



Persona Doll Training

EMBRACING DIVERSITY



Annual Report 2017-2018



Celebrating 15 years of embracing diversity

Persona Doll Training SA is celebrating 15 years in changing communities through its anti-bias and diversity work. The organization prides itself that since its existence, over 10,000 Early Childhood Practitioners have been trained in the unique Persona Doll Approach and in excess of 45, 000 direct and indirect beneficiaries have benefited from the work done by the organization. During this centenary year of Nelson Mandela and Albertina Sisulu, the organisation dedicates itself to continue working towards the realization of a just, free and equal society.



“A fundamental concern for others in our individual and community lives would go a long way in making the world the better place we so passionately dreamt of. ”

Nelson Mandela



Message from the PDT Director, Delores Athiemulam



The past year has been a challenging one for the organisation as it was for most non-profit organisations. Funding remains a challenge and as an organisation we have had to look at alternative ways in which to cover our operational costs.

I am extremely proud of our income generating activities that forced us to look outside the box and strengthen our marketing strategies for our services. The Doll-making venture attracted great attention and a record number of dolls have been made during the past year. Requests for the dolls have come from Ireland and France and I wish to commend our doll-makers for the world class quality dolls that they produce.

The training of the TVET college students has boosted our income generation efforts and we are looking forward to a continued relationship with these colleges in the Western Cape. We would very much like to extend this relationship with all TVET Colleges across the country and other training institutions to incorporate the Persona Doll Training into their ECD Curriculum.

Enquiries about the Persona Doll methodology have come from as far afield as Jerusalem and the USA where an organisation shows great interest in having their trainers trained by PDTSA.

I would like to thank all our current partners and funders for their continued support of our work that has become extremely important in a country where racism, sexism, bullying and the violation of individual's rights and dignity have reared its head again.

As PDT we are committed to rooting out this scourge that plagues our beautiful country. We must protect our children and make our communities a safer place to live in.



I also appreciate the support from my committed board of directors and dedicated staff who are working tirelessly on the realisation of the PDT Vision:

“A country free from prejudice where everyone experiences dignity, feels respected and included”
Let us join hands in making this vision a reality in South Africa.

Mandy Hudson, our admin manager has relocated to Scotland. She will continue to work with us and extend our footprint in the United Kingdom. We will miss her presence in the Cape Town office but, the world has become a smaller place and thanks to technology we will be in daily contact. I want to extend a warm welcome to Stacey Lamore who is our new Cape Town based Admin Assistant.



Training

In reflection of the training over the past year, our training team, successfully completed a fair amount of training. The training team reached out to the following groups and organisations during the past year:

- Early Learning Resource Unit (ELRU) - FCM programme in Vredenburg
- Department of Health - Mitchells Plain Sub Structure
- Eastern Cape - a group of independent trainers
- SAEP - South African Education and Environment Project
- True North - Vrygrond
- Sikhula Sonke
- TREE
- NACCW
- Valley Development Project
- Department of Social Development
- KET - Knysna Education Trust
- IESA - Inclusive Education South Africa
- TVET colleges - False Bay, College of Cape Town, North Link, West Coast College

Training over the past year, has been a mix between funded programmes and self-generated income from training. This has largely contributed to the continued sustainability of the organization.





Some of our self-generated income activities

Journey to Inclusion Programme

Phelisa Manyisane-Somciza, a senior PDT trainer was outsourced to IESA to coordinate and facilitate their ECD SERVICE PROVIDER - JOURNEY TO INCLUSION PROGRAMME, a national project. Phelisa was placed in the Western Cape and worked with Sikhula Sonke, an ECD service provider based in Khayelitsha. The ultimate objective of this programme was to work with ECD Service providers to infuse inclusion throughout their FCM, mobile libraries, toy libraries and ECD Centre based programmes so that ALL young children in the communities they serve have a greater chance of receiving support to learn. This process happened over a period of 7 months from August 2017 - March 2018 which entailed training and mentoring the whole staff of the organisation; core staff, field workers, coordinators, trainers, social workers, management from the and the director of the organisation. The programme had a big M & E component attached to it which was intense. We are extremely proud that this assignment was successfully completed, and a final report was submitted to IESA in April 2018.



TVET Colleges

Our Relationship with the TVET colleges has been strengthened considerably by the increased number of colleges requesting training over the reporting period. We strongly believe that all teachers and ECD practitioners who work with children should be familiar with an Anti-Bias Approach. The Persona Doll Methodology supports the implementation of this approach.

We are also delighted that we have been able to support staff members in their own development of the Persona Doll Approach and enabled them to implement the training. This ensures the sustainability and inclusion of the approach in the Level 5 training.

Feedback from students and lecturers who attended the training:

- *“I learned to be sensitive to other people’s opinions and views and accept difference.”*
- *“I enjoyed the practical examples, the DVD clips, Manual - easy to follow, Explanation and resources and the facilitation skills.”*
- *“I learned how to deal with communication, problem solving, to be more culturally aware, how to develop emotional intelligence and how to encourage creativity and imagination.”*
- *“I learned a lot of things such as skills and technique of using these special dolls to teach children and I also learned that children interact easily when using a doll as a teaching tool - they are more open, and they have fun.”*
- *“I learned about the importance of using the dolls at our ECD centres in helping children to express their feelings, address issues that are difficult to approach and help teach children language, feelings, Life skills and mathematics.”*
- *“As a lecturer I attended a part of the training and I think it is a huge privilege for the students to be part of this wonderful project. Your trainer is very professional but on the same hand so open and accessible to all. The students, all coming from a rural environment, opened up and spoke.”*





Facilitation

This training is focused on how to facilitate a learning event with 3 main focus areas;

- An opportunity for participants to discuss their understanding of how adults learn (Who are our Adult learners?)
- Experiential learning opportunities where we unpack and discuss the role of a Facilitator and working with groups
- Opportunities to reflect on Personal strengths and ways of strengthening facilitation skills

Some comments from the participants:

- *“I wish I had known this information before”*
- *“I have been challenged, shaken and motivated and have grown over these 3 days, I don’t know that you realize the impact that you had these 3 days. I am the starfish which was thrown into the sea.”*
- *“I want to take this opportunity to thank the trainers for presenting this workshop in such a way - I am entering my next season as a facilitator and with the gained knowledge I believe I’m destined to progress and succeed..... I completely have a deeper respect for adults and feel so motivated, I was challenged but in a positive way to see my growth.”*



Funded Training Overview

We have met the requirements of all our funded programs and continue to highly appreciate the tremendous support from our current funders.

The Young Parent Persona Doll Program that was launched towards the end of our last reporting period has been implemented in 2 provinces and a 3rd program will be introduced in KZN towards the end of this year.

Whilst apprehensive initially as to the responses of organizations working with young parents , we were positively supported in the program and have been fortunate to witness the responses of young parents to some of the stories i.e. ‘Nandi , 17 Pregnant in Matric’ - young parents present at a workshop spoke openly about their own personal struggles of how / who / what to say when sharing the news of their pregnancy with family members - the story that was shared using the Young Parent Persona Doll ‘s experience seemed just what was needed to open up a very candid conversation, reflections on how it could have been different, lessons learnt to support other young parents and deep sharing amongst the group - exactly what we had hoped for when developing the program and the stories.

We had particularly wanted to raise the challenges faced by young parents and pregnant teenager’s attitudes towards them and their fears and feelings.





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The program was well received judging by the positive feedback:

- *“I learnt to accept the youth/ teenagers for who they are, to support and not have bias when working with them. To observe and acknowledge that each teen has a story to tell and that no matter the age, people will respond to the Young parent persona doll.”*
- *“This made me realise that as young parents we really need support, the training was powerful and perfect. Can I suggest that you do this training worldwide?”*
- *“A realisation that as health workers an effort needs to be made to actively and consciously include fathers in the ante natal process - encourage young moms to bring the willing fathers with to the clinic when they go for check-ups - be less judgmental.”*
- *“The stories are relevant and needed in the communities.”*
- *“I would strongly suggest that your next target group should be the people / staff working in the maternity dept. more especially the ones in the ante natal clinic, this training would be so beneficial for them seeing that they are running adolescent clinics in their areas.”*
- *“The technique was interesting and useful - the reality of the stories is close to people and they will relate to them - they stimulate important discussions around issues that affect teenagers.”*





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The Department of Social Development continues to support our work in ECD centres and the Persona Doll Footprint continues to extend into these centres.

In future participants for this programme will be recruited through ECD Forums. The expertise of the ECD Forums will assist greatly in the selection of these Centres and mentoring and support of participants after the training.

With the continued support of a funder we are able to provide a Training of Trainers Programme in Knysna and support 15 trainers to each train 10 teachers. PDT will provide all the necessary materials to the trainers who, in turn, will train 10 teachers. With the support of the Knysna Education Trust and our local trainer, we hope to support the trainers and the teachers to successfully implement the Persona Doll Training in 150 ECD centres.

About the training

The first part of our training focuses on some personal development work and this starts with self-work with particular reference to one's own identity, attitudes and experience of bias, how this impacts on advocating for diversity, the definition of diversity and the understanding of the broadness of the term.

We believe that unless one understands and acknowledges one's own personal journey it is very difficult to nurture and support children and their families who may be experiencing similar challenges. We also believe that more needs to be done to provide spaces for women to simply talk and share their life experiences, provide support to each other and in so doing start a process of healing that so many of the wonderful women we meet and train need.

There is a great need to provide ongoing mentoring to teachers once they are back in their schools, to encourage consistent use of their dolls and to address a range of challenges that include making links to the existing curriculum and integrating the Persona Doll Approach into their ongoing planning and work with children. This aspect of our work requires additional funding support and we are hopeful that future funders will support this initiative.



Our Doll making feature

Juanita Bosch

Owner and Manager of Afrodizia Crafts

Who am I.....

I am Juanita Bosch, passionate about design and development of craft products! I specialize mainly in fibre and textiles and with my National Diploma in Clothing Design, I have had numerous products on Expo's, developed for sustainable craft groups and mainly manufacture Persona Dolls.



My interest in doll making has always been there, but was further encouraged, when Carol Smith, the founding director of Persona Doll Training SA approached me in 2004, while I was working at a Community Centre, Ikhwezi, outside Paarl. Here I trained groups of people on basic sewing, making craft products for larger retail as well as the craft markets.

Together we developed the Persona Doll range and when the product was launched at a WCED workshop, the orders started to boom. In the beginning I made all the dolls by myself until I could establish the quality standards required by the clients.

With my **Education and Training background**, obtained through my studies and employment at a TVET College, I am able to assist people in developing their various skills. I worked in the Retail Sector as a Store Manager for a large SA retail group and with my combined skills and knowledge I set-up a small business. My entrepreneurial spirit has kept me afloat for the past 14 years and the ability to train and develop the team of 4 permanently employed people who are the breadwinners for their families.

A **Full-time seamstress**, cuts and sews the bodies. They have to be carefully stitched and turned over to be stuffed by another member of the team.





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The bodies are first completely stuffed and sewn, before a wigmaker can do the different hairstyles. I have taken it upon myself to do the dolls faces. After the faces are drawn and painted, the dolls actually come to life. Each having their own character.

I strive to offer my clients the best quality and service at all times. My employees should enjoy what they are doing because the resource assists in healing our children in South Africa.

Thank you Persona Doll Training for involving me in making a difference.....



UNICEF-NECDA –DSD Parenting Support Programme

Persona Doll Training in partnership with UNICEF and the National ECD Alliance (NECDA) seeks to support the Department of Social Development by implementing their National Parental/Primary Caregiver Capacity Building Programme for children birth to five years, integrating holistic development and play into the capacity development of 17 000 parents and primary caregivers across the country from June 2017 - December 2018.

Persona Doll Training is targeting 1200 parents to be trained by December 2018. To date we have reached 690 parents and hope to reach our target by December 2018. The training was very well received by all trainers and parents.



Some of the participating Day Care Centres in the programme are:

- Mayazi Daycare
- Watersprite Nursery School
- Montessori Maitland
- Peter Pan Down Syndrome
- Bethany Day Care
- Ducktails Day Care
- Gateway Creche
- Little B's on Bunny
- Little Lambs Day Care
- Play Time Day Care
- Shawco-Kensington Educare

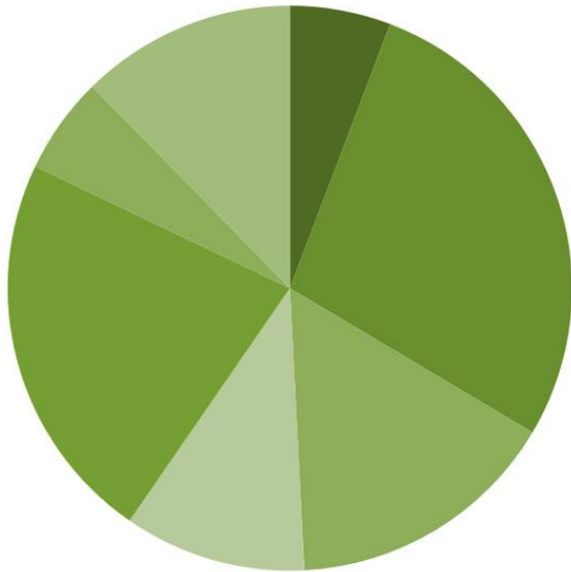




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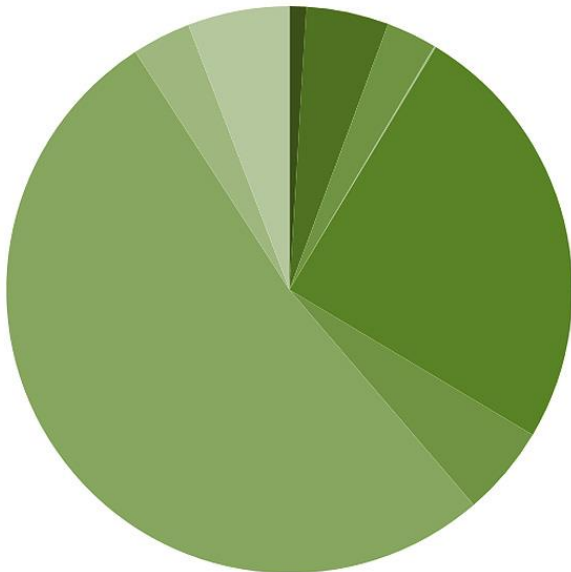
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Our Financial Performance



Income

- Sales Income Dolls & Materials
- Sales Income Training fees
- DSD Training Contract
- DGMT
- AACF (Anglo American Chairman's Fund)
- Unicef
- ApexHi



Expenditure

- Rent Paid
- Transport expenses
- Admin fees
- Courier & Postage
- Administration and support
- Materials development and production, Doll making
- Salaries
- Training - venues & catering
- Training - fees & subsistence





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Our detailed audited financial statements will be made available to all relevant stakeholders as required. Fundraising is an ongoing activity and potential funders and donors are continuously engaged.

We thank the following partners and funders





Organisational Information

Registration Number:	042-277-NPO
PBO Number:	930022097
Email:	info@pdt.org.za
Website:	www.pdt.org.za
Address:	52-54 Francis Street, Woodstock. 7925
Postal Address:	P.O. Box 18183, Wynberg, 7824.
Board Chairperson:	Rubert Van Blerk
Deputy Chairperson:	Malibongwe Gwele
Bookkeeper:	Karien Van Rooyen
Members:	Pat Birkett, Mandy Hudson
Community Representatives:	Karrimah Jacobs and Soraya Abbas
Secretary:	Delores Athiemulam
Auditor:	Duncan Albertyn, CA





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