



2021 - 2023

Annual & Social Impact Report

LOCAL COMMUNITIES. GLOBAL IMPACT.

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“ MESSAGE FROM OUR FOUNDER

It is my great pleasure to welcome you to our first ever Annual & Social Impact report! It's been a whirlwind of, unofficially 4/officially 2 years that we are trying to capture in this report, showcasing our wonderful achievements and team-work.

The mission has been clear from the start: to make mental health resources more easily accessible. It all started with a small idea; let's pop out some plastic chairs on a street corner and talk about mental health. Then came a cool, green, old Little Lions Kombi. Then came coaches, more games, more coaches, more materials, a supervisor, a growth manager, more coaches, an impact manager... The growth has really been substantial, and it makes me a proud man. The amount of support from friends, family, and absolute strangers has been heartwarming and much needed. In a (global) society, where mental health is not easily spoken about, or where the appropriate knowledge is not readily available, all the support to break down barriers is needed.





Writing this message made me realise how far we have come, little pinch-me-now moments are popping up more and more. Like, can you believe that we have 10 full-time team members? That we have an actual 'resilience toolbox' to help children? That we are rolling our programme out to different communities, beyond city and country limits.

Our key to success is quite simple, we have fun! The golden rule in the workshops with children is that they can't sit still for more than 5 minutes, we are not a classroom. Furthermore, what I've learned from working with my incredibly talented team is that our passion is what sets us apart. We believe in the work that we do, from deep within! It's in our organisational DNA, the passion to make an impact and to keep trying. We believe that what we do, matters. We believe that we can make a difference, every day. It's that same belief that we try to instil in our little lions. That they too can become 'active agents of change', they hold the power to their own success. We are just here to help them discover their inner lion, and set them off on a journey of transformation and growth.

Our Little Lions Pride is ever growing, and I cannot wait to write the next chapter together with all our big and little lions.

Roaring with pride, your big lion,

Stijn



ABOUT US

<500

Psychologists in the public sector

0%

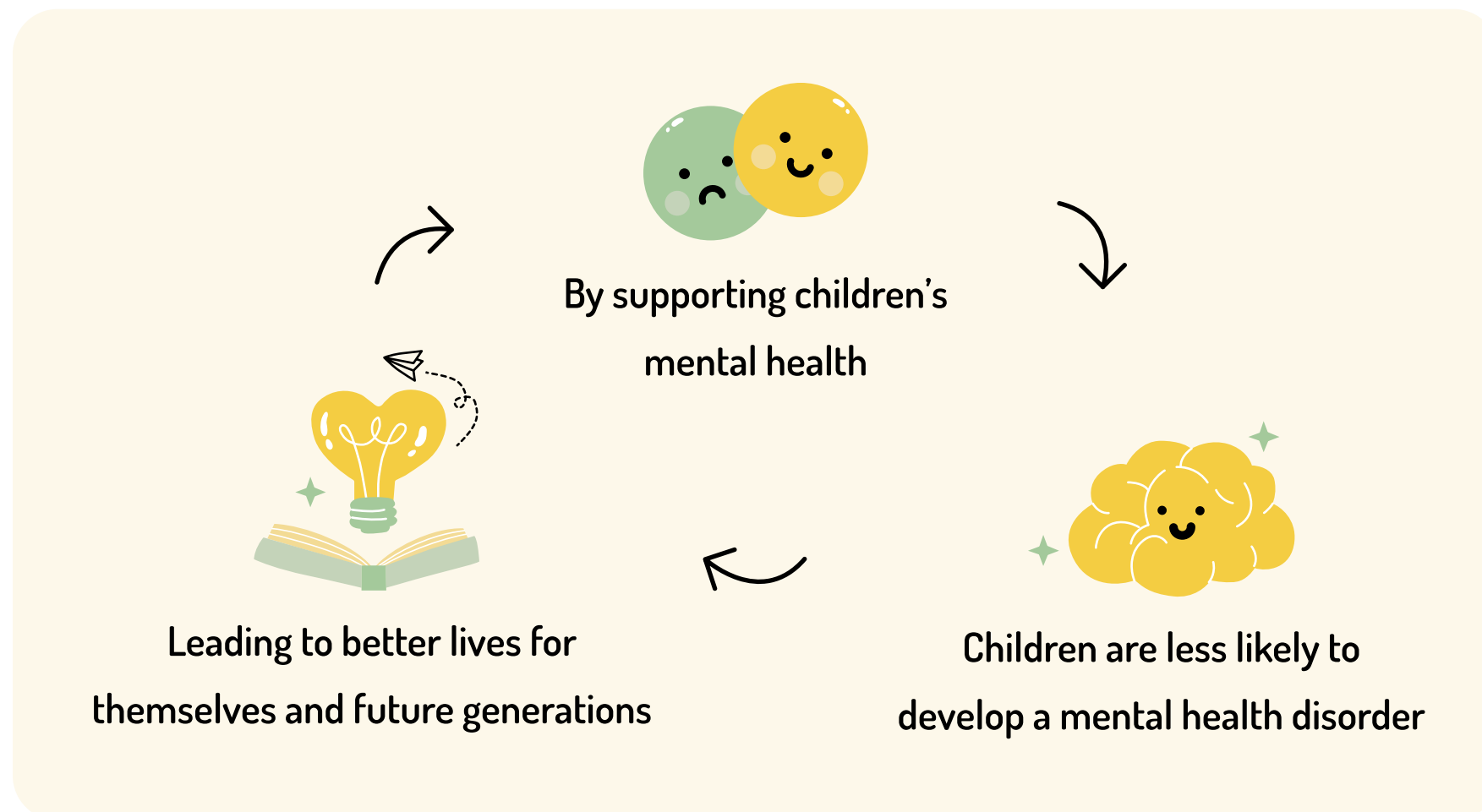
Of health budget dedicated to mental health

6 - 8

Traumatic experiences endured by children living in townships per year

1 in 7

10-19-year-olds experiences a mental disorder, accounting for 13% of the global burden of disease in this age group.



A VISION FOR MENTAL WELLNESS IN SOUTH AFRICA

There is a pressing need for effective, accessible, and culturally relevant mental health support for vulnerable children in South Africa. The Inner Lion Programme, designed for children aged 8 to 13, helps bridge the country's gap in the demand and supply of mental health services.

The programme is made up of **12 interactive workshops** which are based on **4 key pillars**:

- 1. Building confidence** by identifying strengths and personal qualities
- 2. Improving emotional intelligence** and self-awareness
- 3. Establishing adaptive coping strategies** and channels of support
- 4. Boosting resilience**

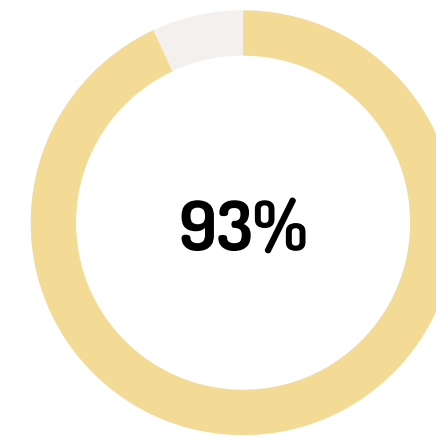
Professionally created by Child Psychologist Stijn de Leeuw together with his advisory team of psychologists from the Netherlands, the programme follows a carefully **structured and curated prevention and promotion mental health curriculum** with games, crafting activities, psycho-educational stories, dance, movement, and breathing exercises.

NURTURING RESILIENCE BY STRENGTHENING PROTECTIVE FACTORS

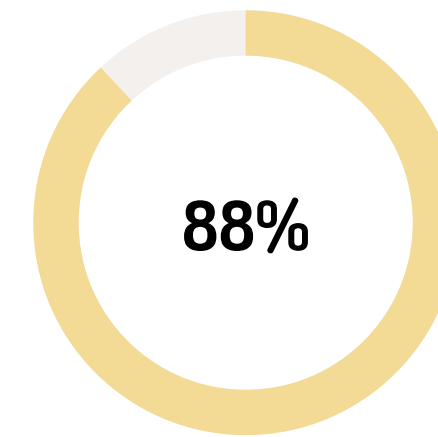
Exposure to adversity, such as poverty and violence, render children in South Africa highly vulnerable to developing a range of **mental health disorders** including anxiety, depression, and post-traumatic stress disorder. Our coaches, who are seen as **positive role models** within the community, have **successfully created safe and supportive spaces** for children and serve as **beacons of hope**.

Thus, our coaches not only teach valuable mental health skills but also offer culturally-informed **guidance and mentorship**. By **empowering** children with the skills and confidence to cope with challenges, Little Lions Child Coaching supports the **cognitive, social, and emotional development of at-risk youth**.

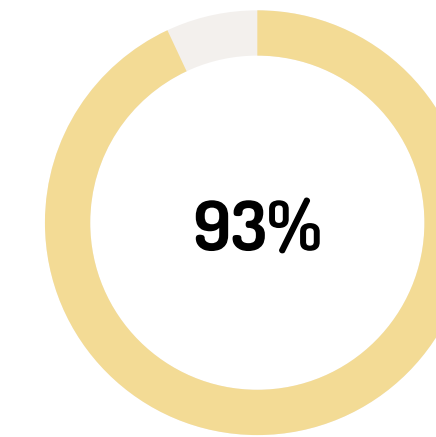
FEEDBACK FROM A LARGE-SCALE SURVEY BASED ON 237 CHILDREN



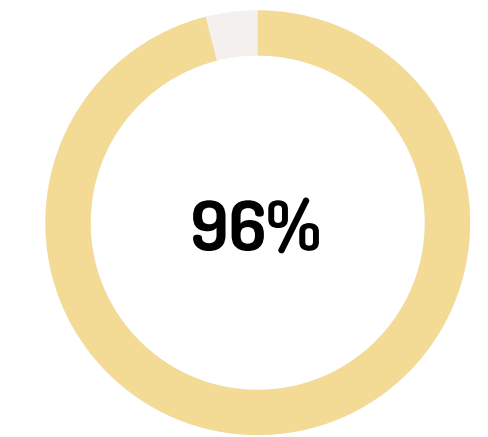
Said the workshops were a safe space for them to open up in



Said that they would recommend the Little Lions programme to others



Said that they told their parents about what they did in Little Lions

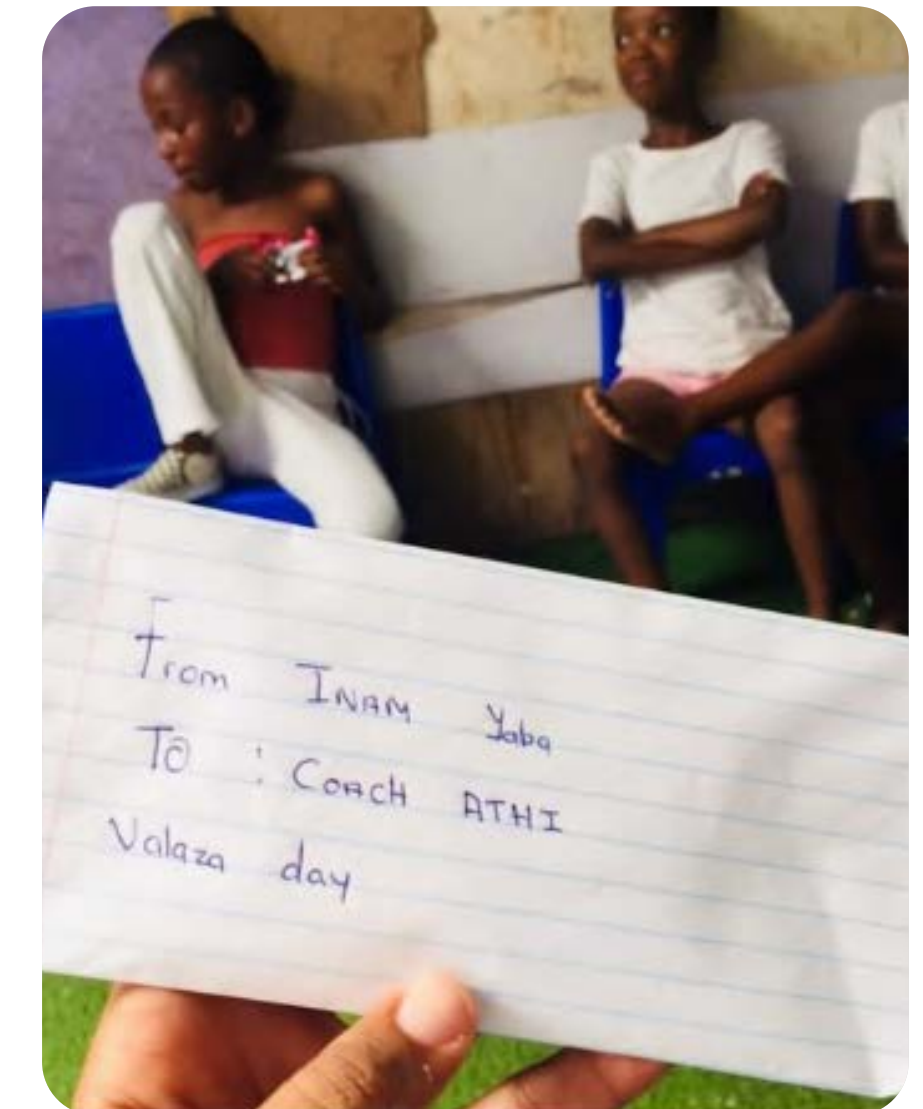


Said that they saw their coach as a positive role model



When asked what his favourite part of working for Little Lions is: “The unexplainable excitement on their faces when they see us as coaches. The willingness from them to partake and share their learning experiences. The feeling of fulfilment from observing behavioural changes in the children; from a shy, quiet child to an outspoken child with confidence.”

– ZOLANI [MENTAL HEALTH COACH]



The Little Lions Way

By playing both fun and positive games, based on psychological methods, the topic of 'mental health' is brought to vulnerable children living in townships surrounding Cape Town.

P

PROFESSIONAL

- Psychologically backed
- Professional tools
- Prevention and promotion programme

R

RESOURCES

- Role models
- Local language
- Nutrition

I

INNER LION

- Building your mental health
- Normalising mental health conversations
- Ability to express your feelings

D

DYNAMIC

- Collaborations with child, parents and community

E

EASILY ACCESSIBLE

- We come to you
- Free workshops
- Inclusive

S

SAFE PLACES

- Small groups
- Fun
- Non-judgemental

OUR VISION

Normalise mental health conversations and empower the next generation to tap into their emotional resilience so they can shape a brighter future for them and their communities.

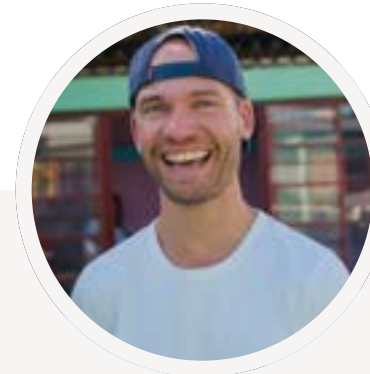
OUR MISSION

Train and support young local role models with lived experience to provide accessible mental health coaching to children from under-resourced communities in (South-) Africa.

Offer accessible mental health resources and tools for a profound understanding of (individual) mental well-being to navigate through life's challenges.

MEET THE TEAM

Management



Meet Stijn, our
CEO/Big Lion



Meet Nomfundo, our
Relationship Lion



Meet Caitlin, our
Impact Lion

Mental health coaches



Sihle



Athi



Cleo



Zolani



Lutho

ABOUT US



FAREWELL

At the start of 2024 we had to say a bitter-sweet goodbye to one of our beloved mental health coaches, Athi, as he began an exciting new adventure as a camp counsellor in America.



WELCOME

We are delighted to announce that we've just found an exceptional candidate, Nkosiyazi Majola, who is beaming with enthusiasm and shares our passion for children and mental health. Nkosiyazi has joined forces with our amazing coach, Cleo, in Mfuleni.

ABOUT OUR COACHES

Our daily workshops are led by local role models trained to be mental health coaches. Each workshop is facilitated by a dynamic male-female duo and takes place in the heart of the communities we serve, making our services easily accessible to all. Our coaches are energetic, compassionate and approachable, cultivating a nurturing environment where children feel understood, supported, and empowered.

Benefits of a community-based approach



Effective communication is essential for good quality mental health support. Our coaches speak the **local language** and have a **deep cultural understanding**.



Young people are **empowered** to become **mental health advocates** within their own community.



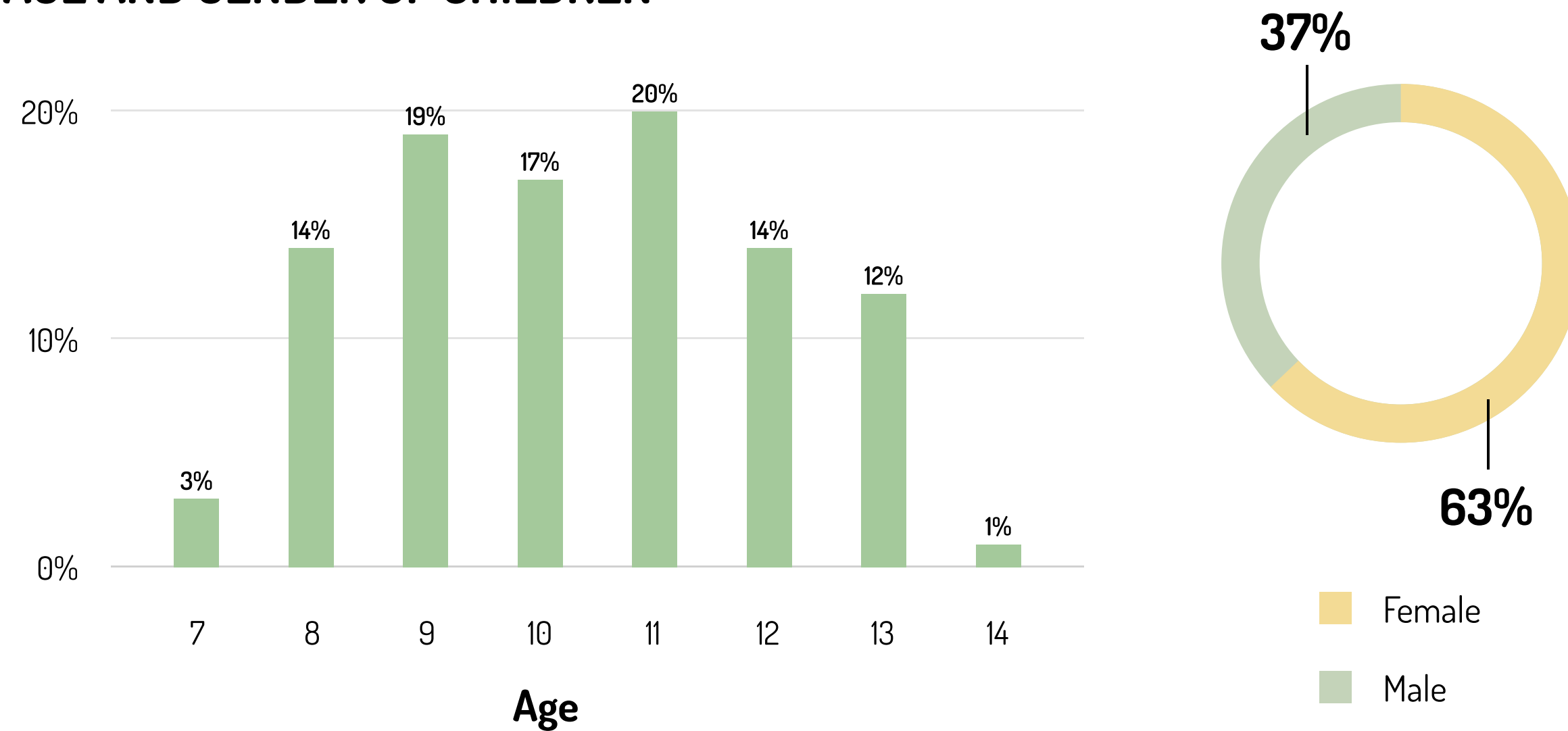
Local role models with **lived experience** have **established rapport** within their community. Coaches establish **meaningful relationships** with children based on **mutual respect and trust**.

OUR IMPACT IN 2023

OUR REACH

In 2023, we empowered **748 children, between 7 and 14 years old**, with an understanding of their own mental health. **Both boys and girls** participated in our programme **fostering resilience, confidence and emotional awareness** among young men and women as they approach adulthood.

AGE AND GENDER OF CHILDREN



748

Children received basic mental health support that would otherwise have been inaccessible.

384

Free professionally-developed mental health workshops provided by local role models.

360

More than 360 nutritious meals provided to children living in under-resourced communities.

694

Children returned to our quarterly Alumni Days where we offered 'booster' sessions for a sustainable impact.

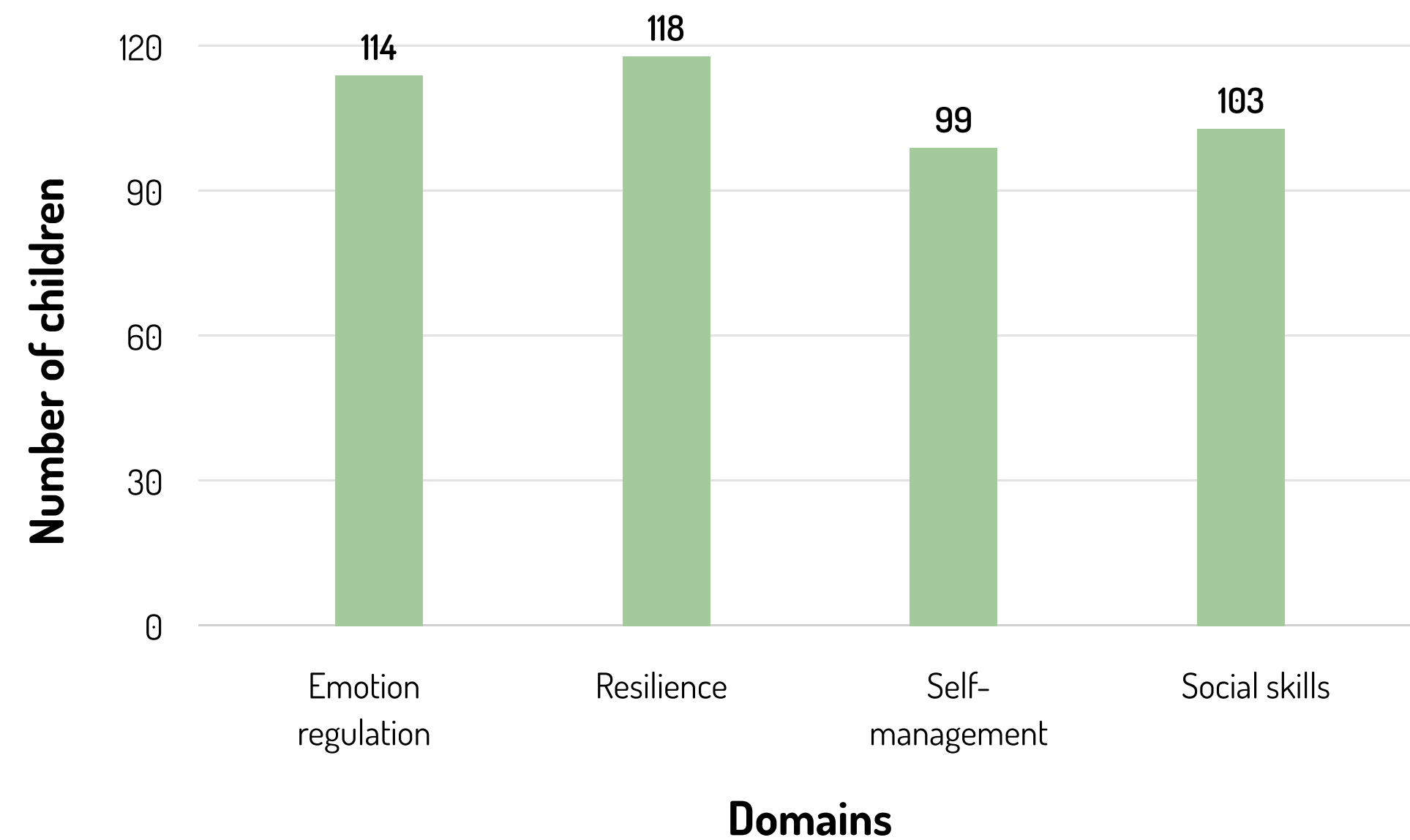
RETENTION RATE

83%

of children attended 10 out of 12 workshops in 2023.



AREAS WHERE CHILDREN IMPROVED AFTER THE WORKSHOPS



Children reported better emotion regulation, resilience, self-management and social skills after our workshops compared to a baseline assessment.

EMPOWERING THE NEXT GENERATION WITH EMOTIONAL RESILIENCE

Measuring Impact with the Little Lions Socio-Emotional Tool.

The Little Lions Socio-Emotional Tool was designed to measure the emotional and social development of under-resourced children in low- and middle- income countries specifically. Each of the 20 items are rated on a 3-point scale (no, sometimes, yes).

THE SCALE CONSISTS OF 4 SUBSCALES:

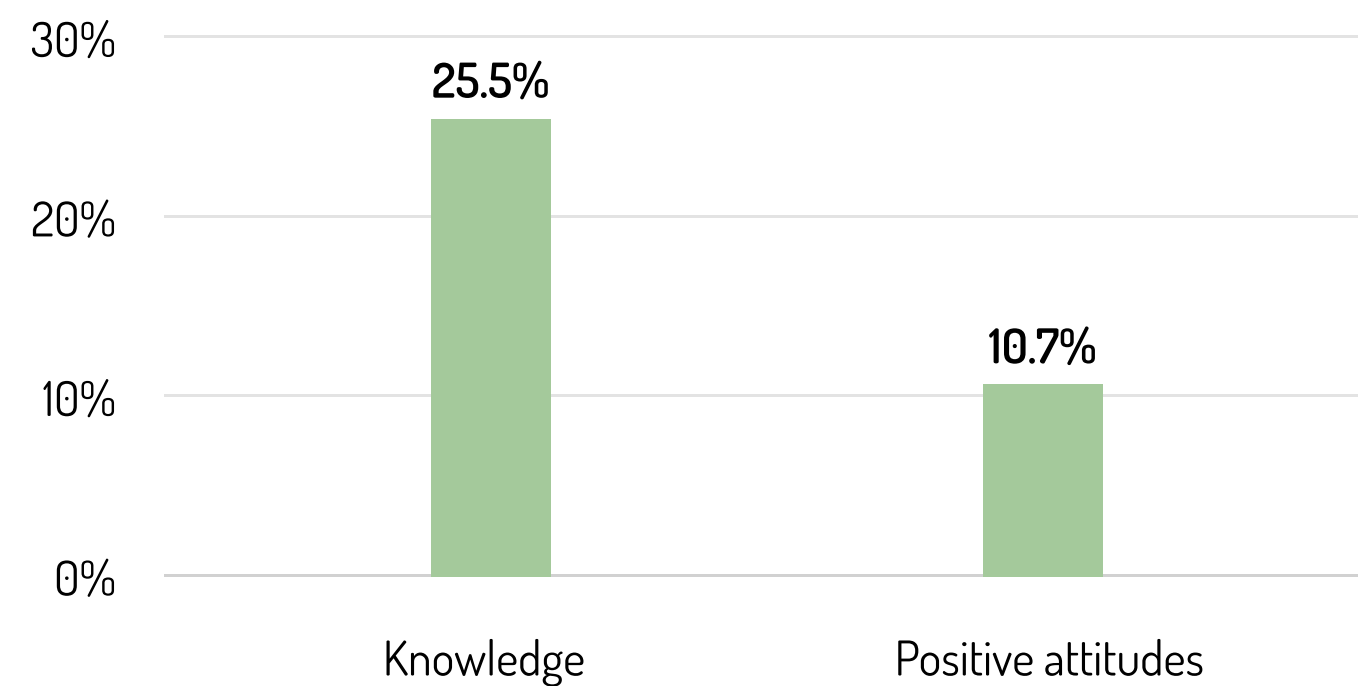
- 1. Social skills**
Example: "I know how to make friends"
- 2. Self-management**
Example: "I work hard in order to be successful"
- 3. Emotion regulation**
Example: "I feel happy when someone else does well"
- 4. Resilience**
Example: "When I do badly on a test, I work harder the next time"

INCREASING KNOWLEDGE AND IMPROVING ATTITUDES TOWARDS MENTAL HEALTH

To measure whether children’s knowledge and attitudes towards mental health changed after our workshops, we created and administered a brief, 7-item self-report questionnaire. Children indicated whether they agreed or disagreed with several statements.

After the workshops, children had greater knowledge and more positive attitudes towards mental health compared to a baseline assessment. Additionally, a paired t-test revealed that the mean total score significantly improved (a 20.13% increase) after the workshops.

PERCENTAGE INCREASE AFTER WORKSHOPS

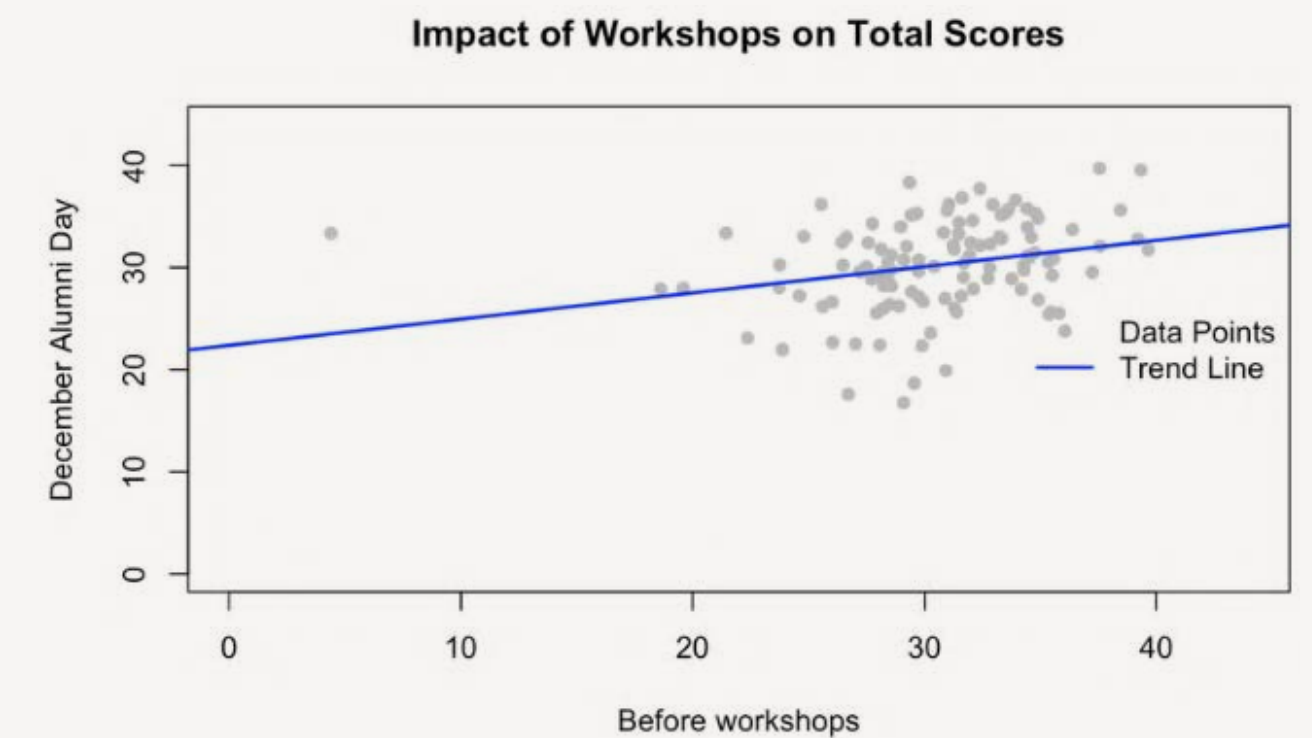


“Education is the most powerful weapon which you can use to change the world.”

– NELSON MANDELA

SUSTAINED IMPACT

A longitudinal analysis based on 114 children indicated that most children showed an improvement in social and emotional functioning at our December Alumni Day compared to a baseline assessment. This result highlights that our programme has long-term positive effects for mental well-being.



AN EXCITING JOURNEY TO ELDORET, KENYA.

To measure the impact of our Inner Lion Programme, we implemented our first **cluster-randomised control trial** using a sample of Grade 5 and 6 children from a public primary school in Eldoret, Kenya.

The Grade 6 children were randomly assigned to the intervention group while the Grade 5 children were placed in the waitlist condition. The Grade 6 children received the Inner Lion Programme each Wednesday after school for 12 weeks and the Grade 5 children continued with their standard educational curriculum.

Using a pre-/post- design, we administered the Little Lions (LL) Socio-Emotional Tool and the Connor-Davidson Resilience Scale (CD-RISC). We measured how confidence, emotional regulation, and resilience changed after the Grade 6 children were enrolled in our programme and compared these results to the Grade 5 children who did not receive the intervention.

Compared to the Grade 5 learners, the Grade 6 learners' mean CD-RISC scores significantly improved after the intervention. As can be seen in Figure 1, although both classes reported similar levels of resilience at the baseline assessment, the Grade 6 classes were significantly more resilient after the intervention compared to the control group.

Similarly, the Grade 6 learners mean Little Lions Socio-Emotional Tool scores significantly improved between the baseline and post-intervention assessment compared to the Grade 5 learners (See Figure 2).

Overall, our results provided strong evidence that our programme significantly improved resilience and positively impacted mental well-being.

Condition ■ Pre ■ Post

Figure 1: Bar Chart Depicting CD-RISC Class Means at the Baseline and Post-Intervention Assessment.

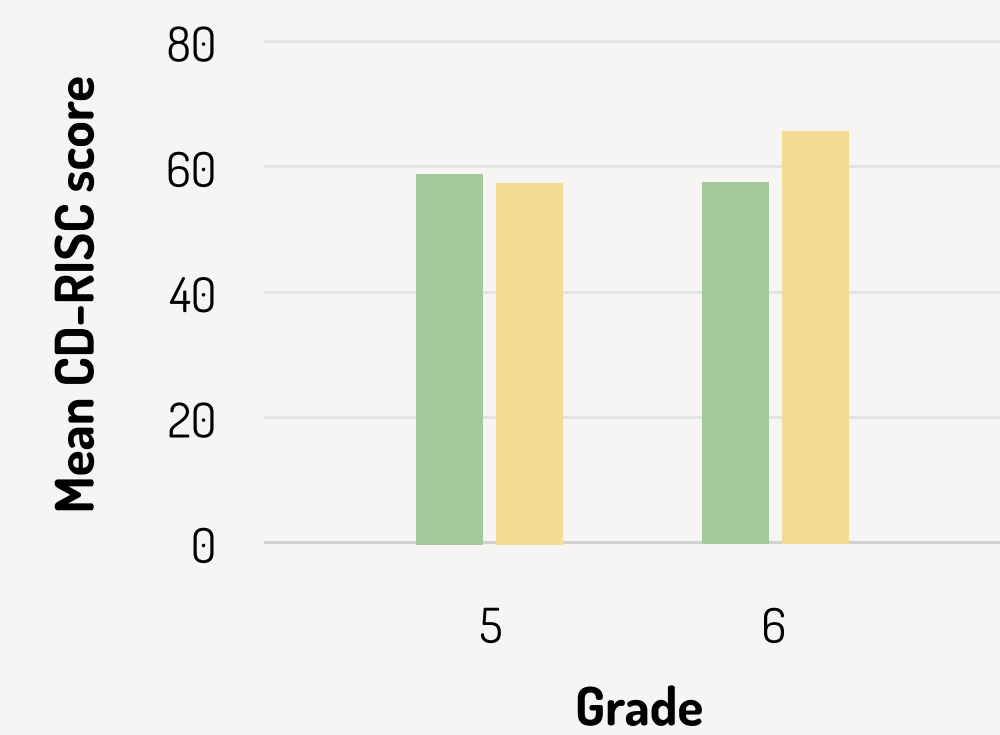
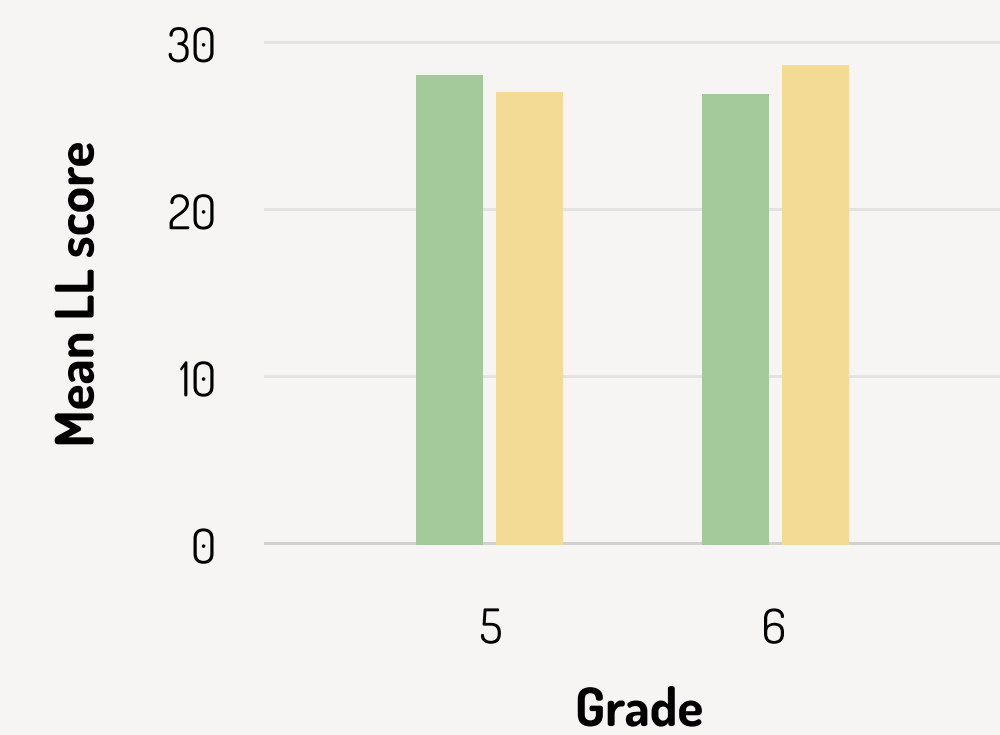


Figure 2: Bar Chart Depicting Little Lions Socio-Emotional Tool Class Means at the Baseline and Post-Intervention Assessment.

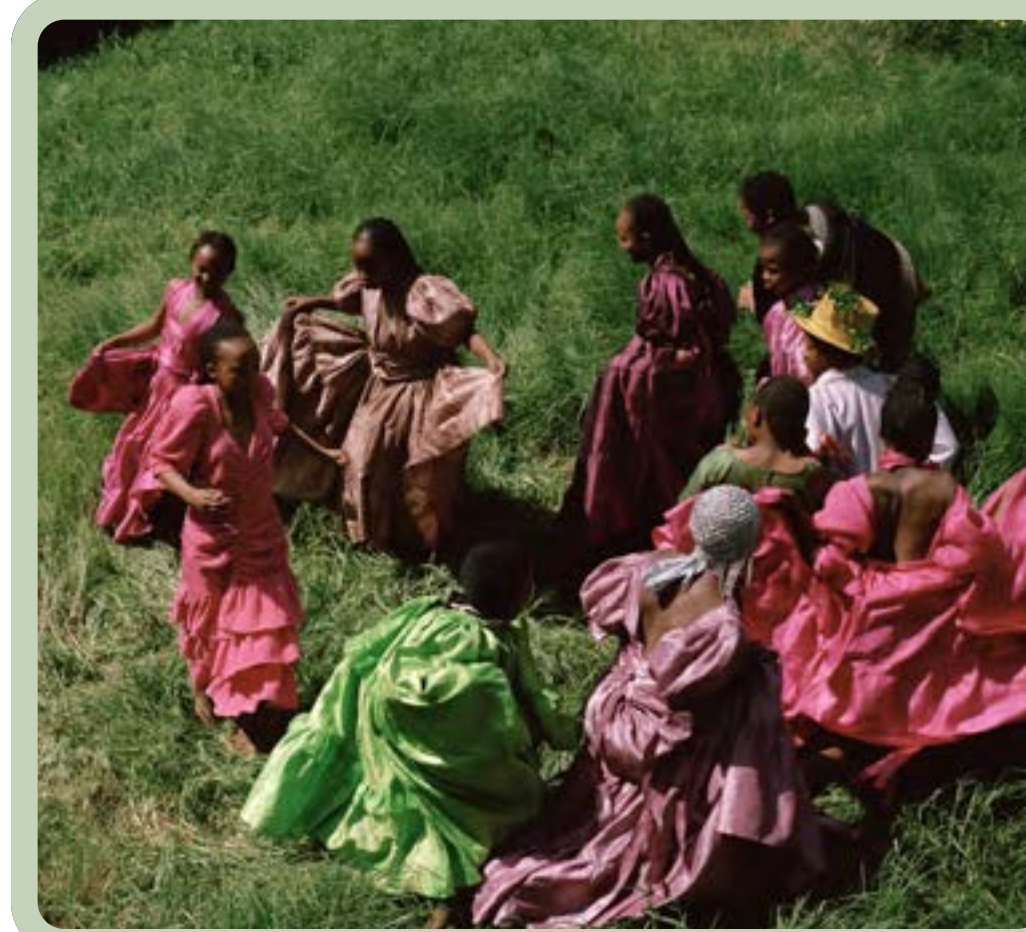


CELEBRATING MILESTONES



WORLD MENTAL HEALTH DAY

On world mental health day, we decided to take our mission to the next level and start 'normalising mental health conversations' right outside our office, on the streets of Cape Town. We simply asked "How are you feeling today?" and ended up having meaningful conversations with 100 people!

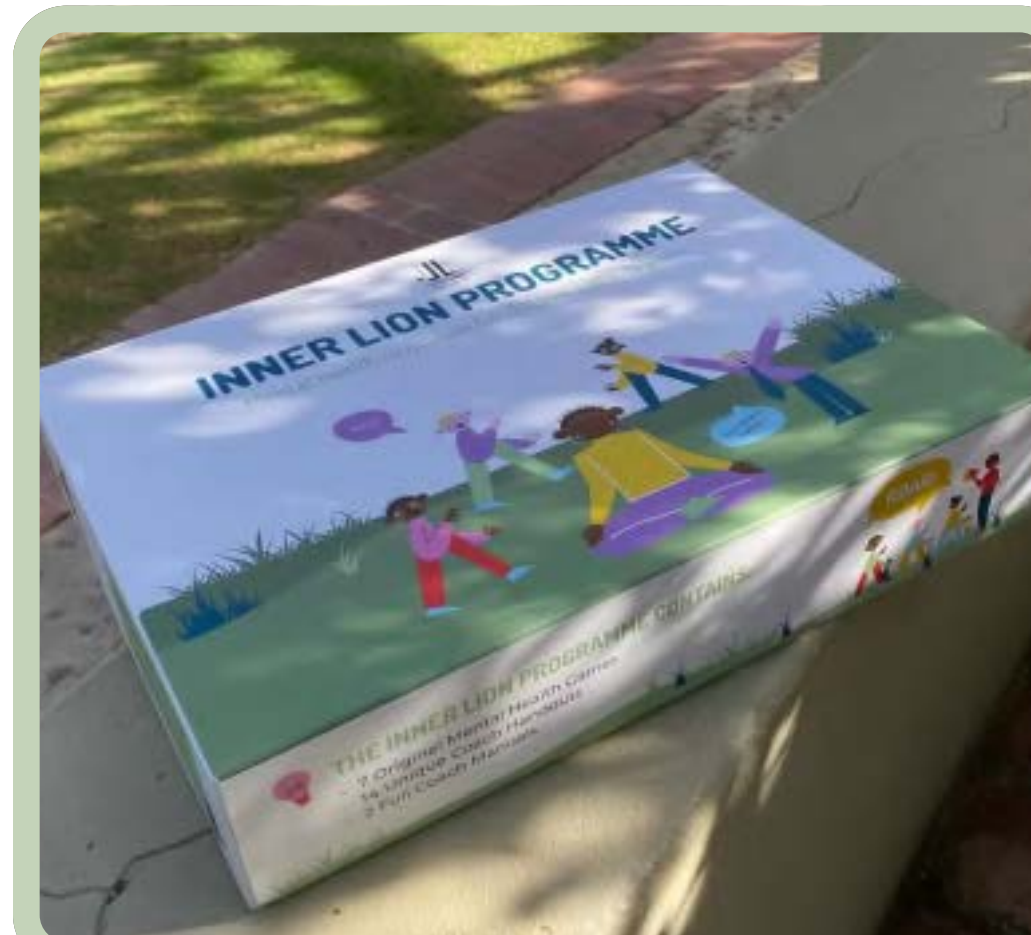


REIMAGINING THEMBA

The name Themba, derived from the Nguni languages, translates to 'hope' and symbolises resilience and a collective aspiration for a brighter future in South Africa. To honour this resilient spirit and capture the transformative power of hope and resilience, Little Lions embarked on a daring photoshoot in Langa.

INNER LION PROGRAMME BOX

We launched our Inner Lion Programme Box! This box is filled with engaging and educational activities which will be used by our dedicated coaches to provide transformative workshops.



MENTAL HEALTH WORKSHOP

We hosted a mental health workshop in collaboration with Neighbourgood. A magical energy was felt as our community came together to meditate, share heartfelt conversations, and strengthen bonds.

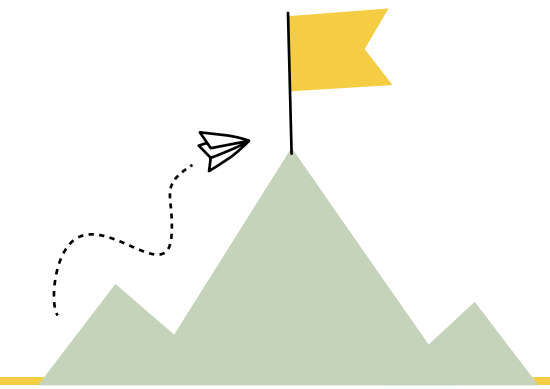




OUR FIRST SA FUNDRAISER

SWEET SPOT'S INITIATIVE FOR LITTLE LIONS

At Little Lions we are always looking for innovative ways to share our vision for change. Over 100 people ran the 'Little Lions Loop', a 5km fundraising run hosted by Sweet Spot, and together we raised 46 000 ZAR to fund free mental health coaching in townships.



OUR SMART GOALS FOR 2024 - 2026

INCREASE RESOURCES

- Double monetary resources between 2024 - 2026
- Increase self-generating income by 5% per year
- Grow partnerships (+5 per year)
- Grow number of paid Little Lions affiliates (+2 per partnership)
- Grow skill-based ambassadors (+8 per year)
- Grow monthly sponsoring ambassadors (+12 per year with avg. value of ZAR 200).

EXPAND REACH

- Increase trained community members via the Little Lions Fellowship (+40 per year)
- Grow coaches (+4 per year), from 6 to 18 coaches by 2026
- Increase number of workshops (+240 per year)
- Increase number of children empowered from >3,000 to > 7,200

OPTIMISE IMPACT

- Conduct a randomised controlled trial in Cape Town, in collaboration with the University of Cape Town, to measure the effectiveness of the Inner Lion Programme
- Obtain official accreditation for the Little Lions Academy in 2025

DIVERSIFY OFFERING

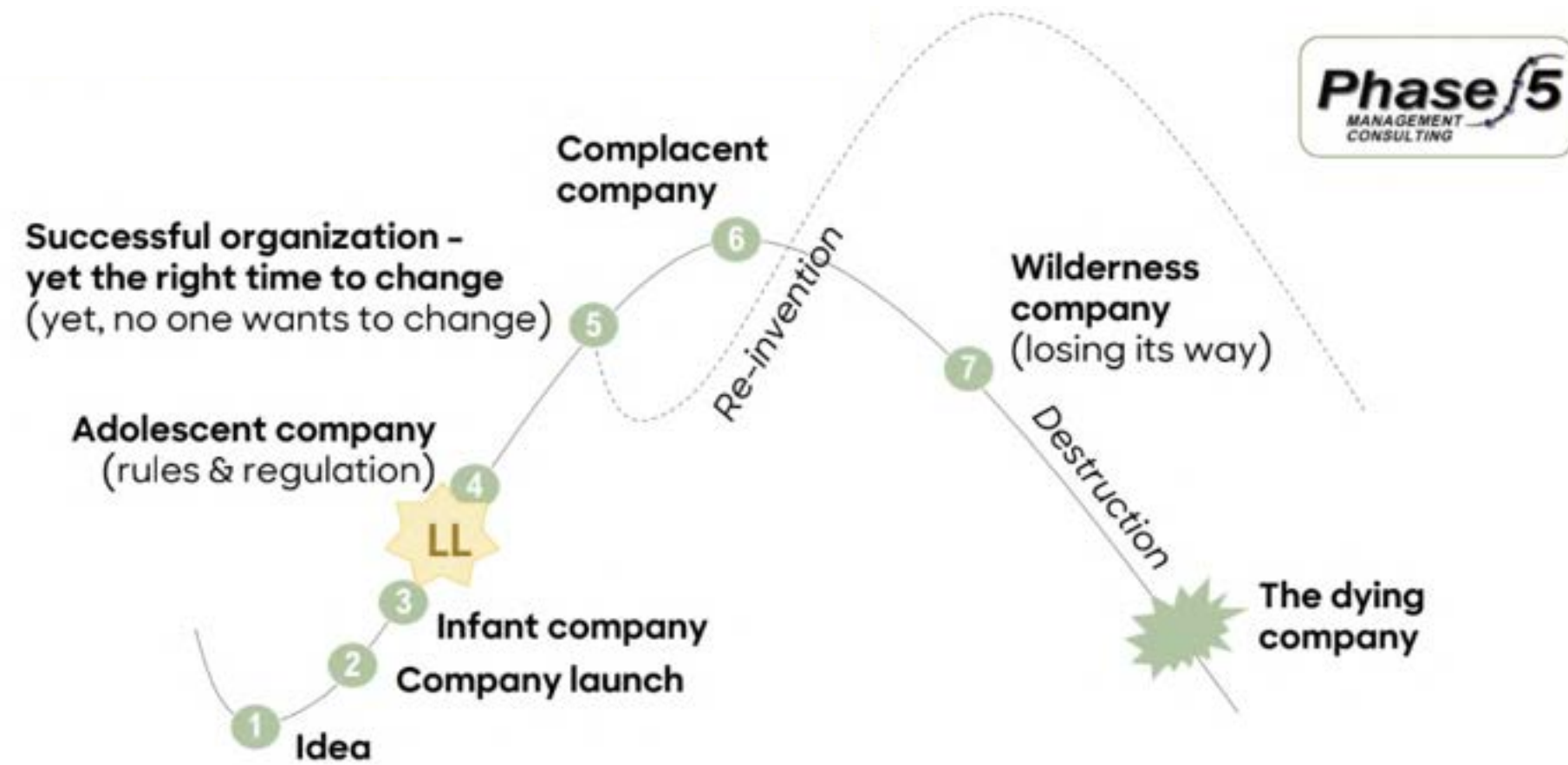
- Add one programme per year - parent programme (2024) and teenager programme (2025)
- Develop digital portal for implementing partners in 2024
- Develop virtual training for coaches/implementing partners in 2025 and 2026
- Develop digital toolkit to make the physical programme more accessible to children, parents, and their communities in 2026

IMPROVE ORGANISATION

- Hire an operations manager in 2024
- New supervisory board with +4 members in 2024

OUR FUTURE PLANS

ORGANISATIONAL LIFE CYCLES AND SUSTAINABILITY



Most employees at Little Lions believe that the company is somewhere between an **infant and adolescent company (stage 3 - 4)**. With a solid foundation in place, Little Lions is ready to **embrace growth and reach new heights**.

EXPANDING PARTNERSHIPS

Expanding our programme into new communities remains one of our main goals. In 2023, Little Lions went to Kenya and successfully trained 36 mental health coaches in Eldoret and Nairobi to roll-out the Inner Lion Programme. We started the first quarter of 2024 grateful for three new implementing partners for our Inner Lion Programme. These partners - Pebbles Project, Heart Shine Academy, and George Child and Family Welfare - are currently being trained to incorporate our programme into their curriculum. With over 40 facilitators and role models, our programme reach will now include George, Citsrusdal, Grabouw, Hemel-en-aarde Valley as well as several other farms in Stellenbosch. Our pride is growing!



FINANCIAL REPORT 2022-2023

FINANCE

In 2023, we have managed to secure a 89% growth in donor funding compared to 2022. Our operational budget grew 16% to R2.633.621. To secure funding, our main focus lies in Europe where 93% of the funding originates from. One of our goals since inception in 2021 has been to diversify our donor income, which we have successfully done. Our 2023 funding comes from four income streams (1) Foundations, (2) Individuals, (3) Fundraiser event in Amsterdam/Toscanini, and (4) Corporates.

GROWTH & SUSTAINABILITY

To ensure a growth in funding, we want to diversify our funding sources. Our aim is to increase the number of corporate sponsors in both SA and NL by 50%. Furthermore, we intend to grow the amount of Pride Sponsors; individuals that donate a monthly amount to support us in our mission.

For the sustainability of any non-profit organisation, it is necessary to become less reliant on donor funding by creating a self-sustaining income stream. Our aim is to roll-out this income stream within the next 3 years through the sale of our Inner Lion Programme.

GOVERNANCE

Our financial governance has been a close collaboration between the South African Board (Stijn de Leeuw, Iza Bessems, and Ian Haggie) and the Little Lions Netherlands Foundation (Roswitha Knol, Andrei Mikes, and Jaimy Siegersma). As 93% of the funding originates from the Netherlands, monthly reporting was done by the SA board to justify spending and budgeting.

Figure 1:
Funding income streams 2023

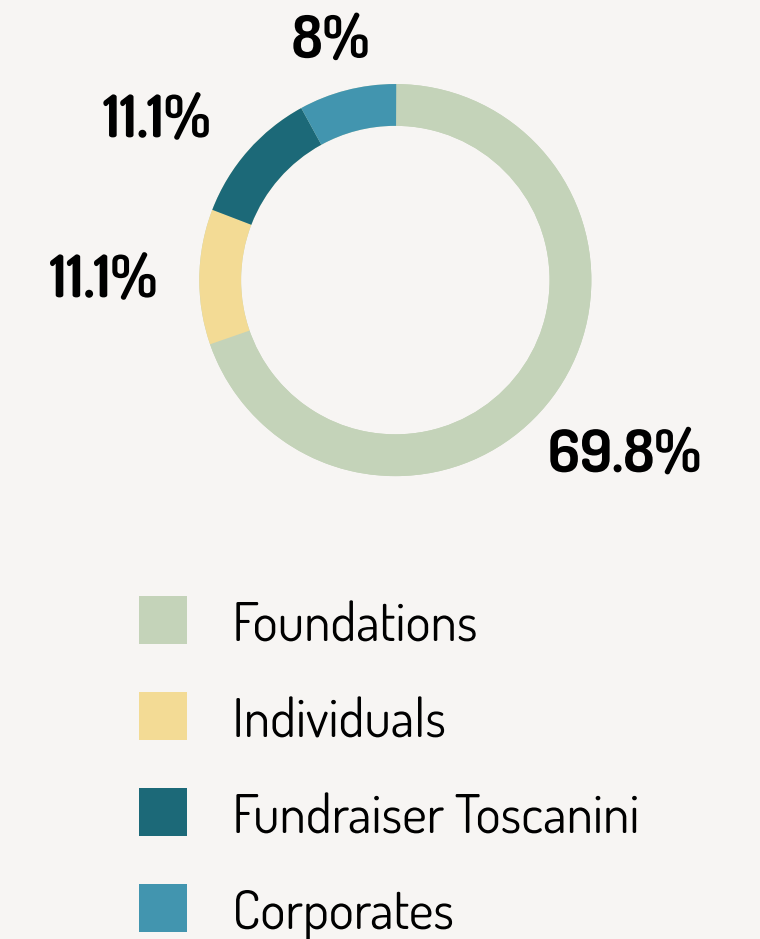
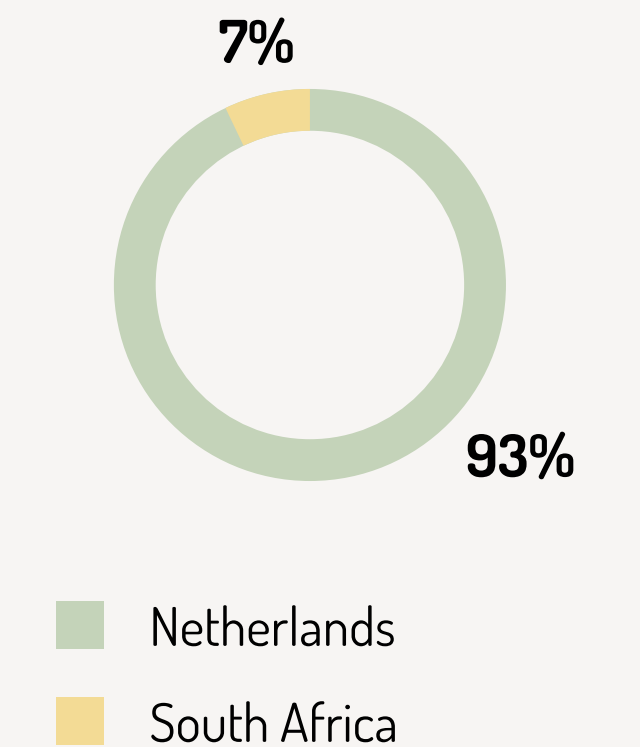


Figure 2:
Origin of donations 2023



DETAILED INCOME STATEMENT

Figures in R	Notes	2024	2023
<u>Revenue</u>			
Donations Received	5	3 300 536	1 737 556
		3 300 536	1 737 556
<u>Expenditure</u>			
Accounting and Audit Fees		41 750	51 100
Bank charges		7 371	11 452
Communication – Internet		12 803	8 595
Consulting Fees		89 420	20 000
CIPC		450	950
Illustrator		14 233	29 180
Marketing Expenses		8 750	–
Office Expenses		19 028	97
Rent Paid		133 816	154 000
Salaries & Wages		1 920 788	1 825 773
Staff Training		4 180	–
Stationary and printing		33 368	26 596
Telephone		8 672	14 325
Travel Expenses		101 029	82 795
Website Hosting		–	1 769
Workshop Expenses		237 963	35 443
		2 633 621	2 262 076
Surplus/(deficit) income		666 915	(524 519)

Our sponsors

**THANK YOU TO ALL OUR SPONSORS,
HERE IN SOUTH AFRICA AND
BEYOND!**

Thank you for all the individual campaigns & sponsors, charity runs and events etc! We wouldn't have ROAR-ed so loud if it wasn't for your support.

SOUTH AFRICA

Brand Loyalty South Africa

Damen ShipYards

Valcare

VTTI/BCT

INTERNATIONAL

Business Fashion Academy / Zeynep Dag

Crowe Foederer

Global Sports Communication

Gransier Consultancy

HofStee Stichting

Kayori

Keet Styling BV

Kiwanis Brunsum

Klaar om te Wenden

Lionsclub de Liemers

Lionsclub Den Helder

Lionsclub Land van Cuijk en Noord Limburg

Multi-Fix BV

Olleke van der Heijden

Openbare Basisschool Blaricum

Openbare Basisschool De Witte Olifant

Protestantse Gemeente Zaltbommel / Alet Sterrenburg

Shell

Smarter Innovations BV

Stichting Brand Charity

Stichting Katholieke Wezenverzorging

Stichting MiCorazon

Stichting Odd Fellows

Stichting Steunfonds Pro Juventute Nederland

Stichting Wilde Ganzen

The Hockey Department / Marcel Stuve

Toshiba

Thank you to Toscanini for hosting two phenomal fundraiser events in Amsterdam in 2022 and 2023, Leonardo and Maud, you rock! Suus, Bobby, and Jakob, you know we love you! Thank you to all the sponsors for helping us out during our fundraiser events, that enable us to host these beautiful events in Amsterdam.

AMBASSADORS

Lonneke van Oijen

Gabi Mostert

Nina van Herpen

Malou de Ryck

David Shields

Alet Sterrenburg

Nienke Smid

Cosima Richardson

Alexandra Cooper

Maike Roeder

Lucinda Tsunga

Joost Pamler

Tamlin Higgins

Florien Scholten

Sophie Fehervari

Sanne Heesters

Elbrich Boelens

Yentl van Busschbach

Davy Joha

Tim Vredevoort

Maaïke Langereis

Jaap en Leonie

Marjolein

Kseniya

Merel Velu

Rosalie van der Aa

Tim Vredevoort

Rosa de Jong

Judith van der Laar

Monique Hendriks

Nicole Hendriks

Wouter Herik

Rania

Sophie de Valk

Jelle Roebroek

Esther de Kruijk

Lutho Dabula



A very special thank you to the board members from the Little Lions Foundation Netherlands - Roos Knol, Andrei Mikes, and Jaimy Siegersma - for their ongoing support, strategic wisdom, and enthusiasm.

A special thank you to Like Honey and At Dawn Design for your kind support.

Little Lion helps me to know how to
Control your self when you are angry,
when you want to let your self be
relaxed what should you do and
~~what games should~~
what you have to make to the
Person who annoying. I love little
Lion it helps me more than more
things I clap my hands for them
and our coaches



Little Lions helps me to know how to control yourself when you are angry, when you want to let yourself be relaxed, what should you do. I love Little Lions it helps me with more and more things. I clap my hands for them and our coaches.

- ALULUTHO PHANGALELE

I love little lions because it allows us to speak our
feelings. We play educational games, read and teaches us to be our-
selves all the time. The coaches are nice sweet and we meet new
people every time we go somewhere. Everyday we learn something
new and exciting. I love little lions club because we are taught
to cherish every moment we have.



I love Little Lions because it allows us to speak our feelings. We play educational games, read, and teach us to be ourselves all the time. The coaches are nice, sweet and we meet new people every time we go somewhere. Every day we learn something new and exciting. I love Little Lions a lot because we are taught to cherish every moment we have.

- ITHANDILE ZINGITWA