

Annual Report  
**2020-21**  
Jaarverslag

COVID 19-

# Unmasking

the hidden  
pandemic of  
Child abuse

**CMR**  
NOORD · NORTH  
**85th**

**SINCE 1936**



Ons gee hoop - Refa tshelo  
**WE GIVE HOPE**

save a child  
red 'n kind



# Contents

# Vision and mission

## VISION

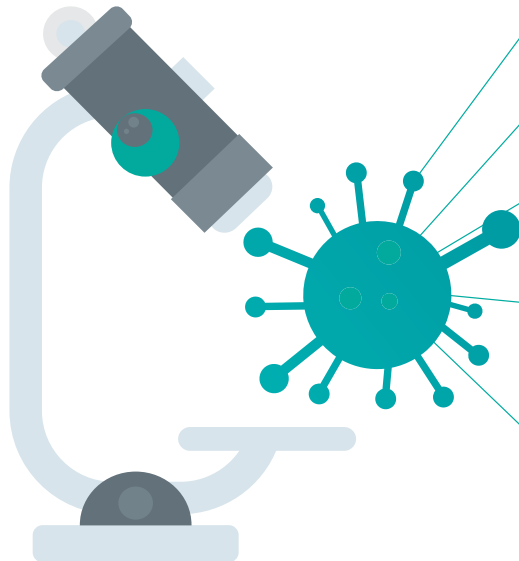
The vision of CMR Noord is to give hope to people in need.

## MISSION

Our mission is to be the favoured organisation, uniquely positioned to implement – in collaboration with other role players – market-related social service programmes to replace the need experienced by families and communities with hope.

## VALUES

The values of an organisation serve as behavioural guidelines through which the vision and mission are executed/practiced/ implemented:



### **Christian life and worldview**

The expression of Christian principles relating to all actions and decisions.

### **Cost-effectiveness**

To maximise existing resources by using them in a cost-effective way.

### **Quality driven**

To ensure the provision of services of the highest quality to beneficiaries and donors always/at all times.

### **Accountability**

To accept responsibility towards customers and donors with respect to all actions, no matter if it relates to services or receiving and managing funds.

### **Developmental approach**

To continuously ensure opportunities for growth and development.





# Voorsitter se verslag

## Beheerraadslede

**Ds. D.H Janse van Rensburg**  
(Voorsitter)

**Dr. J. Botha**  
(Ondervoorsitter)

**Prof. L. M Brummer**  
(Lid: Finansies)

**Dr. D. Schoombee**  
(Lid: Menslike Hulpbronne)

**Mnr. J. Masango**  
(Lid: Regsaangeleenthede)

**Ds. F. Esterhuizen**  
(Lid: Finansies)

**Ds. W. Wos**  
(Lid: Gautengkantore)

**Ds. F. van Eeden**  
(Lid: Gautengkantore)

**Dr. N. Steyn**  
(Lid: Gautengkantore)

**Dr. M. van der Merwe**  
(Lid: Gautengkantore)

**Dr. R. Kruidenier**  
(Lid: Gautengkantore)

**Me. S. Laubscher**  
(Lid: Menslike Hulpbronne)

It has been a privilege and an honor to serve as chairperson of the Christelike-Maatskaplike Raad Noord trading as CMR Noord (CMR North) for the past year.

The past year like so many preceding years was one of unexpected surprises and extreme circumstances never seen before. Dare I say that we learned to exercise some control over the unpredictability by applying extraordinary measures to assist families when the pandemic struck the most vulnerable people in communities. Our special thanks to generous donors, inspired volunteers and dedicated personnel who piloted ground breaking projects during the changing levels of the lockdown due to the pandemic.

Children are often described as bundles of joy, sources of blessings, and even symbols of hope in certain communities. As salient features of the basic unit of society, children are considered the prize of families as they complete the unit and provide hope for a legacy to the parents. One may wonder why these bundles of joy end up being neglected and abandoned by the same parents, in spite of their valued presence in society as blessings as reflected in this report.

It was therefore almost inevitable to title the 2020/2021 annual report as Unmasking The Hidden Pandemic Of Child Abuse. The statistics depict the unfortunate truth that is rarely revealed in our families where one parent or grandparents' shoulders bear the full responsibility of taking care of children both emotionally and physically. These parents rely on organizations such as the CMR North to survive when facing dire circumstances.

*"I am a firm believer in serendipity – all the random pieces coming together in one wonderful moment, when suddenly you see what their purpose was all along" – David Levithan.* Daarom kan ons nie anders as om Klaagliedere 3 as die lig en troos op ons pad te koester nie: *"22deur die liefde van die Here het ons nie vergaan nie; daar is geen einde aan sy ontferming nie, 23dit is elke môre nuut. U trou is groot".*



# Director's message

## Management team

**Maryke Venter**  
(Director)

**Christa Voogt**  
(Financial manager)

**Anja le Cornu**  
(Marketing manager)

**Rene Pretorius**  
(Operational manager:  
Gauteng)

**Petro Fouire**  
(Social work manager:  
Gauteng and Brits)

**Ronel Aylward**  
(Social work manager:  
Limpopo)

**Neo Mashao**  
(Social work manager:  
Gauteng)

The 85th annual report covers the period 1 April 2020 - 31 March 2021 with the theme: Unmasking the hidden pandemic of child abuse.

2020-21 was a year that challenged the organisation and the management team on many levels. Covid-19 had a huge impact on everyone globally. CMR North had to make several adjustments to continue to render services within the boundaries of the COVID-19 protocols and lockdown levels. Many of these adjustments also presented opportunities for working more effectively and efficiently. The use of technology became a necessity and clients were supported via telephones, WhatsApp messages and Zoom meetings during hard lock-down.

I am very proud of the CMR North team that leaped into action to ensure that food parcels, educational toys and other material support were delivered to many families to assist during the first 5 weeks of lockdown. A special Covid fund was established to assist with mainly material support to families during the year.

The past year was also a year of loss. Many people lost loved ones, jobs and their security. It was a privilege to also bring HOPE to people during this very trying time in the history of the world. The team held on to Deuteronomy 31:6 "Be strong and courageous. Do not fear or be in dread of them, for it is the Lord your God who goes with you. He will not leave you or forsake you."

Lastly, I would like to thank you the reader for your support. My prayer is that you will enjoy reading through this annual report and the stories of hope it represents.

# Programme van Hoop

GETAL KINDERS EN GESINNE WAT ONS IN DIE AFGELOPE JAAR OP REIS GENEEM HET/  
NUMBER OF BENEFICIARIES REACHED:

Total number of families reached: **3339 families**

**717 new families** were registered for services during 2020/21

**206 new families** through foster care and adoption

Community Development and Poverty Alleviation

**6000 beneficiaries** supported with material support and/or skills development

**14 500** children reached by **Child Protection Awareness Campaigns**



**622 children protected** through the legal process

Brokenness healed (Therapy and Assessment)

**250 children assessed** by Child Centre

**900 children reached with therapy**, including play, speech and occupational therapy

TOTALE AANTAL BEGUNSTIGDES/  
TOTAL BENEFICIARIES:

KINDERS  
CHILDREN

19 500

VOLWASSENES  
ADULTS

5 000

GRAND TOTAAL  
GRAND TOTAL

24 500



## GESINSBEWARING

### FAMILY PRESERVATION

#### Gesinsbewaring is CMR se intervensie van keuse.

Uiteindelik wil ons graag eerder sien dat die voorkomingsdienste wat ons lewer kan verhoed dat 'n kind deur middel van 'n kindertehuisproses beveilig moet word. Voorkomingsdienste kry gestalte op verskeie maniere in die CMR familie: van die ondersteuning van voorskoolse ontwikkelingsprogramme tot 'n verskeidenheid van terapie tot materiële ondersteuning van gesinne.

Gesinsbewaring sluit verder in om gesinne waar kinders in die verlede moes beveilig word, te ondersteun dat kinders kan terugkeer na hierdie gesin. Die proses gaan gepaard met baie insette van die maatskaplike werkers wat onder andere terapie en oerleiding insluit. Hierdie aspek van die werk wat organisasies doen, gaan baiekeer ongesiens verby; dit bly egter 'n integrale deel van die dienste wat ons lewer en 'n fokusarea wat al hoe meer aandag geniet.

#### Die gesinsbewaringsprogram sluit die volgende in:

- Groepwerk met kinders
- Oerleiding en terapeutiese groepe met ouers
- Huweliksberading
- Egskeidingsbegeleiding
- Lewensvaardighede
- Traumaberading
- Terapie by skole
- Om kinders te herenig met gesinne van oorsprong (in 2020/21 kon CMR meer as 15 kinders terugplaas by gesinne van oorsprong)



The Centres of Hope are **focusing more and more** on family preservation and prevention services.



## CHILD PROTECTION KINDERBESKERMING

### Child Protection lies at the centre of CMR North's work with children and families.

To formally protect children through a court process, remains one of the most challenging and heart-breaking services that our team has to offer

People often comment about this work and say that they will never be able to do the work as they are too soft to deal with trauma caused by neglect and abuse. My response to this is always that social workers performing this duty are also "soft" people. They also are traumatised by the circumstances they encounter when they remove children and place them somewhere safe. The difference I believe is that social workers doing this work are blessed with a very specific calling and receive a lot of grace to save children from hard places.

### Child protection Centre (CPC):

The CPC is one of 2 specialised Centres of Hope at CMR North. This Centre mainly focuses on the Children's court cases in Gauteng. This Centre saw a decrease of 41 cases in the number of investigations (256) it had to deal with. The decrease is mainly because of working more effectively with children's courts in finding other ways to deal with some of the matters brought before court. The manager for this section was instrumental in negotiating this new way of working. COVID-19 also had a negative impact on the number of children that were reported during the hard lockdown period.

### Child Centre:

The second of the specialised Centres at CMR North. **This Centre supports the other Centres of Hope through the following services:**

- Socio-emotional assessments and therapy
- Foster care screening
- Training for potential foster parents
- Adoption services, including screening of parents and placement of children
- Crisis pregnancy support services





## ARMOEDEVERLIGTING EN GEMEENSKAPSONTWIKKELING

## POVERTY ALLEVIATION & COMMUNITY DEVELOPMENT

### CMR Noord is baie bewus van die toenemende armoedenood in ons land.

COVID-19 het hierdie situasie vererger.

Baie van die gesinne waarby CMR Noord betrokke is, is deel van die informele arbeidsmag, soos motorwagte ens.

Met die inperking kon hierdie ouers nie werk nie, met die gevolg dat CMR Noord onder andere meer moes help met materiele versorging van gesinne.

Die uitdaging wat enige organisasie wat met gesinne en kinders werk in die gesig staar is hoe om armoede te help verlig op 'n volhoubare manier. Daar is nie 'n vinnige oplossing nie, maar die CMR Noord is in die proses om strategies hieroor te dink en om daadwerklike projekte te beplan vir die mediumtermyn om 'n bydra te maak tot volhoubare werkskepping en armoedeverligting.

Die tweede been van hierdie program, gemeenskapsontwikkeling, poog om gemeenskappe deur o.a bewusmakingsprogramme en ander opleiding te ontwikkel om moeilike kwessies soos kinderbeskerming en gesinsgeweld as gemeenskap aan te spreek. Dit was 'n voorreg om tydens die COVID-19 pandemie en meegaande inperkings ons vroeë kinderontwikkelingsprogram in die East Lynn/Derdepoortomgewing steeds te kon ondersteun. Ouers het opvoedkundige speelgoed asook opvoedkundige lesse ontvang via WhatsApp videos. Op dié manier kon ons kinders steeds ondersteun in 'n baie moeilike tyd.

### **Dienste wat binne hierdie program gelewer word sluit in:**

- Vaardighedsontwikkeling: Naaldwerkgroepe en ander handvaardigheid.
- Materiële ondersteuning deur middel van kospakkies en klere (ongeveer 5500 mense is hierdeur bereik)
- Bewusmakingsveldtogte: Kinderbeskermingsweek en 16 dae van Aktiwisme teen geweld teen vroue en kinders. (bykans 14 500 mense is hierdeur bereik).
- Betrokkenheid by en bestuur van Voorskoolse Ontwikkelingsprogramme.



# Story of Hope

Although it is part of our job description to protect children, and to work with the most vulnerable and poor, **nothing quite stops you in your tracks as cases like this one** we have witnessed in 2020 - when Baby Ben\* was removed from his sixteen-year old mother's care.

Beaten and bruised, this tiny baby was so traumatised that it took weeks just to settle him down. We cannot thank our place of safety parents enough who took extremely good care of Baby Ben.

When you see this baby's never-ending smiling cheeks -that we have come to know- it is almost impossible to imagine the start this little body had to life. He was born at a healthy 3.1kg whereafter his circumstances deteriorated to the point where he weighed only 2.8 kg six weeks later. The malnutrition was not the only abuse, the beatings started at one week of age. He was beaten, burnt, and placed in the freezer. At six weeks of age, he was saved and placed with a temporary place of safety, where the real work started. One of the big challenges was to ensure that he no longer feared water and to cure the bruises to his face and body.

As social workers, we salute each place of safety parent and foster parent who nurtures and cares for a hurt and wounded child. May more and more people in our communities come to the fore to assist us in this very important task, to protect the most vulnerable in our society: our children.



# Marketing Report

## COVID-19 RELIEF FUND

An invisible enemy united the world. Whilst, people were focused on treating and eradicating the virus, the impact on the children was being overlooked in many instances.

Teams across our Centres of Hope mobilised after the lockdown announcement to ensure that children and families in need, received food parcels that would last for this period. CMRN with all its Centres of Hope continued to provide services during this period to ensure the safety and well-being of the children and families that rely on our support and even more so after being severely affected financially due to the Covid-pandemic.

This initiative was supported by a Covid-19 project fund that called on our donors to strengthen our hands though financial contributions during this terrible and uncertain time.

**A grand total of 861 individuals** (279 families) received support from our Centres of Hope during the lockdown period.

### Poverty alleviation

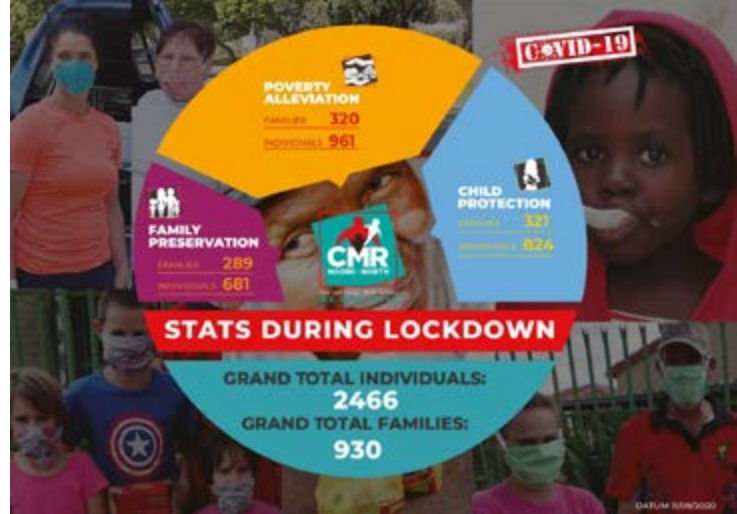
- Families: **146**
- Individuals: **498**

### Child Protection

- Families: **40**
- Individuals: **117**

### Family preservation

- Families: **93**
- Individuals: **246**



**THANK YOU for giving HOPE to families in NEED!**

# Bemarkingsverslag

## HOPE UNBOXED

**2020 witnessed the birth of a new initiative in the form of our Braai boxes.** The boxes were created not only to raise funds, but also to reinforce the message that time spent with family is what keeps our society healthy and whole. The first round was so well received that our marketing team also ran a “Valentino Box” campaign in February. These boxes offered Greek treats, time spent with loved ones and great new memories... what’s there not to love?



## FriYay BraaiBoks

save a child red 'n kind

ten bate van **CMR Noord**  
**Red-'n-Kind** Projek

Spandeer 'n spesiale aand tuis saam met ons in die gees- en RED kinders en gesinne in nood!

### Ons boks Jy braai

save a child red 'n kind

Spend an evening with your loved one/s at home this **Valentine's Day** with a **Greek Feast**

**R550** LIMITED boxes available

**CATERERS for 2**

**Kiddies Box @ R250**

- Make your own pizza
- 2 Small Pizza Bases with Toppings (Cheese, Ham, Mushroom/Pineapple)
- 2 Appletisers
- 2 Cupcakes

For more info or to place your order:  
Anri ☎ 082 398 3517 or ✉ [kinders@cmrn.co.za](mailto:kinders@cmrn.co.za)  
Anja ☎ 082 773 6000 or ✉ [marketing@cmrn.co.za](mailto:marketing@cmrn.co.za)

**CMR**  
NOORD - NOORD  
WE GIVE HOPE

+ CLICK LINK IN POST FOR FULL MENU & OTHER DETAILS +

# Marketing Report

## CHILD PROTECTION WEEK

### Using technology to touch the hearts of children during lockdown

The impact of COVID-19 on children were far reaching, especially in terms of their emotional well-being. Our campaign focused on empowering children to deal with the thoughts and fears around the pandemic and hold on to the hope that this too shall pass.

#### Children's fears regarding COVID-19 included:

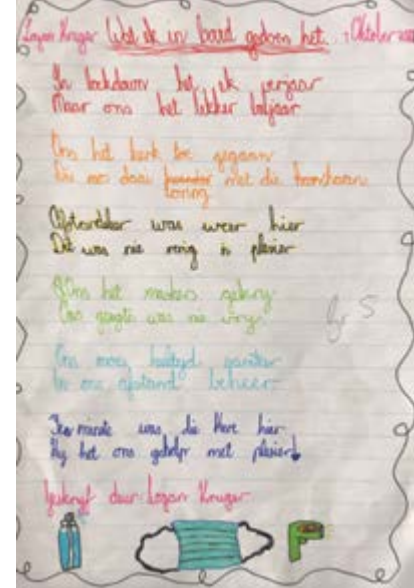
1. The fear of the virus itself – that they may test positive, that they may infect family members or friends and that they or loved ones may die.
2. Some children fear going back to school – that they won't be able to keep up with the tempo in class or activities like sport, etc.
3. Children fear that friends forgot about them, do not want to be friends with them anymore or that they will have to adapt to new friends.
4. They also fear the threat to their family's security.



With yet another wave upon us, our marketing team had to devise a new way to engage with the children in our communities during Child Protection Week. Many children were now engaging with their teachers virtually through platforms such as Zoom, Google Classroom and WhatsApp.

Our campaign made use of a WhatsApp chatbot, that allowed children to engage and enter an interactive competition in the form of recording a poem or drawing a picture about a Covid-related topic. Children submitted their entries via the chatbot as well.

**TOTAL NUMBER OF CHILDREN REACHED: 14 516**



# Bemerkingsverslag

## CIGAR LOUNGE 2020

**Our annual wine auction has become our signature fundraising event over the past few years.** Even though lockdown placed strict restrictions on social gatherings, our donors still showed up with great enthusiasm and open hearts to a beautiful and more intimate setting at the stunning venue Ivory Manor.

Goose Wines once again stepped up to the plate as the main sponsors of the event. This year our donors could donate towards a selection of not only wines, but craft beer, gin, whiskeys, brandys and cognac and even cigars (to celebrate with when the pandemic comes to an end).

Baie dankie aan Ivory Manor vir die ongelooflike fasiliteit en diens! 'n Groot woord van dank ook aan al die wynplase Diemersdal, Muratie, Gabriëlskloof, KWV, Middelvlei, Lourensford en Chamonix – jul ondersteuning het ons weereens herinner dat daar selfs in die donkerste tye iets is om te vier – HOOP!



# Marketing Report

## **RACA**

### **(Race Against Child Abuse):**

The 7th annual RACA took place in August in Mountain View. Runners (and their furry friends) took part in either the 5km fun run or the more challenging 9.2km endurance race.

Everyone enjoyed the food stalls and refreshments and winners walked away with lovely hampers and other prizes.



**7TH ANNUAL**  
**RACA RACE**  
RACE AGAINST CHILD ABUSE

**22 AUG - 31 OCT**

**RUN / WALK 5/10KM**  
**TIME: YOU DECIDE**  
**DATE: 22/08 - 31/10**  
**PTA MOUNTAIN VIEW**  
**POST PHOTO ON FB,**  
**MAKE A DONATION TO**  
**CMR DASPOORT**

save a child  
red n kind

**CMR**  
CHILD MENTAL HEALTH  
WE GIVE HOPE

**BANK DETAILS: ACC NO: 050 160 033, ABSA BROOKLYN, REF: RACA**

# Bemarkingsverslag

## LAAT DAAR LIG WEES

**Die jaarlikse projek was miskien die jaar meer as ooit tevore broodnodig in die gemeenskappe wat ons diens.**

Om vir jong harte 'n baken van hoop en "LIC" te wees tydens die seisoen waar ons die geboorte van Jesus Christus vier is werklik 'n voorreg.

Ons bemarkingspan het die uitdagings van die pandemie op 'n unieke manier oorkom deur middel van 'n interaktiewe "Wensvervullings-WhatsApp Kletsrobot".

728 geskenke is in totaal ingesamel!

Baie dankie almal wat die projek weereens 'n sukses gemaak het.

LET THERE BE light LAAT DAAR LIG WEES

The aim of the "Let there be Light" Christmas Project is to share the wonderful sense of love with families and children in need - to give HOPE for the new year that lies ahead.

People can also donate toward therapy as a lifechanging gift to a child.

save a child red 'n kind

CMR HOOP & WENSE

OUR CHRISTMAS PROJECT IS ON WHATS APP!

Hold your phone camera over the QR Code in the right.

Then click on the URL "pop-up" that will appear on your screen.

NB: If your phone camera doesn't pick up the QR Code you will have to download a QR code reader, or contact us and we will send you the link to What-App on your phone.

save a child red 'n kind

CMR HOOP & WENSE

ONLY 10 DAYS LEFT TO FULFILL A CHRISTMAS WISH OF A CHILD IN NEED

LET THERE BE light LAAT DAAR LIG WEES

save a child red 'n kind

CMR HOOP & WENSE

Diagram 1:

### Bronne van Inkomste: **CMR Noord**

Subsidie	R	7 263 712,66	48%
Ander: Rente & Fooie	R	731 758,02	5%
NG Kerk bydraes	R	2 826 111,74	19%
Fondsinsameling	R	4 359 753,99	29%
<b>TOTAAL</b>	<b>R</b>	<b>15 181 336,41</b>	<b>100%</b>

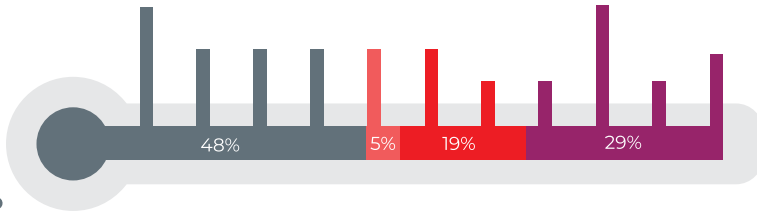
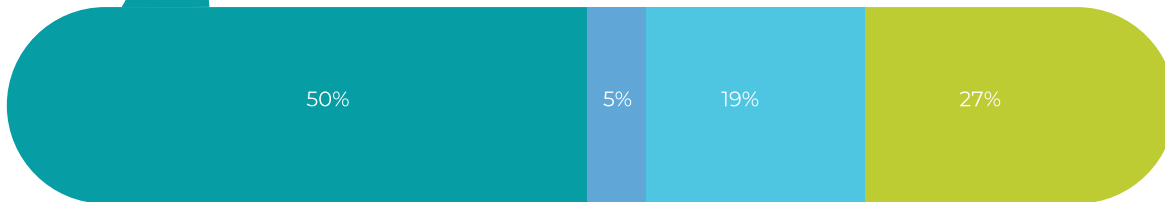


Diagram 2:

### Bronne van Inkomste: **Gauteng, Noord Wes & Limpopo**

Subsidie	R	8 668 212,66	50%
Ander: Rente & Fooie	R	839 751,37	5%
NG Kerk bydraes	R	3 279 417,45	19%
Fondsinsameling	R	4 712 504,16	27%
<b>TOTAAL</b>	<b>R</b>	<b>17 499 885,64</b>	<b>100%</b>



COMBINED STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDING MARCH 2021  
GEKONSOLIDEERDE STAAT VAN OMVATTENDE INKOMSTE VIR DIE JAAR GEEINDIG MAART 2021

<b>OPERATIONAL INCOME</b>	<b>Actual</b>	<b>INKOMSTES</b>
Subsidy	7 263 713	Subsidie
Other: Intrest & Fees	731 758	Ander: Rente & Fooie
Church Contributions	2 826 112	NG Kerk bydraes
Fundraising	4 359 754	Fondsinsameling
<b>TOTAL</b>	<b>15 181 336</b>	<b>TOTAAL</b>
<b>OPERATIONAL EXPENSES:</b>	<b>Actual</b>	<b>UITGAWES:</b>
Personnel expenditure	13 242 609	Personeel Uitgawes
Property expenditure	290 759	Grond en geboue
Household & services expenditure	106 895	Huishoudelike - Dienste Uitgawes
Office expenditure	518 257	Kantooruitgawes
Transport expenditure	289 974	Vervoer Uitgawes
Marketing	87 575	Bemarking
Financial expenditure	86 446	Finansiële Uitgawes
Insurance	102 563	Versekering
Training	81 654	Opleiding
Capital Goods and Depreciation	133 215	Kapitale Uitgawes
Sundries/Provisions & other	262 931	Diverse en Voorsienings
<b>TOTAL:</b>	<b>15 202 879</b>	<b>TOTAAL</b>
<b>SURPLUS/DEFICIT</b>	<b>(21 542)</b>	<b>SURPLUS / TEKORT</b>
<b>Social Relief and Projects</b>		<b>Noodhulp and Projekte</b>
Income	1 691 628	Inkomste
Expenses	(1 373 025)	Uitgawes
<b>Nett Surplus: Projects</b>	<b>318 603</b>	<b>Netto Surplus: Projekte</b>
<b>BALANCE SHEET</b>		<b>BALANSSTAAT</b>
Assets	10 819 579	Bates
Cash and Cash Equivalents	9 894 985	Kontant Ekwivalente
Debtors	544 698	Debiteure
Stock	17 879	Voorraad
<b>TOTAL ASSETS</b>	<b>21 277 141</b>	<b>TOTAL BATES</b>
<b>EQUITY AND LIABILITIES</b>		<b>EKWITEITE EN LASTE</b>
Project Funds	8 932 041	Projekte fonds
Capital Reserve Fund	461 563	Kapitaal en ander Reserve
<b>CURRENT LIABILITIES</b>		<b>BEDRYFSLASTE</b>
Creditors	965 991	Krediteure
<b>TOTAL: Equity and Liabilities</b>	<b>10 359 595</b>	<b>TOTALE: Ekwiteite en Laste</b>

Full audited statements are available on request

Volledige geouditeerde state is op aanvraag beskikbaar

# A word of thanks

Thank you does not describe the gratitude we feel towards everyone that supported us to give hope, **but let's try:**

We thank our **Heavenly Father** that bestows enormous amounts of grace on CMR North.

Thank you to the CMR North management board and the management boards in Limpopo and North West. **Without your wisdom and support we will not survive.**

**To our staff:** Thank you for your relentless dedication! You are the hands and feet that bring hope in a very hopeless world.

Thank you to the **Northern Synod of the NG Kerk**. Your support of this work is much appreciated.

To each volunteer, donor, partner and supporter – thank you for running the race with us.



# Contact / Kontak

**WAAR** IS ONS SENTRUMS VAN HOOP  
**WHERE** ARE OUR CENTRES OF HOPE

[www.cmrn.co.za](http://www.cmrn.co.za)

[www.givehope.co.za](http://www.givehope.co.za)

NPO NR 015-917



/cmrnoord



[marketing@cmrn.co.za](mailto:marketing@cmrn.co.za)



(012) 460 9272x2



086 666 6743



Posbus/PO Box 2037,  
Groenkloof, 0027

## Bank details:

CMR Noord

Absa Brooklyn

Branch Code: 335 345

Account Number:

50 160 033

(Swift Code: ABSAZAJ)



SnapScan

## GAUTENG

CMRN Support	012 460 9272
Kindersentrum (Terapie)	012 333 0421
Child Protection Centre	012 654 6053
Daspoort/Pretoria-West	012 379 5860
Lotus Gardens	065 815 2240
Derdepoort	012 800 4866
Moot	065 818 5489
Pretoria-Noord	065 817 6162
VOS Community Centre	012 341 2318
Lynnwood	012 348 4500
Wierdapark	012 654 6026
Wonderboom	012 567 4551

## LIMPOPO

Louis Trichardt	015 516 5115
Messina (Musina)	015 534 0245
Warmbad (Bela Bela)	014 736 2557

## NORTH WEST/NOORDWES

Brits	012 252 3207
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