Potential for self-sufficiency and growth, dependent on continued community support and funding.

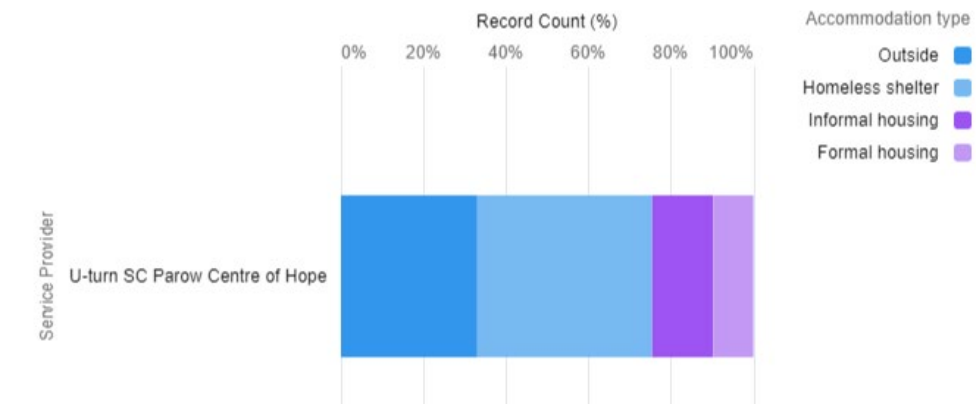
PAROW HOMELESS STATS – BEFORE
01/07/2022 – 30/09/2022
TOTAL INCIDENTS: 425



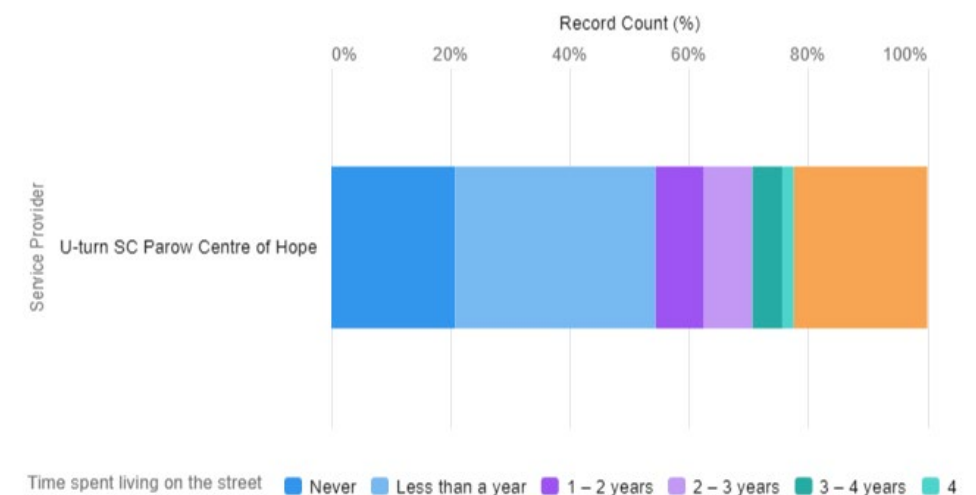
PAROW HOMELESS STATS – AFTER
11/10/2022 – 31/12/2022
TOTAL INCIDENTS: 287



C-R Baseline - primary accommodation



C-R Baseline - Time on street



COMPLEXITY/SIMPLICITY



- Property acquisition challenges: identified properties often in disrepair, with high renovation costs.
- Overcoming challenges: used evidence from the NGO sector, secured backing of the Joint Operation Committee (JOC).
- VRCID and MES's experience vital: played key role in community support.
- Opening delay: installed staircase did not meet City's safety regulations.
- Phased approach: opened with immediate daily social relief support.
- Staircase rebuilt: aid from a foundation ensured compliance, final stage of opening on 17th August 2023.
- Success factors: strong relationships with city improvement districts, partners, businesses, government, and churches.
- Relationships crucial: overcame complexity of property acquisition, renovation costs, and community support, ensuring successful implementation.



REPLICATION

- Replicable model: Centre of Hope offers template for addressing homelessness and urban decay.
- Holistic approach: all essential services under one roof, providing comprehensive support.
- Adaptability: can be modified to suit local needs and resources.
- Strong partnerships: crucial for replicating model elsewhere.
- Success in addressing homelessness: confident in effectiveness and encourage implementation in other communities.

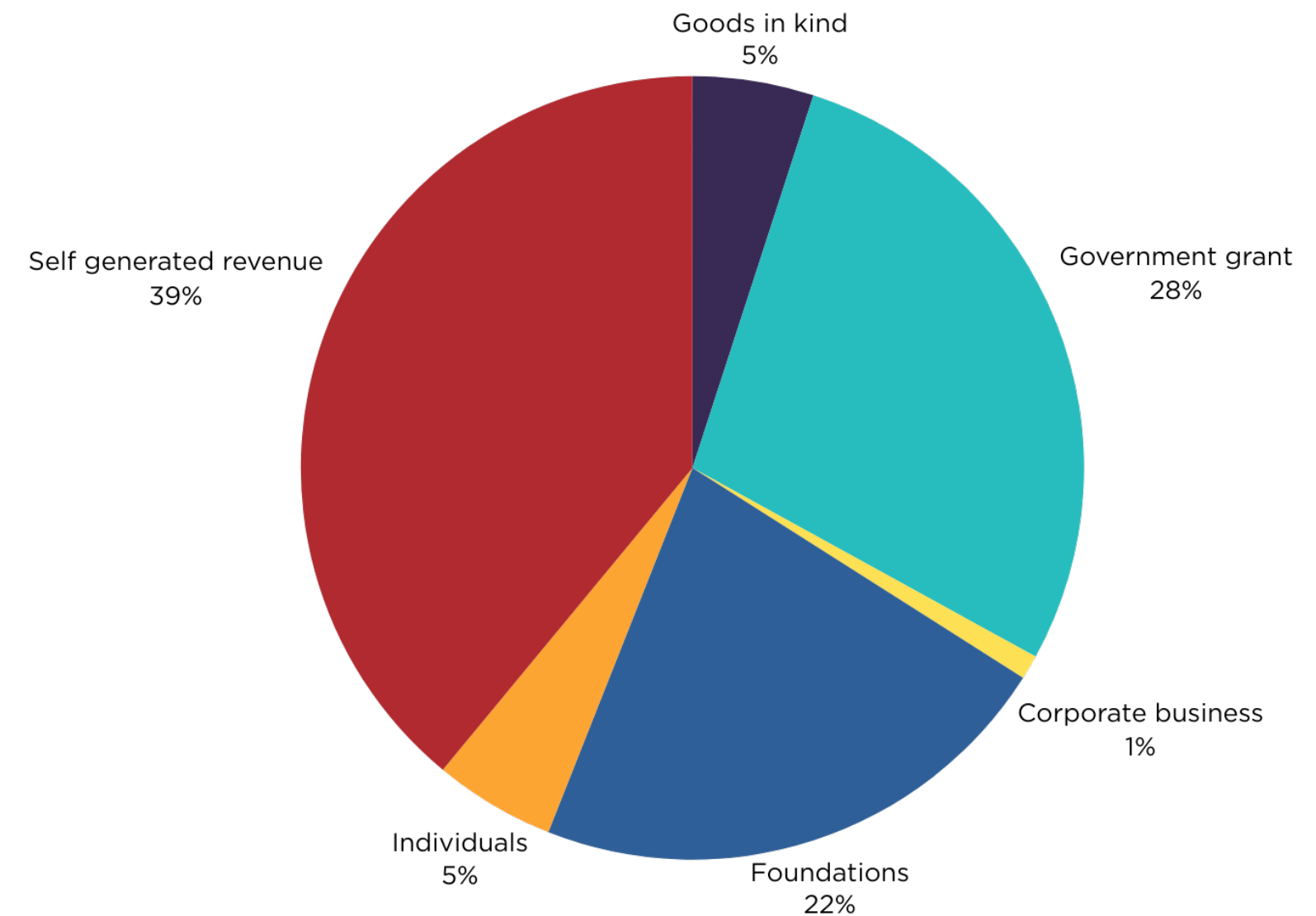


PROJECT FUNDING



- MES's pivotal role in securing funding: Responsible for financial aspects, including initial renovation funding secured through a property management company.
- MES marketing and fundraising team's efforts: Secured funding for all Centre equipment, employing various techniques and expanding donor base.
- Operational funding challenges: MES submitted proposals to businesses and City of Cape Town, securing finances for operations starting October 2022.
- VRCID's financial support: Donating R25k (ZAR) per month since planning phase, continuing until June 2025. Also partners with Radio Tygerberg for awareness and donations.
- Centre's current sustainability: Supported by various donors, exploring enterprise models like cleaning contracts and rental services for long-term sustainability.

CENTRE OF HOPE: 2024 FUNDING MODEL



26 NOVEMBER
2021



18 FEBRUARY
2022



2 MAY
2022



JUNE 2022



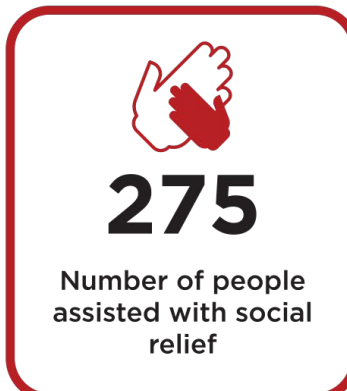
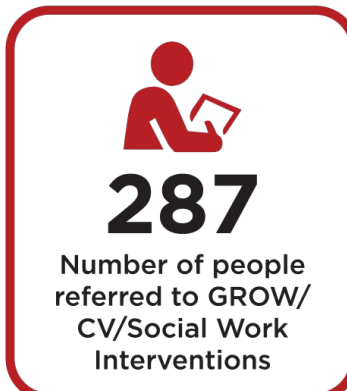
AUGUST 2022



STATS: 2022-23



- By building partnerships with organizations like MES, the VRCID has achieved the following statistics.



VRCID SOCIAL DEVELOPMENT



VRCID

in partnership
with

MES
Changing the heart of the city!

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