



THE
connect
FOUNDATION

2024
NARRATIVE REPORT



2025
PRODUCTION
COMMITMENTS



EXECUTIVE SUMMARY

Connect Foundation is dedicated to creating impactful visual content for non-profit organisations addressing environmental and humanitarian issues, helping to raise awareness, inspire global engagement, and motivate action to create a lasting legacy.

In today's digital world, NGOs need impactful content to stay visible and credible. We craft compelling stories for NGOs and NPOs, emphasizing the vital connection between people and the planet. Whether it's driving donations or raising awareness, our content is designed to inspire real-world change.

STORIES WITH PURPOSE FOR CAUSES THAT MATTER

2024 was a significant year for us as we laid the organisational foundations for our ongoing work, and began bringing our NPO and social impact productions under the Connect Foundation.

In total, this year we produced:

- 3 short films (5-7 min long)
- 4 short films (7-12 min long)
- 5 teasers (1-2 min long)
- Over 500 edited photographs
- Multiple reels for social media
- Over 10 interviews filmed
- Segment for Elephant Alone

Operationally, the last 6 months of 2024 accelerated the growth of the organisation. Our highlights include:

- Receiving our PBO Section 18A tax status, allowing us to issue tax deductible receipts to eligible South African donations;
- Opening a bank account and key merchant service accounts, paving the way for us to start fundraising in earnest;



EXECUTIVE SUMMARY

- Hiring a part-time organisational development consultant to develop key policies, procedures and systems including a Chart of Accounts and financial management systems;
- Developing our brand guidelines;
- Launching our website and YouTube channels;
- Updating our splash and promotional films;
- Developing organisational budgets;
- Conducting our first team annual planning day to map out our organisational, production and marketing and communication priorities; and
- Holding our first official Board meeting.

In 2025, we are committing to producing work for 9 non-profit organisation Partners. Our total fundraising goal for the year, including general operating expenses, is \$915 000.

In addition to our general operating expenses, funding will cover all production-related expenses, including:

- Salaries and freelance fees
- Equipment rental costs
- Pre-production (planning, scripting, and storyboarding)
- Travel and accommodation for shoots
- Film permits and location fees
- Comprehensive post-production services (editing, sound design, and colour grading)
- PR and Distribution costs (where applicable)

All content will be publicly available on The Connect Foundation's YouTube channel and Partner's platforms, amplifying their reach and impact.

LESSONS IN CONSERVATION

Category: Short Documentary, Teaser & Stills

Pillars: Our Natural World

Location: Malawi



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

Lessons in Conservation (LiC) is a non-profit organisation working across multiple African countries to connect children from underserved communities with the natural world. Founded with the mission of fostering a lasting connection between people and wildlife, LiC provides ecological education to children who often have limited access to such knowledge.

LiC combines classroom-based learning with hands-on experiences, offering children game drives, bush walks, and other interactive activities. These excursions bring their ecological lessons to life, creating young ambassadors for conservation. The program empowers students, inspires teachers, and instils a sense of responsibility for Africa's natural heritage.

Last year, we produced a film showcasing LiC's transformative work in Malawi. The film highlights how their education programmes inspire both children and teachers, fostering a deeper appreciation for conservation.

We also featured Sellah Malanga, a Regional Manager for LiC in Malawi, in The Matriarchs series. Sellah's inspiring journey from schoolteacher and veterinarian to conservation leader showcases the powerful ripple effect of LiC's work. Her story has resonated deeply with her community and beyond.

2024 Deliverables (complete)

- A short film (5–7 minutes)
- A teaser film (1–2 minutes)
- 40 professionally edited photographs
- The Matriarch's short film
- Several reels for social media

2024 Budget: \$ 9 300

Funding Received

- Paid to Black Bean by LiC: \$5 700
- Donation from Black Bean Productions: \$3 600

Balance Required: \$0

LESSONS IN CONSERVATION

Category: 8-Part Short Documentaries & Stills

Location: Multiple African countries



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview: The Ripple Effect – People Stories

In 2025, we will create a series of films highlighting LiC's ongoing efforts to inspire young conservation ambassadors. These films will feature stories of children and LiC's team, emphasising the profound impact of ecological education on both individuals and communities. It will also give viewers better insight into the lives of children and people living alongside wilderness areas.

2025 Deliverables:

- 8 short films featuring personal stories (7-12 minutes in length)
- 8 teaser films (1-2 minutes each)
- 160 still photographs (20 per film)
- 20 short reels for social media promotion

2025 Budget: \$160 000

We have not raised any funding for this project as yet.

ELEPHANT ALONE

Category: Feature-Length Documentary, Teasers & Stills

Pillars: Our Natural World; Humanity

Location: Knysna, South Africa



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldow - S Specker - JP Suter - SA Suter

Overview:

This documentary explores the story of the last remaining Knysna elephant—a lone female—and its implications for conservation worldwide. With high emotional intelligence and complex social structures, elephants are rarely solitary, making this situation both unique and saddening. The film examines the broader threats of local extinction, weaving in the history of the Knysna Forest, the decline of its elephant population, and the broader challenges of wildlife conservation.

2024 Deliverables (complete)

We filmed the second phase of the documentary, conducting interviews with:

- SANParks representatives
- Descendants of woodcutters who lived in the Knysna Forest
- A local artist who created a series inspired by the last Knysna elephant
- Knysna Elephant Park staff and other locals with knowledge about the area and the history of the elephants
- Produced a segment for the full-length documentary
- Footage featured in Carte Blanche's "Eden to Addo" episode (aired January 5, 2025)

2025 Deliverables

We aim to complete the final phase of filming, capturing interviews, historical footage, and compelling visuals to tell the complete story.

- 52 – 90 minute feature documentary
- A documentary trailer
- 100 still photographs
- 20 short reels for social media promotion

2025 Budget: \$180 000

Funding Received

- Empowers Africa Grant: \$25 000 (Donated by the Browns)

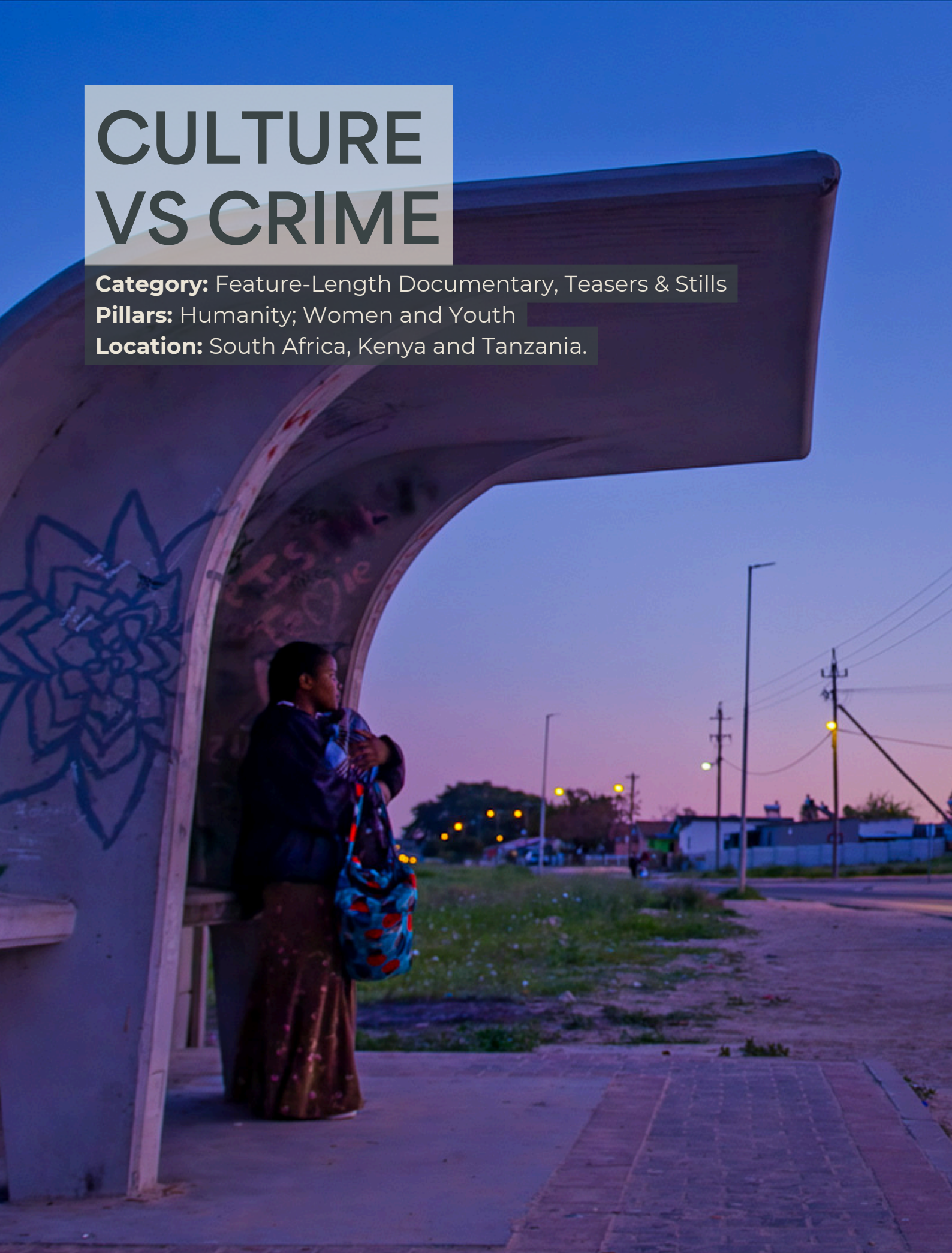
Balance Required: \$155 000

CULTURE VS CRIME

Category: Feature-Length Documentary, Teasers & Stills

Pillars: Humanity; Women and Youth

Location: South Africa, Kenya and Tanzania.



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

This series examines cultural practices that are often deemed criminal or harmful, highlighting the tension between tradition and human rights. The stories include:

- A Zimbabwean woman who fled domestic abuse in a culture that silences victims.
- A young girl in Kenya escaping child marriage and its associated stigma.
- A survivor of female genital mutilation (FGM) now advocating against the practice.

2025 Deliverables

We plan to film the next two stories and weave them into a 60 to 90-minute feature documentary that sheds light on these pressing issues.

- 60 to 90-minute feature documentary
- A documentary trailer
- 100 still photographs
- 20 short reels for social media promotion

2025 Budget: \$210 000

We have not raised any funding for this project as yet. We intend to sell the film to the best broadcaster possible. Any revenue generated will go back into the running of Connect.

MASICORP

Category: Short Documentary, Teaser & Stills

Pillars: Humanity; Women and Youth

Location: Cape Town, South Africa



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

Masicorp is an NPO that is focused on ending poverty for the people of Masiphumelele. Since 1999, Masicorp has worked to make a difference in people's lives. They focus on empowering pre-school and adult learners to gain access to quality education. They provide pre-school children with two healthy lunches a day which energises them and keeps the children happy and healthy and grow within their education. The adults are provided with training opportunities and life skills that will benefit them as leaders both within their communities and future careers.

2025 Deliverables

This impactful short film will creatively showcase Masicorp's work in supporting the 40,000 residents of Masiphumelele, South Africa. By focusing on education, skills development, and collaboration with community leaders, Masicorp addresses the lasting effects of apartheid to help residents achieve sustainable livelihoods. It will be a beautifully crafted story designed to engage and inspire a wide audience.

- A short film (3-5 minutes)
- A teaser film (1-2 minutes)
- 40 professionally edited photographs

2025 Budget: \$27 500

Funding Received

- Paid by Masicorp to Black Bean: \$5 200
- Costs incurred by Black Bean Productions: \$22 300

Balance Required: \$22 300

MASI VIOLIN OUTREACH

Category: Short Films & Stills

Pillars: Women and Youth

Location: Cape Town, South Africa



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

The primary goal of the Masi Violin Outreach Legacy project is to train alumni students to become more proficient teachers. The programme aims to create more job opportunities for aspiring teachers who have graduated from the programme. By investing in the training and development of alumni it strengthens the sustainability of the Masi Violin Outreach programme. Masi Violin Outreach is a project which focuses on empowerment through music education.

2024 Deliverables (complete)

We documented the Masi Violin Community and the End of Year Celebration and produced creative films to showcase the incredible work they are doing through these “event films”.

- Two short films (3-5 minutes)
- 430 professionally edited photographs

2024 Budget: \$8 700

Funding Received

- Pay it Forward donation from Masi Violin: \$400
- Donation from Black Bean Productions: \$8 300

Balance Required: \$0

MASI VIOLIN LEGACY PROJECT

Category: Short Film & Stills

Pillars: Women and Youth

Location: Cape Town, South Africa



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter



Overview:

By documenting the Legacy Programme we have an opportunity to build on the success stories of the alumni who are currently sharing the gift of music with the next generation. Music has been such an important tool to open doors and allow for dreams to come true. Supporting the growth of the Masi programme would contribute to the expansion and success of the project.

2025 Deliverables

- A short film (3-5 minutes)
- A teaser film (1-2 minutes)
- 40 professionally edited photographs

2025 Budget: \$19 700

We have not raised any funding for this project as yet.

THE MATRIARCHS

Category: Ongoing Short Documentary Series & Stills

Pillars: Women and Youth

Location: Various



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

The Matriarchs started in 2017 and since then Black Bean have been producing short films about remarkable women. The Matriarchs is a community that supports women working to address environmental and humanitarian issue. The ethos is on empowering, supporting, and inspiring women globally, creating more female role models, and producing real change in the world. Matriarchs cover a range of issues from period poverty, gender inequality, gender-based violence to women making a difference in conservation and in their communities.

2024 Deliverables (complete)

This is an example of just one year – this project has been going for many years already as per the above.

Filming the women behind the story, in 2024 we shot four short films.:

- The inspirational story of Jesca Kabagyenyi, a Uganda-based female ranger in Kibale National Park;
- Tilda Wilondja, a Cape Town-based refugee from the DRC that is leading “Code Red” - an initiative that focuses on providing women in underprivileged communities with menstruation products so they never miss out on school or have to compromise between food for their families and hygiene products.
- Lizette Moolman, the beacon that shines in Knysna’s SANPark division. She has dedicated her life to protecting and educating the community on the last Knysna Elephant.
- Lastly, Sellah Malanga, a Regional Manager for LiC in Malawi. Sellah’s inspiring journey from schoolteacher and veterinarian to conservation leader showcases the powerful ripple effect of LiC’s work.

Deliverables

- 4 short films featuring personal stories (7-12 minutes in length)
- 4 teaser films (1-2 minutes each)
- 40 still photographs
- 4 short reels for social media promotion

2024 Budget: \$131 000

Black Bean has donated all funding to The Matriarchs to date.

2025 Deliverables

We aim to produce a minimum of four films. We have a number of ideas/options.

- Sharne Maritz, a female firefighter in the Cape Town Fire Department. She radiates strength and humility in a male-dominated field.
- Raabia Hawa, started her own foundation, Ulinzi Africa Foundation, in Kenya. She is a female ranger who is leading the fight against the illegal meat trade.
- Joan and Rhian Berning of the Eden to Addo project. This is a mother-and-daughter team working hard to ensure ecosystems flourish. The Eden to Addo vision is to link three mega-reserves, the Garden Route National Park, The Baviaanskloof World Heritage Site and the Addo Elephant National Park through natural corridors to protect and restore the integrity of biodiversity and ecosystem functioning and foster sustainable livelihoods.

Deliverables

- 4 short films featuring personal stories (7-12 minutes in length)
- 4 teaser films (1-2 minutes each)
- 40 still photographs
- 4 short reels for social media promotion

2025 Budget: \$131 000

We have not raised any funding for this project as yet.

LANGA FOR MEN

Category: Short Documentary, Teaser & Stills

Pillars: Humanity; Women and Youth

Location: Cape Town, South Africa

**I Pledge To
Love & Protect
Women**

www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

Langa for Men is dedicated to creating a safe space for every gender and also aims to unite everyone in the fight against gender-based violence. Langa for Men hosts youth empowerment sessions, Education Camps, Boys' Workshops and healing sessions. The main goal of the organisation is to educate people around gender-based violence and femicide.

Gender-based violence is a tragic and ongoing pandemic that impacts people across the world. We want to document the work that Langa for Men is doing to centre vital conversations within their communities. We want to meet some of the people they have worked with and build more on their backstories to unpack the challenges that different communities face that fuel gender-based violence. Creating a documentary piece would both be beneficial in terms of creating more awareness and it would also allow Langa for Men to extend their work to other communities and assist more boys/men and women/girls.

2025 Deliverables

- A short film (3-5 minutes)
- A teaser film (1-2 minutes)
- 40 professionally edited photographs

2025 Budget: \$27 000

We have not raised any funding for this project as yet.

ULINZI AFRICA FOUNDATION

Category: Short Documentary, Teaser & Stills

Pillars: Our Natural World; Illegal Wildlife Trade

Location: Kenya



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

Ulinzi Africa Foundation is East Africa's first non-profit to focus on ranger welfare, empowerment and facilitation, with an aim to mitigate human-wildlife conflict and enhance anti-poaching efforts. Serving as the primary anti-poaching and conservation stakeholder in the Tana Delta, the Kenya Wildlife Service has recognised UAF for its exemplary commitment and dedication to wildlife protection and human-wildlife conflict mitigation in the region. UAF regularly works in tandem with KWS, a partnership that furthers the success of collective conservation efforts.

2025 Deliverables: Protecting Kenya's Forgotten Wilderness

This creative documentary will immerse viewers in the critical conservation work of Ulinzi Africa Foundation, East Africa's first nonprofit dedicated to ranger welfare, anti-poaching, and mitigating human-wildlife conflict. Centred around the remarkable story of Raabia Hawa, Ulinzi Africa's founder, the film will highlight her tireless efforts to protect the Tana Delta, a unique and biodiverse region at risk of destruction.

Deliverables

- A short film / documentary (5-12 minutes)
- A teaser film (1-2 minutes)
- 40 professionally edited photographs
- Promotional content for social media

2025 Budget: \$44 000

Funding Committed

- In-kind donations: \$4 100

Balance Required: \$39 900

GENERAL DONATIONS



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter

Overview:

Our key operational focus this year is on strengthening our internal processes and systems, especially on finance and partnerships/granting; building our team sustainable; and growing our YouTube channel.

2025 Deliverables

- Develop a comprehensive Grantee process and pack including client briefs, contracts, due diligence, and production processes.
- Develop comprehensive Donor packs including key documents, NPO business plan, pitch decks, FAQs, and donor communications.
- Grow our team through recruiting interns, consultants and part-time team members including social media coordinator, YouTube activator, editor, licencing agent and legal support.
- Ensure our compliance and internal procedures are robust, including producing Annual Financial Statements and our first Annual Report, developing core policies, and revising all contracts.
- Establish an advisory committee.
- Implement a media management system.
- Grow our YouTube channel through uploading regular new and repurposed content and growing our subscriber base.

2025 Budget: \$150 000

We are looking to raise \$150 000 this year to cover our general operating expenses and core salaries. This year, we are pursuing multi-year commitments from donors to ensure we have the operational stability to continue producing excellent content for our NPO partners.



THE
connect
FOUNDATION

THANK YOU FOR YOUR
CONTINUED SUPPORT!



www.connectfoundation.org.za

44 Roeland Square, Drury Lane, Gardens, Cape Town 8001

NPC 2023/139566/08 | NPO 301-416 | PBO 930083427

Directors: OCM Caldwell - S Specker - JP Suter - SA Suter