

M&G SAATCHI ABEL

KHULISA LOGO & BROCHURE PRESENTATION 05 OCTOBER 2010

**LOGO
DESIGN -
RATIONALE**

The Khulisa logo has been reinvented, much like Khulisa itself.

The new logo takes its simple shape from various influences. It's the **rainbow** which appears after a storm. It's a **bridge** to a better place. It's an expansion of **ripples** that reaches out to all in its path. It's an **archway**, the strongest element of architectural structure. And it's a section of a **group of circles** that represent **recycling, renewal and reinvention**.

Its colours are both positive and joyful. Underlined by a clean, classic typeface, it steps away from the overly institutional to present a beacon of joy, hope and inspiration to all it greets - clients, donors, stakeholders and staff.

**LOGO
DESIGN -
THE THINKING**

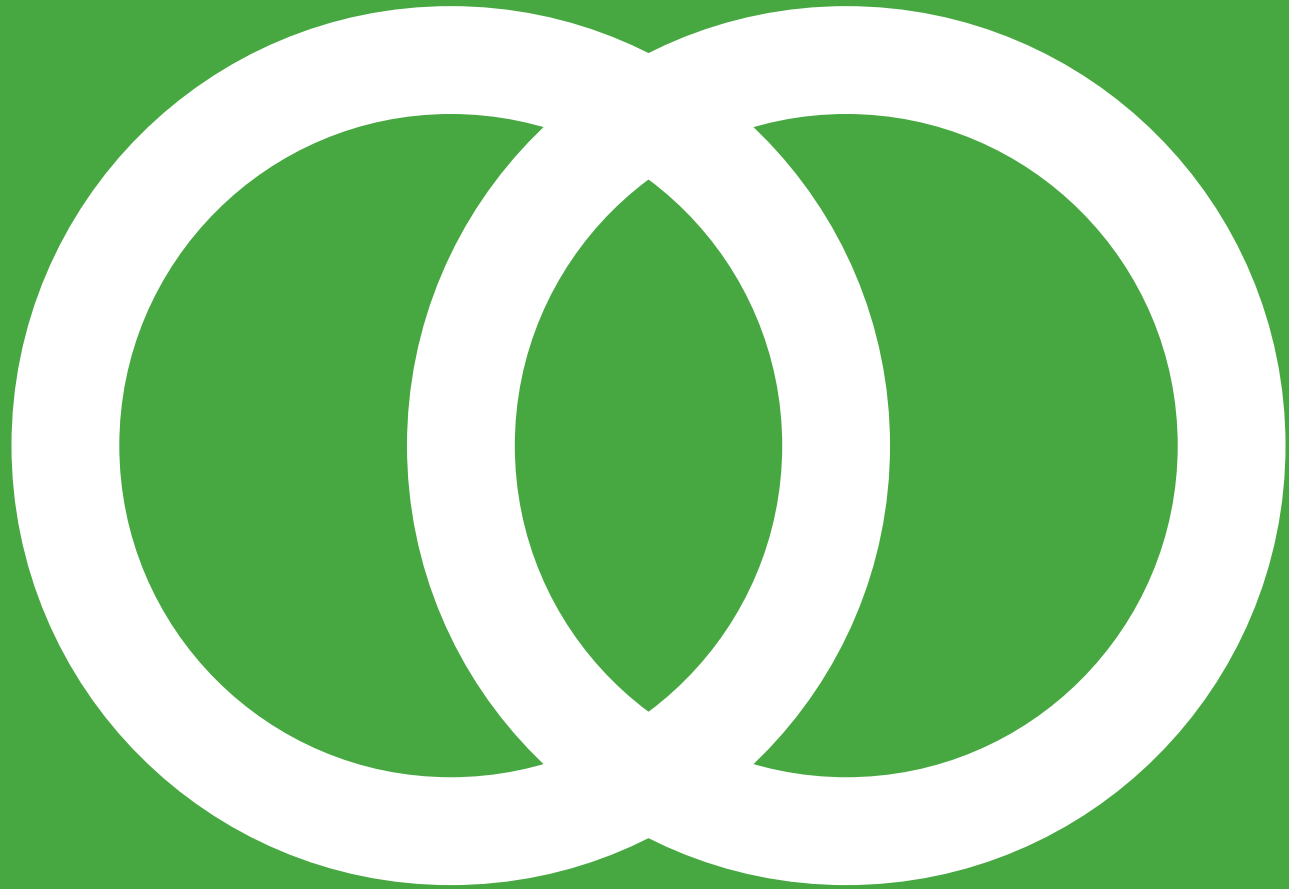
A Bridge



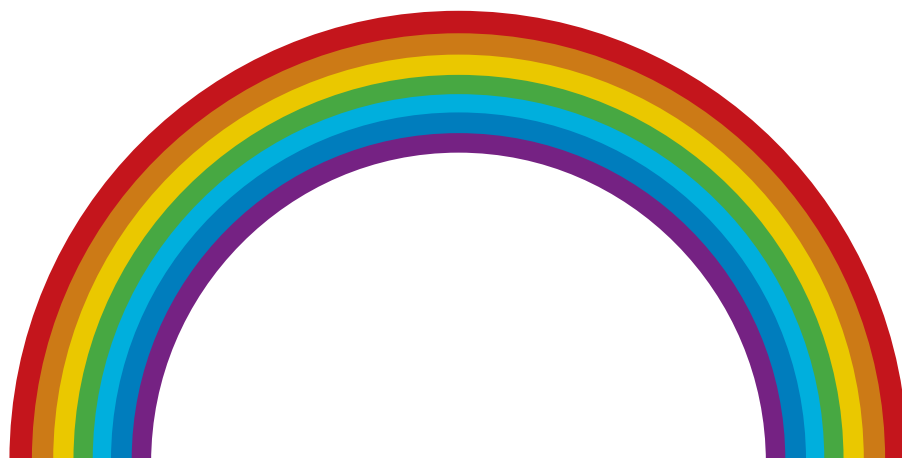
A Holistic View



Inter-linked / Community Based



Hope



STYLISED





KHULISA



KHULISA
S O C I A L S E R V I C E S



KHULISA

S O C I A L S E R V I C E S

R E I N V E N T I N G L I V E S



BUSINESS CARD + LETTERHEAD



REINVENTING LIVES

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BROCHURE DESIGN



REINVENTING LIVES



**"IT IS A PRIVILEGE
KNOWING THAT I BELONG
TO SOMETHING GOOD,
SOMETHING THAT
BENEFITS ME AND MY
COMMUNITY - SO I FEEL
HONOURED TO BE CALLED
A KHULISA KID"**
- LEARNER, TEMBISA



MISSION

To inspire constructive behaviour in individuals and communities through the deployment of programmes designed in order to promote sustainable individual and community development.

VISION

A safer, healthier and more prosperous South Africa.

CORE VALUES

- The youth are the future of the country and deserve every opportunity to help develop that future to the full
- There is good in everyone. Mistakes may deserve punishment but where punishment is time based, it must be accepted as such
- Increased guidance to or for the youth is an investment in the future
- The organisation maintains creativity in all its efforts to support its values
- We strive to maintain integrity in all our activities. Prime amongst this is the competence of our management and staff. We hold this particularly important because we recognise that our people continuously affect the lives of others



“THE MONETARY COST OF ACCOMMODATING A PRISONER FOR A YEAR IS NO LESS THAN R0,000,000. THIS EQUATES TO R0,000 PER DAY, OR AS MUCH AS A GOOD HOTEL. THE HUMAN COST, OF COURSE, IS IMMEASURABLE.”

OUR LOGO

Rainbows appear as bad weather begins to clear. Ripples reach out into every corner of a pond. Khulisais logo encapsulates both the positivity of a new dawn and the organisation's ability to touch even those who think they may be invisible or inconsequential.

THE KHULISA APPROACH

Crime affects each and every one of us. The chances are that if we haven't experienced it directly, we know of someone who has. It's the primary reason for the loss of skills and talents through emigration, but more fundamentally, it tears apart societies, communities, families and individuals within our country - irrespective of socio-economic status.

Since its foundation in 1998, Khulisa has helped to improve the lives of over a million affected South Africans. This has been achieved through almost two dozen holistic interventions designed to lead young people away from crime and towards full citizenship.

These interventions involve crime prevention initiatives, rehabilitation programmes and the reintegration of offenders into their communities.

A MEASURABLE IMPACT

Khulisa's programmes have had a real and measurable effect, both on crime levels and on human lives.

While more than 80% of South African offenders re-offend within a year, recidivism amongst graduates of Khulisa's programmes is closer to 20%. This constitutes an important contribution in reducing the costs associated with imprisonment on both a human and financial level.

MAKING A DIFFERENCE

School and prison authorities consistently acknowledge greatly improved behaviour where Khulisa's programmes are operating.

Young people acquire leadership, communication and conflict-resolution skills, and learn practical ways of applying these skills. At-risk youth and ex-offenders learn to be social entrepreneurs, enabling them to become self-sufficient while benefitting their communities.

LOCAL, NATIONAL AND INTERNATIONAL

Khulisa delivers its services in all of South Africa's nine provinces in partnership with schools, correctional facilities and low-income communities. Three of its current programmes or currently being piloted in the UK within communities where youth crime and racial tensions are on the rise.

A COMMON TOUCH

The further Khulisa's programmes are able to reach into communities and institutions, the greater its effect will be on the prevention of crime across the entire spectrum of our society. If you would like to contribute financially or otherwise, please contact us at the numbers, email address or website below. Khulisa Services is a Section 21 company.



KHULISA PROGRAMMES

1 / YOUTH AND COMMUNITY DEVELOPMENT The Make It Better (MIB) Programme is a year-long process that equips aspirant youth leaders (18-35) with a range of competencies for use in implementing community-based capacity building or self-sustaining poverty-alleviation (micro enterprises) projects.

2 / YOUTH LEADERSHIP Towards Tomorrow is a 5-day leadership Programme that equips school-going children with skills to implement local community projects

3 / UBUNTU CLUBS Community-based youth clubs that provide common interest groups with a safe social and recreational milieu, peer education on issues of violence and HIV/AIDS, and community service activities reflecting the spirit of Ubuntu (community solidarity) which can lead to the establishment of self sustaining initiatives (social entrepreneurs).

4 / COMMUNITY CRIME A Better Tomorrow Today is a 1 or 2-day Programme focused on crime awareness training for community members. Its goal is to stimulate local crime prevention projects.

5 / LIFE SKILLS The Break Through 8-session Programme teaches adults or children key personal empowerment skills-self-image, assertiveness, communication, relationships, theory of violence and conflict resolution-and stresses application of these skills to personal problems.

6 / JARP (JUSTICE AND RESTORATIVE PROJECT) JARP is a community-based initiative which provides alternative collaborative methods of dealing with crime, wrong-doing and conflict to the traditional adversarial criminal justice system (courts and the police).

7 / STREET CHILDREN The Way Home is a training programme that prepares care-givers and fieldworkers to provide guidance and programmes for street children. The programme extends over a 3-month period and includes practical application as well as training.

8 / DIVERSION The core programme New Directions develops the individual through essential life skills, creates a sense of accountability and responsibility and restores relationships with family and community. Specialised programmes are offered for sexual offenders, violent and aggressive offenders, offenders who have a substance abuse problem and adult offenders.

9 / HIV/AIDS The HIV/AIDS Peer Education Programme is delivered over a 7-day period, equipping peer educators to implement awareness programmes in multiple environments. Additional programmes provide training for care-givers and counsellors.

10 / SUBSTANCE ABUSE A 7-day Drug Smart Peer Education Programme that includes a 2 day Drug Smart Awareness Programme that is delivered by the peer educators. Both can be delivered in correctional facilities, schools or communities.

11 / COMMUNITY SERVICE Ubuntu and You seeks to restore concepts of brotherhood and community. Former offenders learn to appreciate diversity, build self-esteem, and understand the impact of crime by serving the neediest members of a community through innovative projects.

12 / AWAITING TRIAL The Mirror Programme is a modularised behaviour-change programme addressing risky behaviour both in the correctional environment and upon release. The programme focuses on self-development through reflection and narrative therapy techniques. Interactions and teaching participants how to choose non-violent alternatives.

14 / OFFENDER REHABILITATION The year-long My Path Rehabilitation Programme is a self-help learning programme for individuals needing corrective behaviour therapy and personal development. The programme promotes exploration of oneself as an emotional, social, physical and psychological being and the discovery of creative abilities.

15 / OFFENDER PRE-RELEASE I'm Coming Out is a 14-session Programme, designed in partnership with the Department of Correctional Services, to enhance individuals' capacity to successfully adjust to society upon release from incarceration.

16 / OFFENDER REINTEGRATION Make South Africa Safe is a post-release reintegration Programme providing ongoing support services to ex-offenders with a view to reducing recidivism. Involvement in community service projects is encouraged as part of the restorative process.

17 / RESTORATIVE JUSTICE Processes include a variety of initiatives (mediation, dialogue, negotiation and problem solving) that promote accountability, restore and repair relationships and lead to a process of healing.

18 / VICTIM EMPOWERMENT SERVICES Victim Empowerment Services are structured around the needs of the community supporting existing services. The services may include initial trauma debriefing, intensive behaviour change programmes for victims, support groups and counselling

19 / PARENTING SKILLS The Journey is a parental guidance workshop that focusses on equipping parents with the necessary skills to cope with the challenges their children are facing in an unfair world. The main focus of the Programme is self-esteem, communication, values, boundaries, consequences and discipline.

20 / CORPORATE SOLUTIONS The Connect Programme focuses on circles as a restorative justice process that brings together individuals who wish to engage in healing, support, decision making, conflict resolution or other activities in which honest communications, relationship development, and integrity building are core desired outcomes.

21 / MORAL REGENERATION The Character Counts Programme builds integrity and good character in the workplace, schools, communities and correctional facilities through the following six pillars: Trustworthiness, Respect, Responsibility, Fairness, Caring and Good Citizenship.

CONTACT DETAILS

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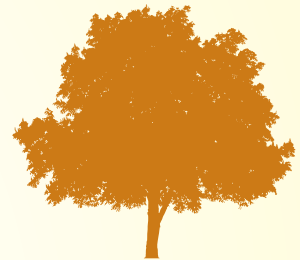
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**"IN A WAY, I AM GLAD
THAT MY CHILD DID WHAT
HE DID OR ELSE HE WOULD
HAVE NEVER KNOWN
KHULISA. I REALLY WANT
TO THANK KHULISA FOR
TEACHING ME TO STAND
UP FOR MYSELF AND MY
CHILD AND NOT FEEL LIKE
A VICTIM OF LIFE".**

**- PARENT OF DIVERTEE,
NEWCASTLE.**



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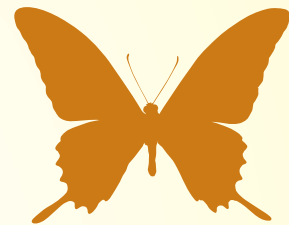
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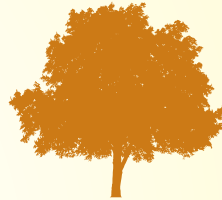
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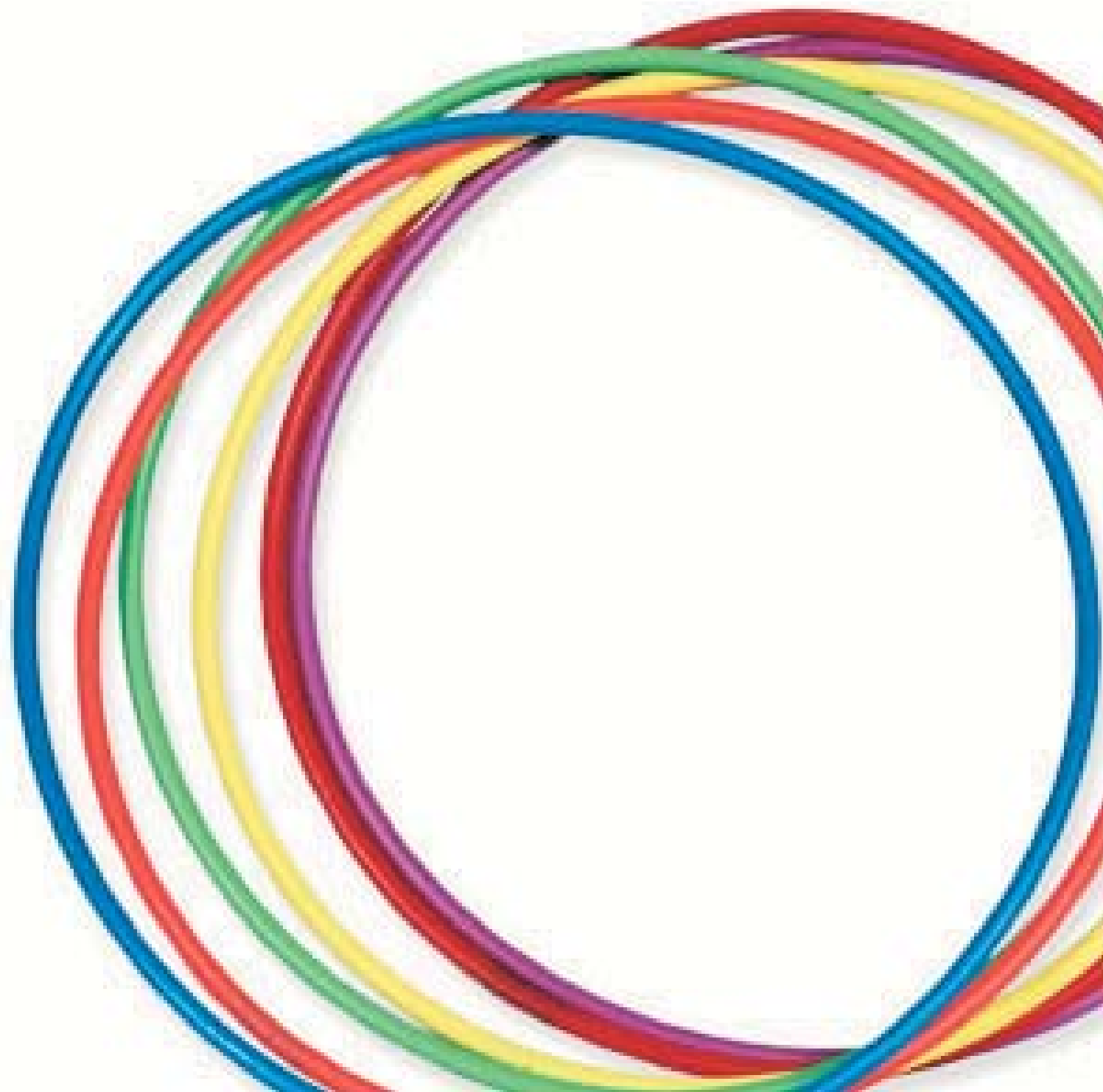
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EXPLORATIONS & OTHER TREATMENTS











BRANDING







KHULISA
SOCIAL SERVICES

**THANK
YOU**