

# Suiting up for social change

By  Sindy Peters

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5 for Change recently held its second annual black tie fundraising event in Cape Town, introducing five social enterprises to many of the city's young professionals. Waves for Change, Ilizwi Photo Club, See Saw Do, iYeza Express and Trashback were the organisations showcasing their activities that evening, inviting attendees to find out how they contribute to the communities in which they work.

"We believe that by identifying five great organisations every year we are able to cover a broad spectrum of social initiatives (sport, nature, creative etc.), which we hope will allow guests to find something that appeals to them and give them an opportunity to contribute or be involved," said David Deetlefs, one of the founders of 5 for Change.

"We believe that the organisations we are showcasing are run by a group of very talented young leaders, but whose social networks and level of publicity do not necessarily give them the broader reach to connect with other young opinion leaders in Cape Town. We hope that, through 5 for Change, we can bridge the gap between the leaders of social enterprises on one hand, and young professionals, entrepreneurs and other young opinion leaders in Cape Town on the other, leading to a mutually beneficial outcome for all parties," said Deetlefs. "On a broader level, we hope to raise social consciousness overall and engender a culture of giving back amongst our peers."



Photo by: [karmajustfar.me](http://karmajustfar.me)



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In order to be one of the organisations featured at the event, a number of criteria must be met. The initiatives must be:

- Cape Town-based;
- Driven by young, dynamic, motivated and enthusiastic leaders;
- Doing something unique and innovative in their field;
- Sustainable in the long term;
- Well managed and effective in executing its social goals; and
- Share a drive to change the status quo.

Apart from receiving the funds raised on the night, any other donations received throughout the year go to the organisations. 5 for Change also hosts a series of workshops geared towards helping the social enterprises gain the skills and knowledge they need to run their initiatives.

## **Bid for a spot**

To bid for a spot in the 2014 event, email [info@5forChange.co.za](mailto:info@5forChange.co.za).

"In August each year we start the process of identifying the five social enterprises for the following year's event. Through a combination of applications, contacts, word of mouth and research we create an initial list of organisations that pass our preliminary screening, based on our criteria. We then do further research on each organisation and create a shortlist, ensuring we have organisations that cover a broad spectrum of social initiatives. We conduct interviews with the founders and key staff of the shortlisted organisation and conduct due diligence on their initiatives, visiting projects and analysing the work they have already done. Based on our findings and our interviews we narrow down the list to the final five," explained Deetlefs.



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5 for Change's goals for 2014 include: refining and building on its existing model, raising more money and publicity,

changing more perceptions, and creating an even more enjoyable and rewarding experience for its guests.

"Being involved in 5 for Change was great," said Tim Conibear, founder of Waves for Change, "It exposed Waves for Change to the young professionals of Cape Town, who can be a tricky audience to reach. As an NPO, these are the type of people we want to reach out to and get involved with Waves for Change."



**Get to know this year's big 5**

## **Waves for Change**

Waves for Change uses surfing to empower the disadvantaged youths of Cape Town by focusing on HIV education and community building. It also aims to upskill, empower and employ community coaches and role models to lead Waves for Change sites in their local communities. To get involved, go to [www.waves-for-change.org](http://www.waves-for-change.org), or email [tim.conibear@isiqalo.org](mailto:tim.conibear@isiqalo.org).



## **Ilizwi Photo Club**

Working with high schools in Khayelitsha, the Ilizwi Photo Club hosts a five-week Ilizwi workshop through which student photographers gain a new skill while embarking on a personal development journey. For more info on how to lend a hand, go to [www.ilizwiphotoclub.co.za](http://www.ilizwiphotoclub.co.za) or email [info@ilizwiphotoclub.co.za](mailto:info@ilizwiphotoclub.co.za).



## **See Saw Do**

Creativity and love are at the heart of See Saw Do. The group identifies crèches and early childhood development centres in underprivileged communities and creates engaging, visual-centred environments that children require. Go to [www.seesawdo.com](http://www.seesawdo.com) or email [info@seesawdo.com](mailto:info@seesawdo.com) for more info.



## **iYeza Express**

iYeza Express is a bicycle-based collection and delivery service in Khayelitsha that aids the aged and ill so that they no longer need to queue for hours at clinics and hospitals to receive their chronic medication. For more info, email [sizwe@iyezaexpress.co.za](mailto:sizwe@iyezaexpress.co.za).



## **Trashback**

Rewards for rubbish is what Trashback is all about; currently operating in Hout Bay's Imizamo Yethu informal settlement area, the project uses incentivised recycling to alter the perception of waste in the community. Get hold of Trashback at <http://trashback.org/> or email [info@trashback.org](mailto:info@trashback.org) for more information.

For more info on 5 for Change, go to [www.5forchange.co.za](http://www.5forchange.co.za).

## **ABOUT SINDY PETERS**

Sindy Peters (@sindy\_hullaba\_lou) is a group editor at Bizcommunity.com on the Construction & Engineering, Energy & Mining, and Property portals. She can be reached at [sindy@bizcommunity.com](mailto:sindy@bizcommunity.com)  
View my profile and articles...

For more, visit: <https://www.bizcommunity.com>