

2025

Annual Report



South African Parenting Programme Implementers Network

297-653-NPO
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SAPPIN Annual Report 2025

Reporting Period: January 2025 – December 2025

297-653-NPO
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Chairperson's Report



Dear SAPPIN Members, Partners and Stakeholders

As we begin a new year, I am pleased to reflect on SAPPIN's continued growth and impact from January to December 2025. Over the past year, our collective efforts have strengthened the network and positively affected families across South Africa. It remains a privilege to be part of an organisation committed to building organisational capacity, improving programme quality and strengthening outcomes for children and families.

Throughout the year, existing members continued to make valuable contributions across multiple areas of engagement. We also welcomed new members CECD, Midlands Community College, Shine for Hope Developers and independent consultant Suzan Eriksson. Their addition emphasises our shared vision and commitment to supporting parents and families.

The Board was strengthened through the appointment of Carmen Abdoll as Secretary. Board members met quarterly during 2025, with a strong focus on accountability, compliance and sound governance. Key areas included policy development and financial oversight. The Board acted diligently and in the best interests of the organisation to ensure alignment with legal and standard requirements. The organisation's financial position remains sound, as reflected in the financial statements.

With support from the Driver Group, the Board reviewed and approved SAPPIN's three-year strategy. No major strategic shifts were required, as the current direction continues to yield positive results. The newly developed Systems Strengthening Model provides greater clarity in understanding SAPPIN's role and impact across the sector. Since its inception, SAPPIN has made significant national progress across its focus areas.

Together with the Driver group, SAPPIN achieved most of its objectives for the year. A strong emphasis remains on wellbeing across the network, supported by ongoing research and a human-centered performance approach. The Board recognises the importance of staff wellbeing and commends Wilmi for her leadership and commitment to applying the organisation's values in practice.

Finances were carefully managed through the monthly reviews by the Director and Treasurer and quarterly oversight by the Board. Annual financial statements were prepared by Moore George Inc.

While the funding environment remains challenging—particularly following the reduction of USAID funding in South Africa—SAPPIN has remained financially stable. We continue to diversify funding sources and are grateful for the ongoing support of the World Childhood

Foundation (WCF), UNICEF, Two Lilies Fund, the Jim Joel Fund and DGMT. As with all civil society organisations, SAPPIN operates within a complex risk environment. Key challenges include funding constraints, managing a broad scope of work and addressing compassion fatigue and secondary trauma among staff and partners. These risks are actively monitored and systems are in place to support members and ensure sustainability.

I extend my sincere thanks to the Board, Wilmi, the Driver Group and all the members who generously contribute their time, expertise and commitment. Thank you also to our funders, partners, government collaborators, communities and families for your continued trust and support.

We remain confident that our current direction will continue to deliver meaningful impact. Through our collective efforts, SAPPIN will strengthen its role in improving the lives of children by supporting parents to build nurturing, secure relationships. Together, we are helping to build a safer and more resilient future for families and communities across South Africa.

Sincerely,

Duduzile Skhosana
Chairperson, SAPPIN

SAPPIN Board



**Rasigan Kander, Duduzile Skhosana,
Thamsanqa Mzaku, Katharine Frost**



**New Board member
Carmen Abdoll**



Director's Report



2025 was a year of consolidation and steady progress for SAPPIN. The network grew to 26 member organisations, with three new members joining and two exiting during the year. The Family Strengthening Programme Community of Practice (CoP) continued to mature and will formally conclude at the end of March 2026. Over the past year, the CoP increasingly took ownership of its work, supporting one another as a collective while SAPPIN gradually stepped back from a facilitative role.

The Fatherhood Community of Practice continued to develop its identity and purpose. Members recognised the value of working towards shared objectives while establishing their own rhythm and way of working. This work links closely to SAPPIN's State of the World Fathers research on fatherhood. Both the quantitative and qualitative phases have now been completed, with the full report scheduled for release later in 2026.

Advocacy remained a key focus area. Collective efforts centred on identifying strategic opportunities to contribute to national conversations, including engagement around G20-related issues. We also strengthened collaboration with other networks to amplify the voices of parents and caregivers. A strong emphasis was placed on understanding the policy environment and holding relevant departments accountable, while ensuring that community perspectives are accurately reflected in these spaces.

During the year, I had the opportunity to visit each member organisation individually. These visits reinforced the reality that while organisations face significant challenges—most notably ongoing funding constraints—SAPPIN members remain resilient, resourceful and deeply committed to their work. There is a strong sense of purpose across the network and a clear dedication to improving outcomes for families and communities.

The next phase of the Wellbeing Research focused on dissemination and practical application. Attention was given to Reflective Supervision and exploring what a sustainable, contextually relevant model could look like for SAPPIN members. Key findings from the work are shared later in this report.

We remain deeply grateful to our funders, board members and network organisations for their continued commitment, trust and collaboration. Their support enables SAPPIN to grow with purpose and integrity.

Wilmi Dippenaar
Director, SAPPIN

Value
Integrity, honesty, openness, adaptability, ethics, trust, accountability, quality, excellence

Value
Respect, cultural sensitivity, values, diversity, understanding

Principle 3
Quality programmes are implemented. SAPPIN members are committed to ensure that: Monitoring and Evaluation (M & E) and meaningful and reflective supervision are applied, that programmes are evidence-based or informed and that they occur within a basket of services (referral network) to ensure optimal service delivery towards the families served

Principle 4
Parenting programmes are informed by and sensitive to relevant social, cultural and religious practices



Value
Openness, mutual learning, support, trust, respect, relationality for members

Value
Respect, self-care, trust, confidentiality, ethics

Principle 2
SAPPIN members are guided by an ethos of collaboration and learning amongst themselves and also with stakeholders

Principle 5
All SAPPIN members uphold the principle of "Do no harm". All programmes apply ethical and respectful practices of implementation and research with regard to beneficiaries and staff



Principles and Values

Value
Non-violent communication, nurturing care, violence prevention, respect for families

Value
Professionalism, transparency, accountability

Principle 1
Parenting programmes promote warm and non-violent family relationships

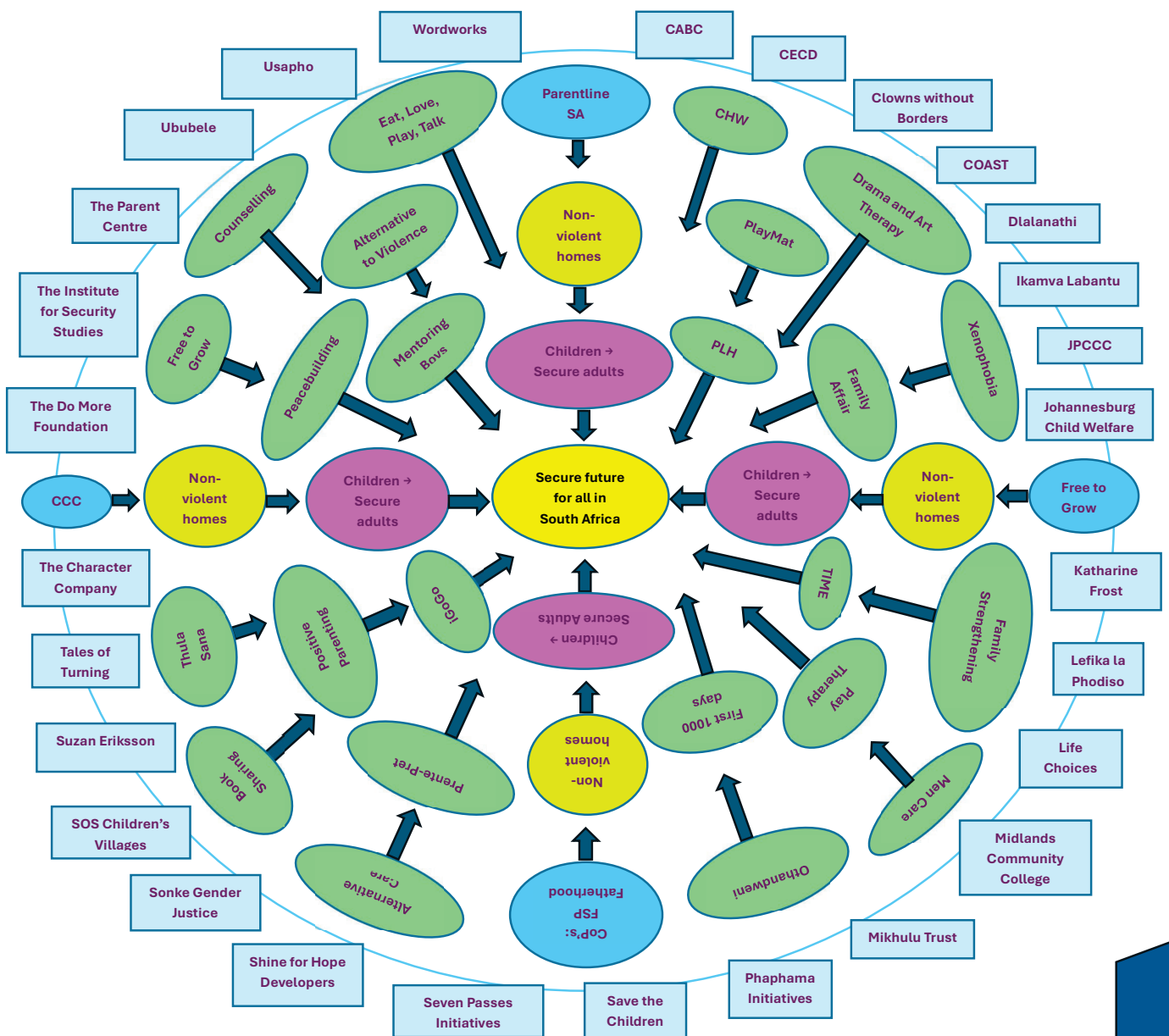
Principle 6
Governance
SAPPIN members are registered, legal, compliant entities in South Africa and have child protection and safeguarding policies in place

Our goal

To build a secure future for all who live in South Africa.

We want to achieve this by

- enabling collaboration between members to make
- quality and effective parenting programmes and
- evidence-based or informed interventions available and sustainable across South Africa in communities where they are needed.
- This will promote warm and non-violent homes for children and help them reach their full potential and become resilient and secure adults.



Members





Network Building

Research



Strategic Objectives



Advocacy

Communication



Network building

1. SAPPIN Network

In 2025, the SAPPIN network continued to grow in reach and depth. More organisations joined the network, increasing opportunities for interaction, collaboration and mutual learning. Established organisations contributed their experience to support newer members, while all participants engaged in building and sharing resources to strengthen programmes across the network. This collective work improved understanding of individual organisational functioning and fostered collaborative approaches to shared processes. Along the way, the network navigated differences and tensions openly, using these experiences to develop stronger ways of relating, creating space for diverse perspectives and deepening trust across the network.

2. Rank, Power, and Privilege in the Workplace

SAPPIN ran two online workshops on rank, power and privilege to support the network in having courageous conversations about these dynamics, within SAPPIN as well as in member organisations. The workshops built awareness, created a shared language and explored how these forces operate in systems and relationships, to foster more equitable workplaces.

Participants examined key concepts: **rank** (social status), **power** (ability to influence), and **privilege** (advantages within a system). Discussions included how high and low rank show up internally and in relationships, helping participants understand behaviours, assumptions and interactions shaped by these dynamics.

By increasing consciousness of rank, power and privilege, the workshops strengthened dialogue, mutual respect and organisational equity. Participants reported deeper connections across the network and SAPPIN aims to continue offering similar sessions as funding allows.

Feedback from two participants:

- SAPPIN plays a much-needed role of bringing CSOs together and foster good relationship building, understanding each other and finding ways of coexisting and partnering genuinely.
- One of my biggest highlights was how much everyone is affected by the various dynamics in the workplace. I often look at things from my lens as a black woman but I have never really looked at the experiences of other demographics. This was something that really made me take a step back.

3. Communities of Practice

Communities of Practice are vital for fostering collaboration, learning and innovation across organisations and sectors. They unite individuals with shared goals or passions, enabling them to exchange experiences, insights and solutions.

SAPPIN's participation in Family Strengthening Programme CoP and Fatherhood CoP has harnessed collective expertise and driven innovation, turning these platforms into powerful catalysts for systemic change and stronger family support initiatives.

3.1 Fatherhood Community of Practice (CoP)

The Fatherhood Community of Practice was established in 2023 as a collaborative initiative between non-profit organisations, researchers and other key stakeholders. This platform was created to strengthen discussions, research and interventions focused on fatherhood and the role of men in parenting.

Building on the foundations laid in 2023 and the insights gained from the 2024 workshop, SAPPIN was one of the contributors to the State of South African Fathers (SOSAF) Report in 2025 and is currently working on the State of the World Father's Report which will be published later in 2026.

The Fatherhood Booklet (inspired by the 2024 Fatherhood as a Role Workshop) was also released in the past year and can be found by clicking on this link:

<https://sappin.org.za/fatherhood-community-of-practice/news/>

Looking ahead to 2026, the focus will be on defining the purpose and design of the CoP more concretely, while exploring how gender-transformative approaches can be integrated into parenting programmes. This work will be carried out in partnership with the Prevention Collaborative.



3.2 Family Strengthening Pilot: 2023–2025

Between 2021-2022, the Western Cape Government, Department of the Premier, sought to explore scaling parenting support in a way that prioritises families over specific programmes. In response, non-profits, researchers and government departments collaborated through three interactive workshops to design a process that could expand family support as part of the province’s violence prevention strategy.

Fifteen organisations were selected to participate, in collaboration with Western Cape Department of Social Development, The Department of the Premier and with SAPPIN supporting them over three years (2023–2025) through bi-annual meetings, training and psychosocial support. This included the Personal Development and Leadership Workshop, Reflective Supervision by a registered psychologist, governance support and child participation training and Sinovuyo Teens training. Support focused not only on parents and caregivers but also on organisational staff, creating opportunities for deeper impact.

A key milestone was the development of common guidelines and indicators for quality family strengthening programmes. All organisations now evaluate their work against these indicators, supported by a standardised digital monitoring tool. This system tracks both programme outcomes and organisational health, enabling reflective learning at the individual, organisational and community levels.

The pilot was designed with a built-in learning component, including government participation in “Pause and Reflect” meetings and a plan for an independent learning partner to assess success. While final evaluation results are pending, anecdotal evidence shows broad reach and meaningful engagement, and the Community of Practice has established structures to continue supporting each other beyond the pilot.



FSP COP Meeting - November 2025 Cape Town

Feedback from FSP member representatives:**Yolandi Afrika** from Mfesane comments:

The FSP process made me realise the importance and value of self- and staff wellness. The Reflective Supervision sessions confirmed it. Another FSP member representative and I shared the information about our Reflective Supervision sessions, at our Connect Network leaders' retreat and the same method will be used in the Connect Network FSP work group. Important to note, are the following:

- Strengthened relationships between organisations improve communication, trust and emotional connection between partners and family members.
- There are better child outcomes as well as the reduction of family violence.
- It helps with improved mental and emotional wellbeing.
- It increases resilience in both organisations and families as they learn to cope with stress, uncertainty and lack of funding.

**Londiwe Mkhwanazi**, also from Mfesane says the following:

The Family Strengthening Programme has strengthened and advanced Mfesane's vision of Empowered Communities and Sustainable Families. Through the structured implementation of the FSP, the organisation has strengthened its ability to deliver intentional, family centered interventions that build on existing strengths, while addressing risk factors. The programme has improved the consistency and quality of practice, enhanced staff capacity and ensured that family strengthening principles are embedded across service delivery, contributing to more resilient family systems within the communities we serve.

The impact of the FSP is evident in improved outcomes for beneficiaries. Families participating in the programme, demonstrate increased resilience, strengthened parenting capacity and improved family functioning. They create safer and more stable environments for children and also reduce violence at home.

By prioritising prevention, early intervention and strength-based support, the FSP directly contributes to sustainable families and empowered communities and in so doing, reinforces Mfesane's commitment to long-term social impact and community wellbeing.

The Family Strengthening Pilot feels like it has already become a Project. The Community of Practice, the regular Pause and Reflect sessions, Personal Development and Leadership workshops and the bi-weekly Reflective Supervision sessions have created cohesion between the 15 implementing NPOs. We are aligned on the Guidelines for Responsive Parenting Programmes and the M&E outcomes which we report on quarterly. Both of these were co-designed with government. We have even built our own M&E tools.

Although the way ahead is not clear from a funding perspective, the 'not business as usual' approach, and the freedom to try new strategies, share ideas and resources, has resulted in targets being more than met and new learnings and good practice being developed.

We have grown as individuals and organisations and are well on our way to seeing deep, meaningful change in children and families' lives on the ground, where it really counts. Prevention and Early intervention at its best.

Tessa Gardener from Hands and Feet NPC, on behalf of the Family Strengthening Community of Practice



Hands and Feet NPC

4. Prevention collaboration

From a network perspective, the 2025 Prevention Collaborative process had a deeper systems impact than initially anticipated. While the formal structure followed a phased learning model (online learning, in-person workshop and follow-up mentorship), the real shift occurred in how the network began to function internally after the training.

Firstly, there was a clear strengthening of peer-to-peer learning and knowledge sharing across the network. The workshop intentionally created spaces for cross-organisational reflection and exchange and this translated into members becoming more proactive in sharing responsibility for learning rather than expecting centralised direction. Organisations started openly sharing programme adaptations, challenges and materials, which signals a move toward a more mature learning network rather than a loose affiliation of implementers.

Secondly, the process sharpened the network's intentional focus on marginalised communities, particularly LGBTQIA+ populations. Instead of treating inclusion as an add-on, members began recognising the need to integrate intersectional realities into parenting and fatherhood programming design from the outset. This has prompted ongoing discussions within the network about how gender-transformative programming must be contextually relevant and inclusive in the South African setting.

Thirdly, the learnings are being actively embedded into the development of the Fatherhood Community of Practice (COP). The Prevention Collaborative engagement is not being treated as a standalone event but as foundational input into the Fatherhood COP's strategic direction.

- Sharing training materials and practical tools within the network to support adaptation rather than duplication
- Integrating lessons from the FSP COP into the fatherhood and parenting learning processes to strengthen coherence across thematic areas

Another significant network-level outcome is the increased recognition of workforce wellbeing. Members explicitly linked the training to the need for reflective supervision structures to ensure that staff implementing gender-transformative and violence prevention work are adequately supported. This reflects a shift from purely programme-focused thinking to implementation sustainability and practitioner care.

Importantly, the process also created space for deeper conceptual unpacking within the network. There is now a more intentional commitment to collectively interrogate the intersectionality between Violence Against Children (VAC) and Violence Against Women (VAW) before implementing gender-transformative components in programmes. This indicates a move toward more theoretically grounded and ethically informed programme design rather than surface-level gender integration.

Finally, a key forward-looking impact is the emerging consensus within the network on the need to develop a dedicated Monitoring and Evaluation (M&E) tool to measure the impact of fatherhood work in South Africa. The training exposed the current gap in standardised measurement frameworks for fatherhood programming and members are now advocating for a shared tool that can capture behavioural, relational and prevention outcomes across organisations. In practical terms, the Prevention Collaborative process shifted the network from passive participation to active co-ownership of learning, strengthened collaborative accountability and it laid the groundwork for more intentional, intersectional and evidence-informed fatherhood and parenting programming within the SAPPIN network.

‘Reflective Supervision – carving out a thinking space’

Working in the South African non-profit sector is stressful. There is too much to do in too little time with too little funding. Staff regularly have to multi-task, holding several portfolios in a working environment while creaking under the pressure of trauma and the effects of secondary trauma. There are significant levels of unwellness – both physical and psychological.

Supervision, and Reflective Supervision in particular, is recognised as a core component of effective practice mitigating some of these stressors. Regular Reflective Supervision and Reflective Consultation has been part of the SAPPIN offering to member organisations and Community of Practice partners over the past 4 years.

This invaluable space provides participants with the opportunity to explore and reflect upon, in a group setting, those aspects of our work that are a challenge. The groups provide a holding space to share and think about our workplaces; to hear and bear witness to stories of trauma, loss and despair.

Within the groups there is also the sharing of successes and the development of a cooperative, collaborative support. It is through the safety of the group that reflection and support is possible – the same group members committed to carving out regular time in a busy work week facilitated by a trained reflective supervisor.

Reflective Supervision is not about meeting targets or about criticising practice but is rather a holding space interested in what may be going on beneath the surface and how ourselves in our organisations are affected by the landscape in our sector, country and globally. It provides opportunities to reflect on cultural practices, power and privilege and how these impact on our work.

SAPPIN’s offering of Reflective Supervision is in alignment with two of SAPPIN’s core principles namely ‘Quality Programme Implementation’ and ‘Cultural and Contextual Relevance’ and SAPPIN ‘walks the talk’ in supporting organisations receive this thinking space.

Feedback from participants has been overwhelmingly positive with gratitude being the first response. Personal growth, support, improved emotional intelligence and awareness of wellness have been cited as core areas of growth.

Offering parenting support in a sector and country such as ours is invaluable but how can one continue offering this support in a sustained, ethical way where those implementing the work are not supported? Reflective spaces such as our supervision groups offer such a space – for thinking, reflection and support.

Jonathan Manuel says:



The COP is an incubator of growth, development and deep learning. I learned so much professionally and personally. It has been my fastest growing experience in over 30 years of practice. It has been a multi-disciplinary space for learning and growth.

The reflective supervision space within the COP and SAPPIN provided me with an honest space and tools to deeply reflect and question various processes of practice and personal views. It set me on a path of deep critical thinking and open-ended questioning. Deep connectedness can be experienced if you are open to let yourself be known by you and others.





Advocacy

SAPPIN, together with Families4Children (led by Dlalanathi) and the South African National Child Rights Coalition (SANCRIC), significantly strengthened coordinated advocacy for parenting support as a national priority for child wellbeing, violence prevention and inclusive human capital development.

Representing more than 150 organisations across the children's sector, SAPPIN and partners made three major submissions to Parliament and key Portfolio Committees. These included a call at the opening of the 7th Administration for Stronger Leadership and Accountability to improve child outcomes; a joint submission to the 2025/26 national budget process and an input into the revised fiscal framework tabled through the Medium-Term Budget Policy Statement. Together, these engagements positioned parenting and caregiver support as essential to achieving South Africa's policy and constitutional commitments to children.

A major milestone this year was the completion of the Families4Children policy brief, *Parenting Support for Early Childhood Development to Achieve Transformation: An Accountability Checklist*, which provides practical guidance for implementing parent-led nurturing care from birth. In addition, Dlalanathi began extending this analysis beyond early childhood to parenting support across the full life course (birth to 18) — a policy review that, to our knowledge, has not previously been undertaken in South Africa.

Through these efforts, SAPPIN continues to shift advocacy beyond individual programmes toward systems-level accountability, ensuring that parenting support is recognised and resourced as a public good critical to children's development and protection.

The Link to the policy brief:

<https://sappin.org.za/advocacy/>





Research

SAPPIN creates, and contributes to, an enabling environment for implementation research. During 2025, SAPPIN focused on two key research areas: the Wellbeing Research Study and the State of the World's Fathers (SOWF) Report. Findings from the Wellbeing Research Study were presented to members at the March 2025 network meeting. The full research report is available on the SAPPIN website - <https://sappin.org.za/research/>.

Participants identified key challenges for instance burnout, lack of Reflective Supervision and limited resources. Collectively they brainstormed ways in which SAPPIN could offer support.

The study generated recommendations at both network and organisational levels. In response, SAPPIN prioritised reflective supervision and psychosocial support, with a specific focus on somatic therapies and interventions. Following the March meeting, work continued to clarify what Reflective Supervision means within the SAPPIN context, to develop an appropriate model for the network and to integrate international evidence with cultural relevance and local acceptability.

Four months after the meeting, the Director visited each member organisation individually to assess what changes had been implemented, identify challenges and understand where additional support was needed. These engagements informed a focused discussion at the October 2025 meeting, where members agreed on a limited number of priority areas for SAPPIN support going forward.

The findings of the Wellbeing Research Study were also disseminated at two conferences, the Violence Prevention Forum and a webinar attended by participants from across the globe. Plans to capacitate SAPPIN members in Reflective Supervision, started to take form. A working group began to generate guidelines and resources - a process which will continue into 2026.

For the State of the World's Fathers Report, both quantitative and qualitative data collection has been completed and analysis is currently underway. Further updates on SOWF will be provided in the 2026 annual report.





Co-created SAPPIN Initiatives

Free to Grow

The year 2025 was one of connection, learning and groundwork for Free to Grow. Together as SAPPIN members and partners, we focused on building facilitator capacity, strengthening relationships with the private sector and preparing the programme for its next phase of growth.

One of our biggest milestones this year was training a group of Free to Grow facilitators from within the SAPPIN network. Between August and November, 14 facilitators—10 women and 4 men—from five SAPPIN organisations, completed the full training process. These facilitators are located across the Western Cape, Gauteng, KwaZulu-Natal and the Eastern Cape, helping to extend Free to Grow's reach throughout the country.

Due to many organisations being stretched and travel not being feasible, the training was delivered entirely online. Participants took part in nine interactive sessions focused on Free to Grow's content and facilitation processes, utilising trauma-informed approaches. Despite tight timelines, participation and engagement remained strong.

An unexpected but welcome outcome was the development of a robust virtual training model, which has opened up new possibilities for making facilitator training more accessible to SAPPIN members across different provinces and lays the groundwork for scaling up in the years to come.

While the original plan was for the newly trained facilitators to deliver Free to Grow to their peers before the end of the year, this proved challenging during the busy final quarter. Instead of rushing the delivery, the programme experience has been rescheduled for early 2026, allowing members more time and space to fully engage.

Follow-up conversations and evaluations were rich and candid. Trainees expressed feelings of excitement and motivation, while also requesting more opportunities to practice, reflect and receive mentorship. These insights will directly influence how facilitator support and supervision will be structured moving forward.

A significant highlight of 2025 was the 21st Violence Prevention Forum (VPF), held in Wilderness. It intentionally focused on engaging the private sector in violence prevention. Free to Grow played a central role in these discussions.

One of the most impactful moments of the forum was a site visit to Tikketai, the original place where Free to Grow was developed in partnership with SAPPIN. During the visit, 22 VPF participants toured the factory, engaged in a Free to Grow group exercise and spoke directly with employees who had participated in the programme. The exchange between VPF participants and Tikketai staff was energising and deeply affirming. Hearing employees reflect on how the

programme had affected their homes and relationships with their children and colleagues, brought the initiative to life in a tangible way. The visit sparked strong interest from private-sector representatives and shifted discussions from “why prevention matters” to “how this can work in real workplaces.”

Although not everything planned for 2025 could be completed, it was a rich, connective and strategic period for Free to Grow. We now have a trained cohort of facilitators, a flexible online training model, growing interest from SAPPIN members and strong private-sector momentum emerging from the Violence Prevention Forum.

As we transition into 2026, Free to Grow is well-positioned to shift from preparation to delivery, with SAPPIN members playing a central role in advancing the programme.



ParentlineSA in 2025: Strengthening National Responsive Family Support

In 2025, ParentlineSA reached a significant stage of maturity, evolving from a targeted digital parenting support initiative into a nationally accessible, data-informed platform responding to the complex realities faced by parents and caregivers across South Africa.

The platform supported approximately 1,150 users (up from an estimated 350 prior to 2025), with consistent monthly engagement and usage across all nine provinces. A major focus during the year was the expansion of child safety and safeguarding content, including guidance on online safety, bullying, recognising and responding to abuse, and supporting children's emotional recovery. These areas became among the most frequently accessed on the platform, supported by strengthened crisis pathways and referrals.

Platform development was increasingly shaped by user behaviour and feedback, leading to practical additions such as guidance on maintenance applications and improved age- and stage-appropriate personalisation. Alongside content growth, ParentlineSA strengthened its backend systems, analytics and referral pathways, reinforcing its role as a bridge between digital guidance and real-world services.

Referral tracking, partner accountability and follow-up were improved, and specialist partners supporting children and families affected by abuse, were actively recruited. By the end of 2025, ParentlineSA had moved beyond its early development phase into a period characterised by national reach, strong safeguarding practice, high user trust and increasing system maturity, positioning the platform as a credible, responsive and scalable national family support service.



World Childhood representatives in Cape Town

Communication

During 2025 there was consistent internal and external communication within the SAPPIN network. A weekly email was sent to all the members. There was a quarterly newsletter to the broader community and our first annual report that came out in March 2025!

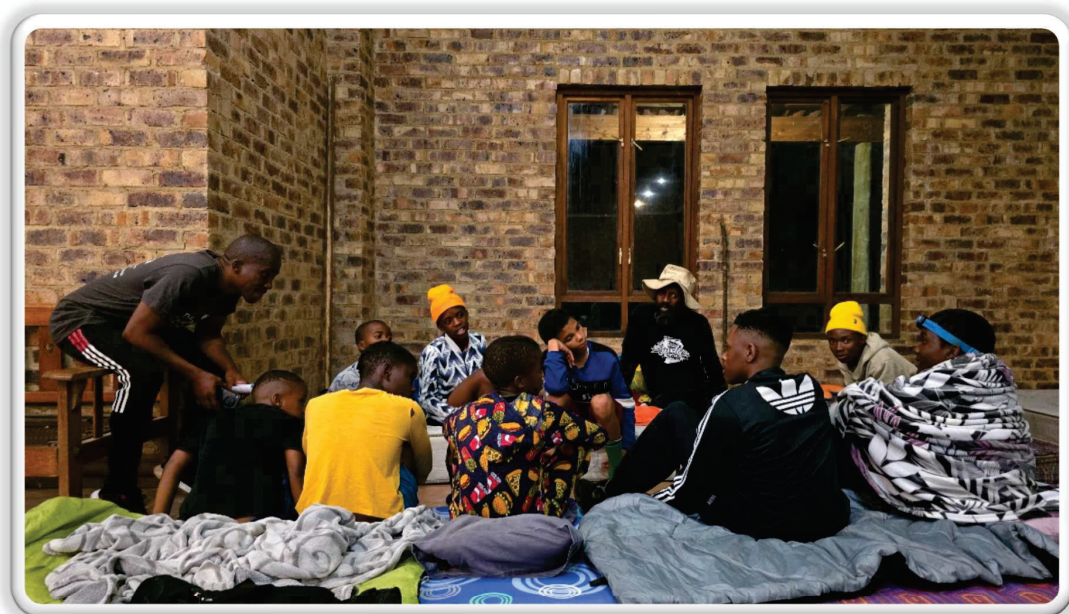
Time was intentionally set aside during in-person and online meetings to strengthen relationships and connection within the network.

SAPPIN and UNICEF launched ‘Ask Mam’Thandi’ Parenting Campaign

SAPPIN partnered with UNICEF South Africa on the *Power of Parents/Ask Mam’Thandi* campaign, supporting caregivers with practical advice and guidance.

From September to November 2025, the campaign aired on community radio and social media, featuring two fictional hosts, Mam’Thandi and Bra Mandla, who shared relatable parenting stories. Weekly topics included positive parenting, mental health, education, nutrition and child safety, with both mothers and fathers represented in the conversation.

Broadcast in indigenous languages through partner stations—Mahikeng FM, Zibonele FM, Ligwa FM, Inanda FM, Nkqubela FM and Mokopane FM—the initiative encouraged parents to share experiences and seek support. The campaign’s message was clear: caregivers were not alone. Audiences joined the conversation at #PowerofParents and #AskMamThandi on UNICEF South Africa’s platforms.





The Systems Strengthening Model

SAPPIN has developed a comprehensive systems strengthening model specifically designed for NPOs working in the parenting and family support sector. This model has been developed after several years of partnership with the World Childhood Foundation (WCF), UNICEF, Western Cape Government and the national Department of Basic Education and Social Development, Violence Prevention Forum, academics from University of Cape Town and Wits University as well as numerous contributions from SAPPIN members and other NPOs.

The model addresses the critical need to build organisational capacity, enhance programme quality and improve outcomes for children and families across South Africa's challenging socio-economic landscape.

Core Model Components

The model is underpinned by SAPPIN's six core value-based principles and practices. It consists of seven interconnected components that can be implemented as a comprehensive package or selected individually based on organisational needs:

Component 1

Psychosocial Support for Frontline Worker Wellbeing in Order to Support Strengthening of Families

- ➔ Reflective Supervision training and implementation
- ➔ Personal leadership development programme
- ➔ Trauma-informed organisational practices
- ➔ Secondary trauma prevention and response

Component 2

Monitoring, Evaluation & Learning (MEL) Systems

- ➔ MEL framework development
- ➔ Data collection and analysis capacity building
- ➔ Implementation research support
- ➔ Learning and adaptation processes

Component 3

Organisational Capacity and Governance Strengthening

- ➔ Governance structure review and development
- ➔ Strategic planning facilitation
- ➔ Financial management system
- ➔ Strengthen financial stability and accountability
- ➔ Human resource policy development
- ➔ Compliance and child protection frameworks

Component 4

Advocacy and Communications Toolkit

- ➔ Advocacy messaging development
- ➔ Stakeholder mapping and engagement strategies
- ➔ Policy engagement
- ➔ Communications and visibility support

Component 5

Community of Practice and Other Workshop Facilitation

- ➔ Community of practice design and setup
- ➔ Facilitation skills development
- ➔ Knowledge sharing platforms
- ➔ Peer learning networks
- ➔ Father engagement workshop development
- ➔ Male caregiver support strategies

Component 6

Evidence-Informed Implementation

- ➔ Free to Grow intervention
- ➔ Digital: ParentLine
- ➔ Gender-transformative approaches
- ➔ Other SAPPIN co-developed and NGO Programmes

Component 7

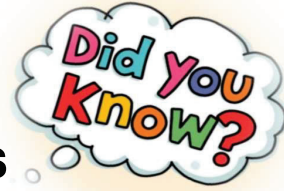
Finance

- ➔ Strengthen Financial Sustainability Planning
- ➔ Diversify Funding Streams
- ➔ Improve Proposal Development, Donor Positioning
- ➔ Build Financial Leadership Capacity
- ➔ Sector-Level Resource Mobilisation (Network Leveraging)





Interesting Facts



About SAPPIN 2025



Suzan's term on the Driver Group came to an end. Jamie-lee took over from her from November 2025

The board approved the membership of individuals and corporates



Two baby boys were born to SAPPIN members in 2025



One member got married in 2025

SAPPIN has three new members – one from KZN, Gauteng and WC each



Our Funders

- The Two Lilies Fund



- The World Childhood Foundation



- UNICEF



- DGMT



- Jim Joel Fund





Financials

Summary – 2025

Income	2025 R	2024 R
Anglo	-	93,673
Diverse Income	76,000	5,000
Fatherhood Workshop	31,385	97,715
Jim Joel	240,000	240,000
Membership Fee	59,750	67,210
SOWF	651,106	-
Two Lilies	472,820	469,565
Ububele	-	149,000
UNICEF	314,280	891,992
World Childhood Foundation	823,145	3,520,225
Other Income	-	138,561
Interest Received	114,548	65,142
	2,783,034	5,738,083

Expenses

Projects and community development	2,870,539	4,168,109
Administration and development	25,979	21,036
	2,896,518	4,189,145

Surplus / (deficit) for the year	(113,484)	1,548,983
Accumulated Reserves (net assets) beginning of the year	1,548,983	-
Accumulated Reserves (net assets) end of the year	1,435,454	1,548,983



South African Parenting Programme Implementers Network

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SAPPIN, the South African Parenting Programme Implementers Network, is a network of NGO's that use evidence-based research to develop parenting programmes across South Africa.

Member organisations develop and run various programmes that guide and support parents and caregivers, to foster safe, warm, secure, non-violent home environments that allow children to reach their full potential.

SAPPIN promotes mutual support and learning and advocates for the importance of quality parenting programmes in communities where they are needed.

