


# CreateCare Global

## Annual Report FY 2018-2019



Telling the stories raises awareness of

the issues faced by children in need

# CreateCare Global: BACKGROUND

*CreateCare Global Incorporated (CCG)* was initially formed in 2009 as an incorporated organisation, under the name KasCare.

Its primary program then was Knit-a-square (KAS), a project providing handmade blankets for some of Africa's millions of orphaned and vulnerable (OVC) children.

In 2015, in Australia, we understood that this project could not be made sustainable long term, nor could it alone help the growing numbers of OVC children, estimated by the United Nations, to already number over 140 million worldwide.

Through our experience with a worldwide community of more than 20,000 in 60 countries, we recognised that there exists a large cohort of people globally who want to help these children, given the means.

We also understood through our successful Teacher Resource program for Knit-a-square, which was taken up by over a 1,000 schools, that young school children are naturally compassionate and ready to help.

We reconstituted our board, and rebranded from KasCare to CreateCare Global to take on this challenge through:

1. Finding trusted grassroots organisations already doing good work on the ground in Africa and Asia to help the children, who we could partner with to support their work.
2. Building a more comprehensive schools' program, CreateCare Kids (now Kids Helping Kids), to inspire young people ten and over, to become orphan ambassadors and future global citizens, while giving them the means to make small but tangible differences in the lives of OVC children.
3. Resolving a digital approach we called, *CreateChange™*, which would allow compassionate people to connect directly with the grassroots organisations we identify, select the issue they wish to support, and then crowd-source the help required, effectively making them a not-for-profit in their own right.
4. Telling the stories to raise awareness of the issues faced by the children, by their carers, and by those who support them.

# PURPOSE, MISSION, VISION

To facilitate these four avenues of endeavour, we redefined our purpose, mission, and vision as follows:

## PURPOSE

To bring love, comfort and warmth to orphaned and vulnerable children worldwide

## MISSION

Globally, CreateCare Global partners with grassroots organizations to learn and understand the tangible acts that can make a positive impact in the lives of the orphaned and vulnerable children they care for.

In Australia, they empower parents, teachers, and children to get involved creatively, and to take action, because one small act can have a huge impact in the life of an orphaned or vulnerable child.

## VISION

CreateCare Global works toward connecting a compassionate person or child, from anywhere in the world to any one child affected by poverty, disease or disaster, so they can meet the needs of that child.





A gamechanging idea to help grassroots organisations takes shape

# Our activities in the 2018/19 financial year

## The CreateChange™ Web App

Our focus in FY2018/2019 was continuing work on an idea conceived in 2015—the *CreateChange* Web App. In 2017, we purchased the trademark for *CreateChange* and the domain, *CreateChange.global*

We looked at the most likely opportunities to assist us move forward on our belief that CreateCare Global needed to bring to life a new and meaningful way for compassionate people around the world to support those who looked after children in need.

### A daunting task

In the proceeding year, the board had undertaken extensive surveys across various demographics to establish the desirability for an App.

# CreateChange™ web APP

While the results were positive, the board determined it was too ambitious a project to be funded commercially.

In early 2019, under the stewardship of Anna Byrne, one of our founding board members, we were introduced to Random Hacks of Kindness (RhoK).

RhoK is a biannual event in which a community of technologists come together to 'hack' for social change.

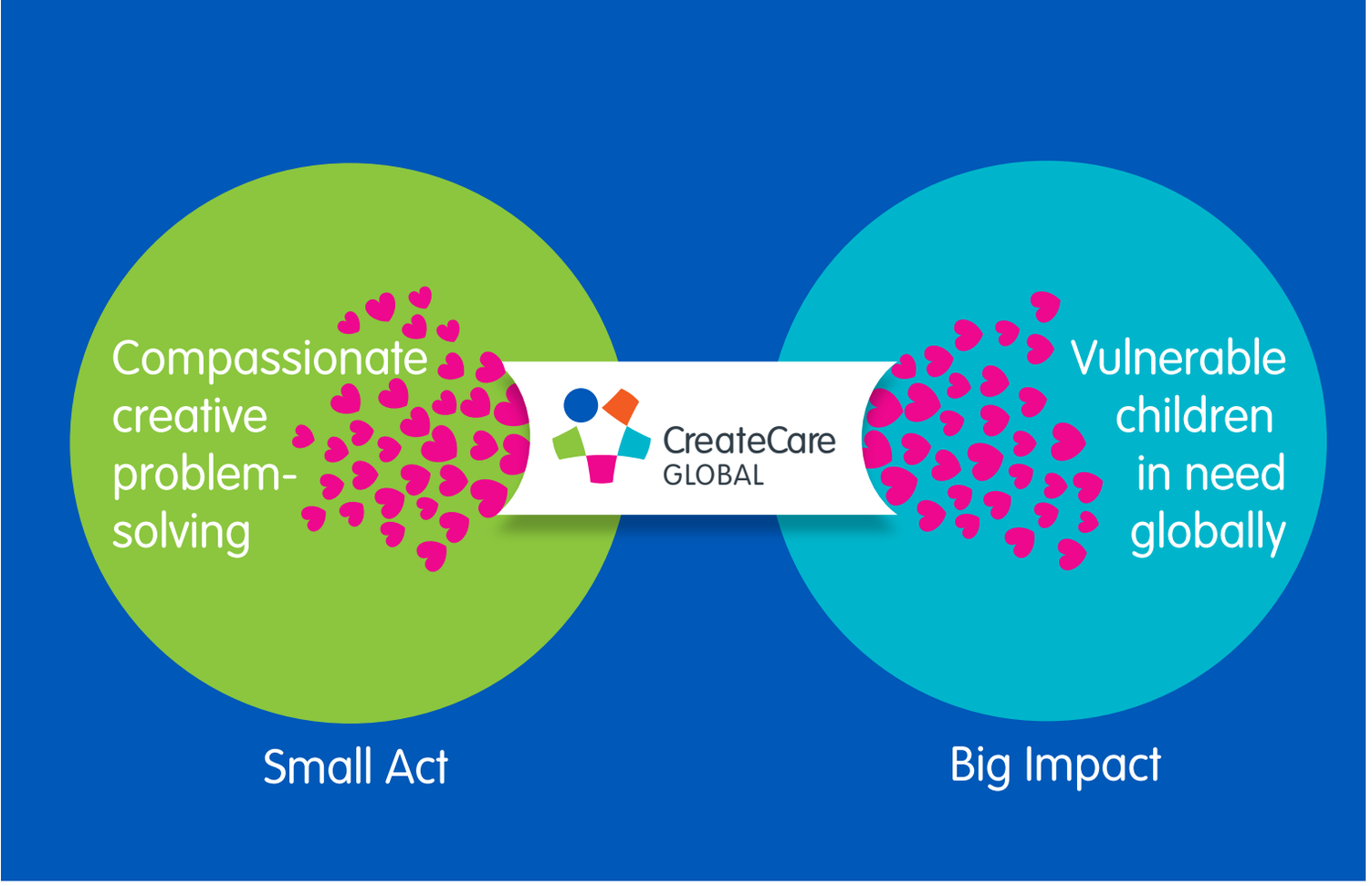
As they describe themselves, over 48 hours these volunteer hackers, technologists, designers and creative thinkers co-develop solutions that may not otherwise be realised.

In order to win a coveted place in the Winter RhoK hosted in May 2019, we needed to pitch our idea.

This is how we pitched the idea for CreateChange.




Sandy McDonald (CEO & Founder) pitching the idea for CreateChange™ APP at RHoK in May 2018




# The pitch to RHoK

## Who are we?

We are *CreateCare Global*. Think of us as a conduit between compassionate, creative people's desire to help and vulnerable children in need around the world.

In 2008, we started a global community called Knit-a-square. We called on the creativity and compassion of crafters to knit and send squares to South Africa, to make blankets for orphaned children.

11 years later, Knit-a-square has received over two million squares and warmed over 90,000 children. The community in 71 countries is self-sustaining. We call the squares a 'currency of hope'.

## What do we do now?

Since then, we've teamed up with grassroots organisations to identify what 'small acts, (currencies of hope) would make a big impact in the lives of their children. We've told the stories, inviting people, especially school kids, to fulfil these micro needs, such as solar lamps, school bags and water bottles.

We have learned so much. Firstly, the realities of a largely unknown global problem — estimated by UNICEF at 140 million children who are in great need.

We've discovered how deeply people want to help these children by taking action, making and creating rather than just donating. We've also understood they need to see the difference they make.

Then there are the thousands of micro organisations who take care of the children. People like South Africa's Thembi• (see story on page xxx), who through personal struggle has built a preschool for 80 vulnerable children.

They need everything — clothes, blankets, shoes, mattresses, solar lamps, school equipment.

## The problems as we see it

For compassionate people globally: They don't know how or where to connect to someone like Thembi, to help with the needs of her kids.

For grassroots organisations with micro needs: They lack a platform from which to broadcast their needs to a global audience.

What is not working for us: Right now, we are doing this work manually - finding the grassroots organisation, identifying the micro needs and telling the stories to the helpers. This is resource intensive and it doesn't scale. If we stop, the work stops.

## A solution?

Despite poverty, mobile phones in Africa and Asia are ubiquitous.

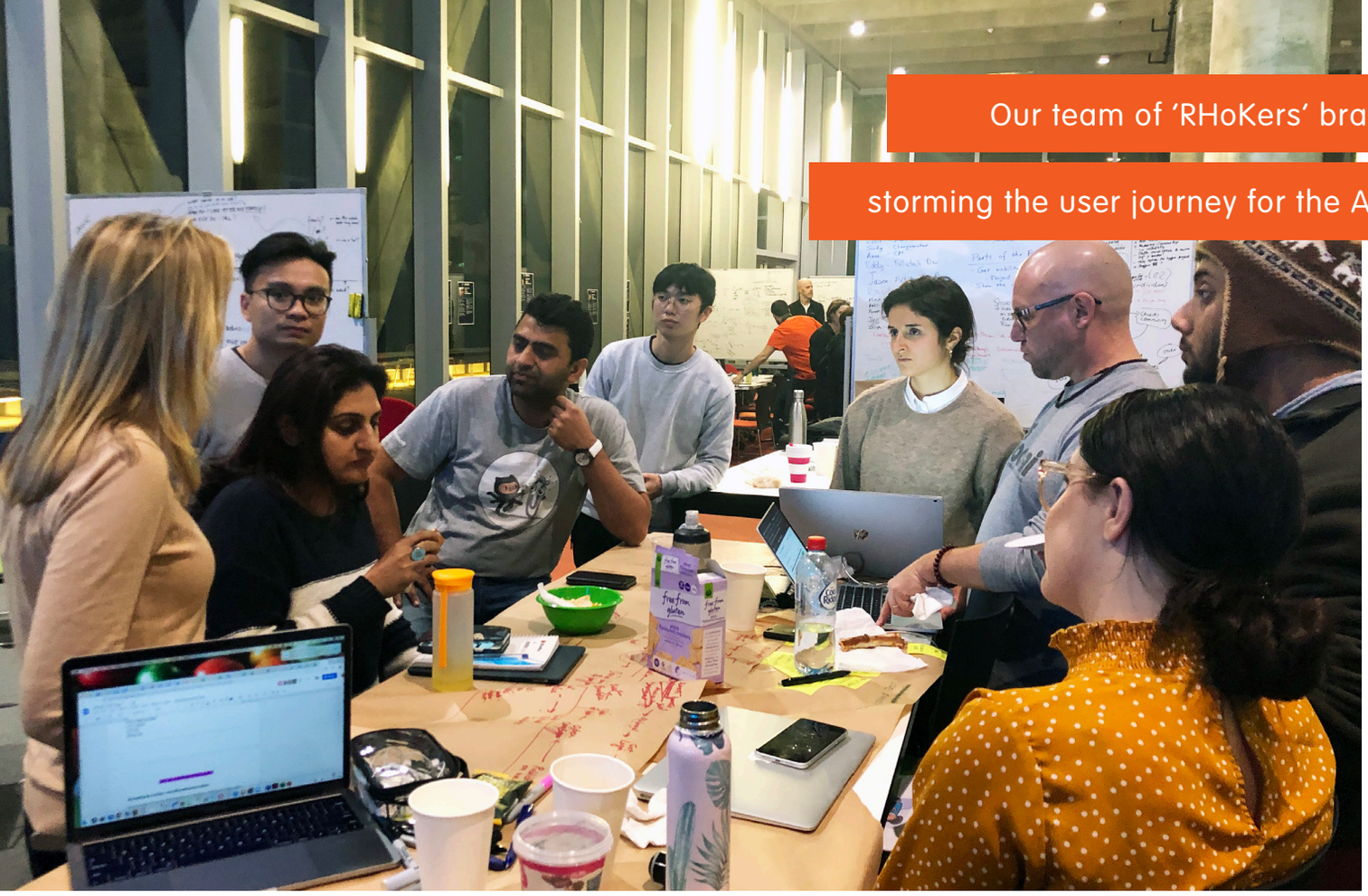
So on one hand we have grassroots with micro needs — for example mattresses for their children. On the other, people globally who'd gladly work out how to make this happen.

Could we put them together through an APP, to showcase the grassroots organisation and their micro-needs, while inviting compassionate people to use their creativity to solve them?

Could such a technology track the stories of giving to outcomes – like we have done here, to raise awareness, inspire others, all the while getting traction for the APP.



Despite poverty, mobile phones in Africa are ubiquitous. How could we make this work to connect Drivers and Solvers?



Our team of 'RHoKers' brain-storming the user journey for the APP

# The RHoK event

We were delighted to be awarded a place.

Over two intensive days in May 2018, a team of dedicated RHoKers gathered around our designated table.

We spent much of the first day mapping out the user journey for the two communities that would use the web AP—grassroots organisations looking after orphaned and vulnerable children, and the world's compassionate community. The intention is for the latter to solve small, but tangible, issues on behalf of the children.

To assist us, we gave each a name. We called the grassroots organisations *'Drivers'* in as they drive the needs of the children, and the compassionate community who we identified mostly as parents, teachers and school children, *'Solvers'*.

We called the small needs, problems or issues, *MicroNeeds*. A *MicroNeed* is defined as a small need for the children categorised into:

- **Help with education:** (eg. school and reading books, stationary and art materials)
- **Daily necessities** (eg. clothes, shoes, solar lamps, water bottles, school bags, blankets, baby layettes)
- **Health and medical assistance:** (eg. small medical procedures, medical equipment, mosquito nets, medication, sanitary and hygiene products)
- **Minor infrastructure:** (eg. sanitation, shade solutions, chicken coops, water tanks)
- **Basic furniture and equipment:** (eg. beds or sleeping mats, cooking and garden equipment

Mapping out the user experience gave us much need insight and intelligence into how the web app should function to service this outcome.







The second day was spent designing the user experience onto the web- based app and coding in some of the automated functionality we would need to create a web based application.

While a lot was achieved over these two days, after some months, we came to understand that having a coded solution would make our job of managing the web app difficult without access to a team of coders.

It led us to think of a simpler solution, which is now in train and will come to fruition as a Minimal Viable Product (MVP) by the end of 2019.

We look forward to reporting on its progress in the next financial year period, by which time, we believe we will have been successful in applying for grants to take it to Stage Two.

To get a fuller understanding of work in progress, visit *www.create-care-global.org*



The global community must trust

the people on the ground

# Partnership drive

Throughout FY 18/19 we have continued to build partnerships with a number of not-for-profits who have grassroots organisations working on the ground in Africa.

As a precedent, our partnership with K*nit-a-square South Africa* showed us how important it was for a global community to trust the people fulfilling the work on the ground to meet the stated aims of the organisation.

They also responded to direct involvement.

By developing these relationships, we are assured that any activity we direct toward helping these other grassroots organisations will achieve their stated aims for the children.

# Current partners (Drivers)

## Knit a square South Africa

Knit-a-square, incorporated as Knit-a-square South Africa has received over two million hand crafted squares, hats and jumpers in its 11 years of operation since 2009.

These have been sorted and distributed by volunteers in Gauteng, administered by Ronda Lowrie, (co-founder of Knit-a-square, together with her niece and founder of CreateCare Global, Sandy McDonald).

The blankets they have made have now warmed more than 90,000 children, mostly babies to five year olds, who are cared for in rudimentary day care centres in the informal settlements surrounding Gauteng, in Cape Town, and more recently Zimbabwe.

These distributions are recorded by some of the many volunteers and photographs are sent back to the community through the Knit-a-square forum. A dedicated band of volunteer moderators disseminate the stories through an online magazine, *Kas-Snippet*s and updates on the forum.

The moderators manage the more than 5,000 strong membership to motivate and inspire them to continue to contribute with monthly challenges.

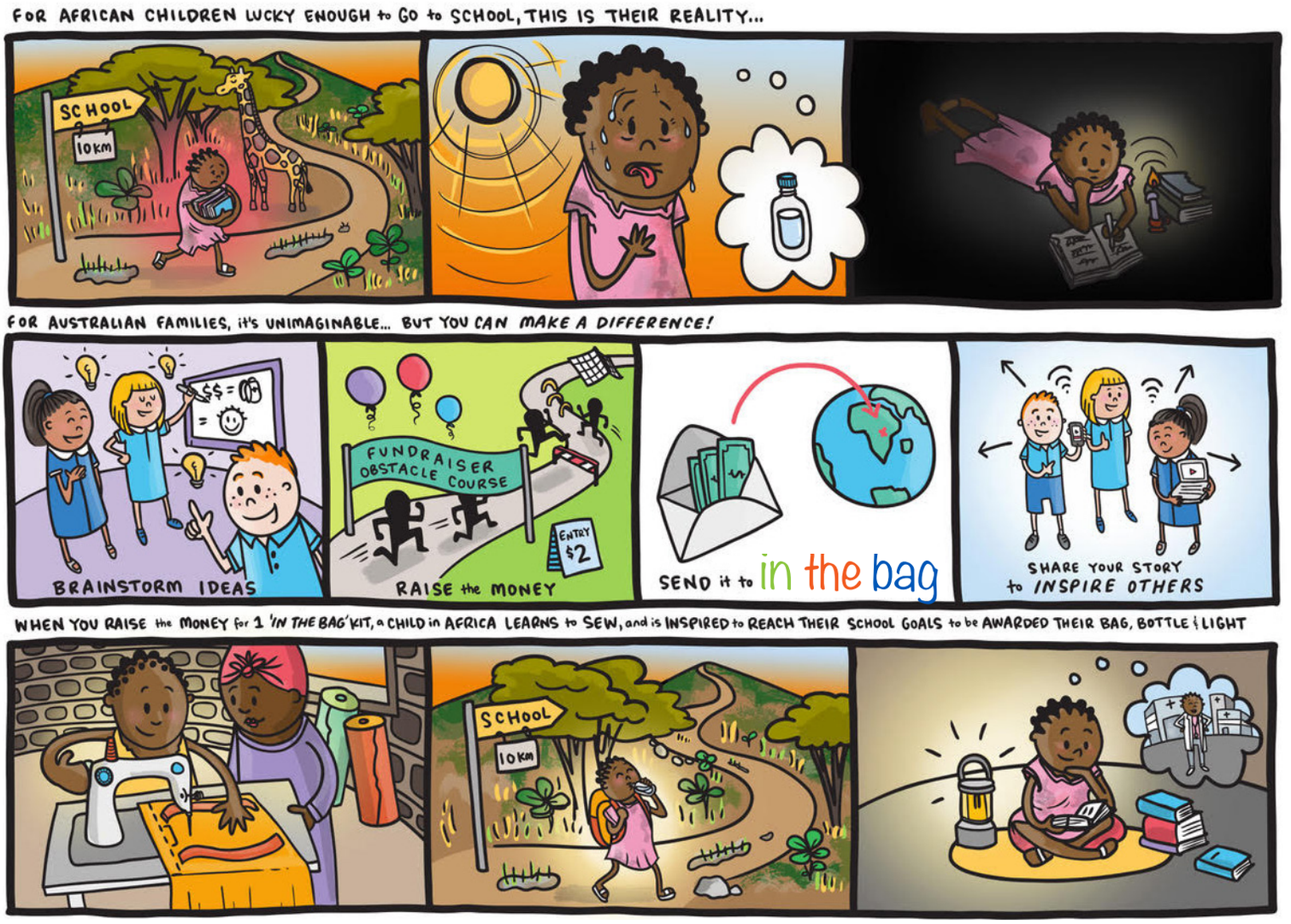
To assist *Knit-a-square South Africa, CreateCare Global* manages, hosts and maintains the Knit-a-square website and hosts the Knit-a-square forum.

After the website was hacked in 2018 and rebuilt, Andrea Palmetier a long term volunteer moderator has continued to populate the website with knitting and crochet patterns, to ensure the site attracts compassionate crafters who will knit and send squares and hats to South Africa.



Over 2 million squares have been made and sent to make

blankets that have warmed over 90 thousand children




## HUG Uganda (Help Us Grow)

Founded by Helen Brown from Kyabram in Australia and David Ssemwogerere in Uganda, HUG has changed the landscape for an impoverished community around a small village called Lubanda.

Helen and her Kyabram community, with the help of two Victorian sponsors, have raised the necessary funds for David to co-ordinate the building of a community centre, secondary school, and clinic. They have also helped the community to develop several enterprises, including a coffee seedling business, goat tending, and chicken rearing.

### In the Bag

During 2018, we created the In the Bag project, with a supporting poster and video.

Initially, our aim was to ask Australian primary school students to apply their creative problem solving skills to work out activities that would raise money for one or all of the component parts of the In the Bag project: These included:

**Candlenight Challenge:** How to replace fire hazard candles and toxic kerosene lamps with solar lamps

**Foosteps for Water:** How to provide the children with water bottles so that they could rehydrate on their long walks to school in often hot conditions

**Books in Arms:** How to supply the children in Suubi Secondary College with the fabric and accessories purchased within Uganda, so that they could sew their own school bags.



A mother reading with her children by candlelight for CandleNight Challenge

## School research

Once we had completed the collateral for the project, we made contact with several local primary schools to ask for their feedback. Overwhelmingly, the response was positive.

However, we came to understand that primary school teachers are under significant pressure to manage their jobs, and that any program that required additional work was unlikely to be initiated.

We reconsidered how we might make the challenge simpler and how to use social media effectively to get greater reach.

## CandleNight Challenge

Toward the end of 2018, we initiated a social media campaign, to be run by an external resource, Social Locals, just for CandleNight Challenge.

It asked parents to sit with their children while they read 15 pages of a book by candlelight, correlating to a $15 donation for a solar lamp purchased within Uganda.

The response was disappointing. The Board decided to reduce the steps to donation, and simply asked parents to donate the $15.

By the end of the two-month social media campaign we had raised sufficient funds for 28 lamps, to be purchased by David Ssemsogwere in Uganda.

Five of the lamps have already been awarded to children according to Suubi Secondary College's philosophy that the children are not given anything without some achievement of a milestone, or a change in application to their school work.

# Jordbarn Australia - our first sponsor

These efforts attracted the attention of a start-up organisation, Jordbarn, who manufactures good quality, educational school accessories for children including water bottles and school bags. They made an immediate donation for HUG which helped us supply an additional 15 solar lamps.

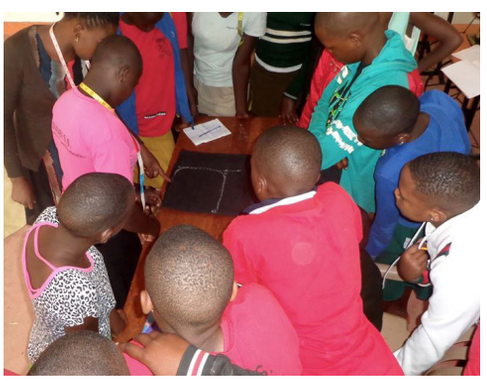
Subsequently, and with gratitude, Jordbarn donated another $650 to purchase fabric for school bags. The fabric has been purchased and the children of Suubi College in Udanda, have made minature prototype bags in preparation for sewing the full size bags in early 2020.

In response, we published Jordbarn's donations widely on social media. We share the heartwarming results of their generosity below.

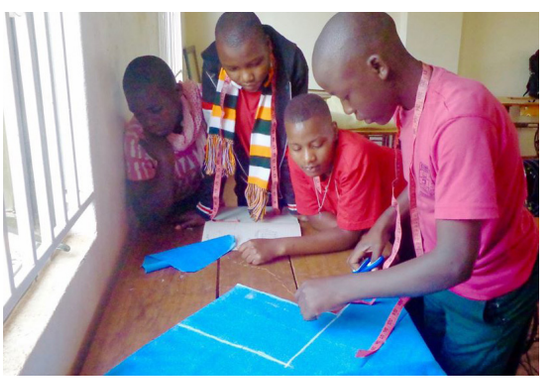
We are encouraged by our relationship with Jordbarn to seek further partnerships with allied organisations who can see the merit in sponsoring similar *MicroNeeds* that will both support children in need, and help them learn.



The fabric for the bags and waterbottles arrive at Suubi College



60 students are shown how to mark the bag pattern on the fabric



They each marked and cut out the pieces for their backpacks



Once the cutting was complete, students moved onto learning to sew



With a limited number of sewing machines, students needed to be patient



Students willingly helped eachother as they learned



The smile on their faces said it all when the first backpack was finished



Now they have learned, the students can't wait to make their full size school bags

## Small act. Big impact

The Suubi college students learning to sew their own school bags is a perfect example of a *MicroNeed*. This is the potential for caring people and organisations to make a tangible difference to the lives of children.







The clubfoot correction program is a perfect example of a MicroNeed, transforming the life of a child one at a time.

## ZANE (Zimbabwe)

ZANE is a UK and Australian based charity.

ZANE Kids supports a number of projects in Zimbabwe aimed at improving the lives of thousands of children living in extreme poverty.

These projects include providing pop-up classrooms in townships, paying for essential classroom equipment, funding teaching mentors, a clubfoot correction program, and providing hearing aids for deaf children.

CreateCare Global has partnered with Nikki Passaportis, CEO of ZANE Australia, to develop the I Can Walk MicroNeed program.

This encourages compassionate people (mostly parents, teachers and school children) to use their creative problem solving to help raise AU$375 to cover the cost of a clubfoot corrective procedure.

This will ensure a child who would have been otherwise hopelessly crippled can not only walk, but lead their lives to the fullest.






## BlueBell Orphanage (Uganda)

BlueBell Orphanage contacted us directly requesting assistance to provide shoes for some of their 110 orphaned children.

As the children are barefoot they are exposed to Jiggers Disease which rots the under soles of their feet.

We promoted their cause and a small community of friends took up the challenge raising $180 for 18 pairs of shoes.

The Board saw this as a perfect example of a community of '*Solvers*' committing to solve a small but terrible *MicroNeed* for BlueBells on behalf of the children they look after.

It brought to life CreateChange's slogan:

**Small Act. Big Impact.**

## Rafiki Mawema (Kenya)

Rafiki Mawema was established to remove children who are being prostituted on the streets of Nairobi.

The organisation is doing remarkable work to heal the physical and emotional wounds these children have suffered, and to go on to educate them in solid vocational skills.

We maintain a dialogue with the CEO, Sarah Fosberg to find out how we can best support them, despite the Kenyan postal system discouraging mail because of exorbitant duty.

This year we sent a pack of craft material as a Christmas gift for the children and that was gratefully received.

Although a token, the concept of supplying children in need with the tools to be creative and learn a craft sits well with our principle of invoking creativity in all our stakeholders.




## Social Media Campaign

Run by Kaila Whitter, a board member since 2017, our social media campaign continues to build a community of *Solvers*.

During the FY 18/19, increasingly we have seen it draw attention from grassroots organisations in Africa.

Each request for assistance gives us the opportunity to explore a relationship, test the validity of the organisation, share their stories and find out more about their MicroNeeds.

This is invaluable work going forward for the CreateChange™ APP and means that when we launch the first iteration of the APP in 2020, we should have a reasonable compliment of *Drivers* and *MicroNeeds* to warrant interest from a *Solver* community.

## Funding

We remain deeply grateful to a small cohort of donors who continue to support us through a repeat giving program and have made it possible to continue to maintain, host and build our websites.

Currently, we have no other fundraising initiatives to hand, although we will work actively to keep our current donors engaged in our repeat giving program, and to use our social media community building campaign to increase our donor base.

However, once Stage One of the CreateChange™ APP is complete, we will have a Minimal Viable Product, and will be able to demonstrate its efficacy.

At that point, we will resume applying for appropriate grants to further develop the APP and to help us promote *MicroNeeds* to a global community of *Solvers*.

# CreateCare Global: THE BOARD



## Chairperson: Angela Perry

Angela brings to the role of Chair of CreateCare Global her drive, energy, and ability to get things done. Her qualifications and experience in law, business development, management, and building start-up organisations from idea to reality ideally suit her to a leadership role.

She is a member of the Australian Prime Minister's Business and Community Partnerships committee. She brings the same highly organized, creative thinking and problem solving approach to CreateCare Global as to her producer role with threecatsinlimbo Productions.

She also has a background in executive and personal coaching, including coaching creatives and actors, where she uses high-level interpersonal skills to unlock their maximum potential.

She currently works with actors, dancers and artists through her own charity, Future Foundations, that offers mentoring to young teens.



## Anna Byrne

Anna is a partner with the NeuroPower Group, a consultancy that uses the latest insights from neuroscience to help large corporates and government agencies increase their performance.

With a background in law, political science, and psychology, Anna specialises in developing and implementing strategies to solve complex problems. These usually involve high profile issues and competing or conflicting priorities, often in dynamic environments with diverse stakeholders.

Anna is passionate about working with boards, CEOs, and leaders to future-proof their businesses and strategies, as well as build high performance teams and cultures. She also coaches leaders and managers in transformational project management, effective organisational change, stakeholder engagement, and strategic communications.

# CreateCare Global: THE BOARD

In addition to this expertise, Anna brings to her board role with CreateCare Global experience working with a range of not-for-profits, including the United Nations Association of Australia, The Smith Family, the Australian Cervical Cancer Foundation, and Help Me With It.

She is also keen to help boards contribute their full value, experience, and expertise to decision-making processes, and presents a short course for the Governance Institute of Australia on The Neuroscience of Board Wisdom.



## Sandy McDonald

Sandy is an author, TEDx speaker and storyteller online. For three decades, she has run businesses with her husband, Roger, which have centred around purposeful communication to support organisations doing good business, and business for good.

Now she coaches business owners to bring clarity into their complex online world and helps them build a coherent online platform.

She believes that stories told from clarity of purpose fuels human energy to do much good in the world.

As founder and CEO of CreateCare Global, and co-founder of Knit-a-square together with her aunt, Ronda Lowrie, also founder of KAS South Africa, her early contribution to a global community that works to support and comfort millions of orphaned, abandoned and traumatized children is testimony to this belief.



## Sandra Muckersie

Sandra is a business administration professional with extensive global change and transformation experience who provides guidance to executives and business owners that increases operational effectiveness and strengthens business process and stakeholder engagement.

She brings to her role on the board of CreateCare Global her cross cultural commercial understanding, her ability to develop business process solutions to support strategic initiatives and develop strong relationships with diverse stakeholders.



### Kaila Whitter

With a background in Communications, Kaila brings experience in social media strategy and campaigns to the CreateCare Global team.

She applies her expertise as a journalist to make known and tell stories of children across the world with the intent of evoking positive change.

Kaila is driven to make a difference on both a local and international level of the lives of women and children that are both abused and vulnerable.

# Corporate Governance

## Indemnities and Insurance

The constitution of the company provides for us to indemnify, to the extent permitted by law, officers of the company against liabilities arising from the conduct of the organisation. The directors have been indemnified in accordance with these provisions. No amount has been paid under any of these indemnities during the year.

The organisation has purchased directors' and officers' insurance during the year. In broad terms, the insurance cover indemnifies individual directors' and officers' personal legal liability and legal defence costs for claims arising out of actions taken in connection with the company.

## Governmental Regulations

CreateCare Global is subject to state and federal regulations of general application governing public companies and charities.

### Legal Proceedings

CreateCare Global is not a defendant in any proceedings.

### Creditor payments

It is the company's policy to agree terms of payments with suppliers when entering into contracts and to meet its obligations accordingly. The company does not follow any specific published code or standard on payment practice.

At 30 June 2018, there were no purchases outstanding in respect of the company.

Signed



Angela Perry , Chair 04 03 2019


CreateCare
GLOBAL
FOR CHILDREN IN NEED
Small act. Big Impact.
createcareglobal.org