

2020 FALL BUDGET

SEPTEMBER TO DECEMBER 2020



JOIN BANDS, NOT GANGS

Getting Cape Town's at-risk youth from gangs to bands – and using **songs** to spread the word...

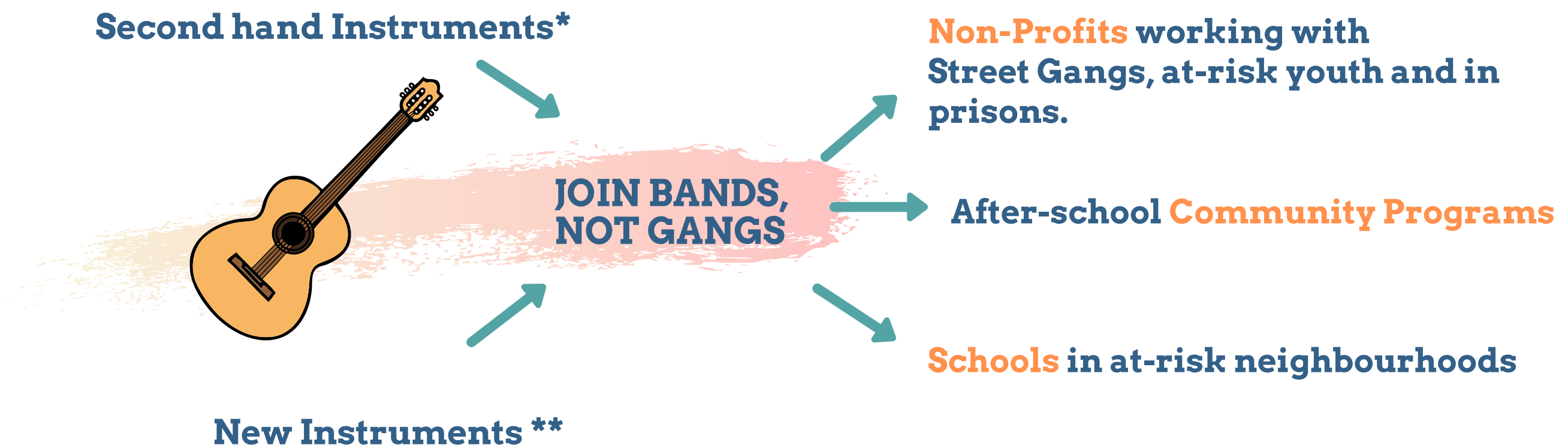
www.joinbandsnotgangs.com
+27 71 174 2373 Karien de Waal
joinbandsnotgangs@gmail.com



Who we are

Join Bands, Not Gangs is a registered Non-Profit from Cape Town, South Africa (Reg.2018/341617/08) that acts as a **supply chain for musical instruments**. We use donated instruments to start programs that can help at-risk youth avoid joining gangs by staying constructively busy. So far so good!

Our mission is to **find and bring in musical instruments** (new and used) and **then re-distribute** them to underprivileged communities in a systematic way. We do this by **partnering** with fellow Non-Profits, Community Programs and Schools in the community on a grassroots level, thereby ensuring that music programs are sustainable and locally run. **Our goal is to bring in and redistribute 1 million instruments.**

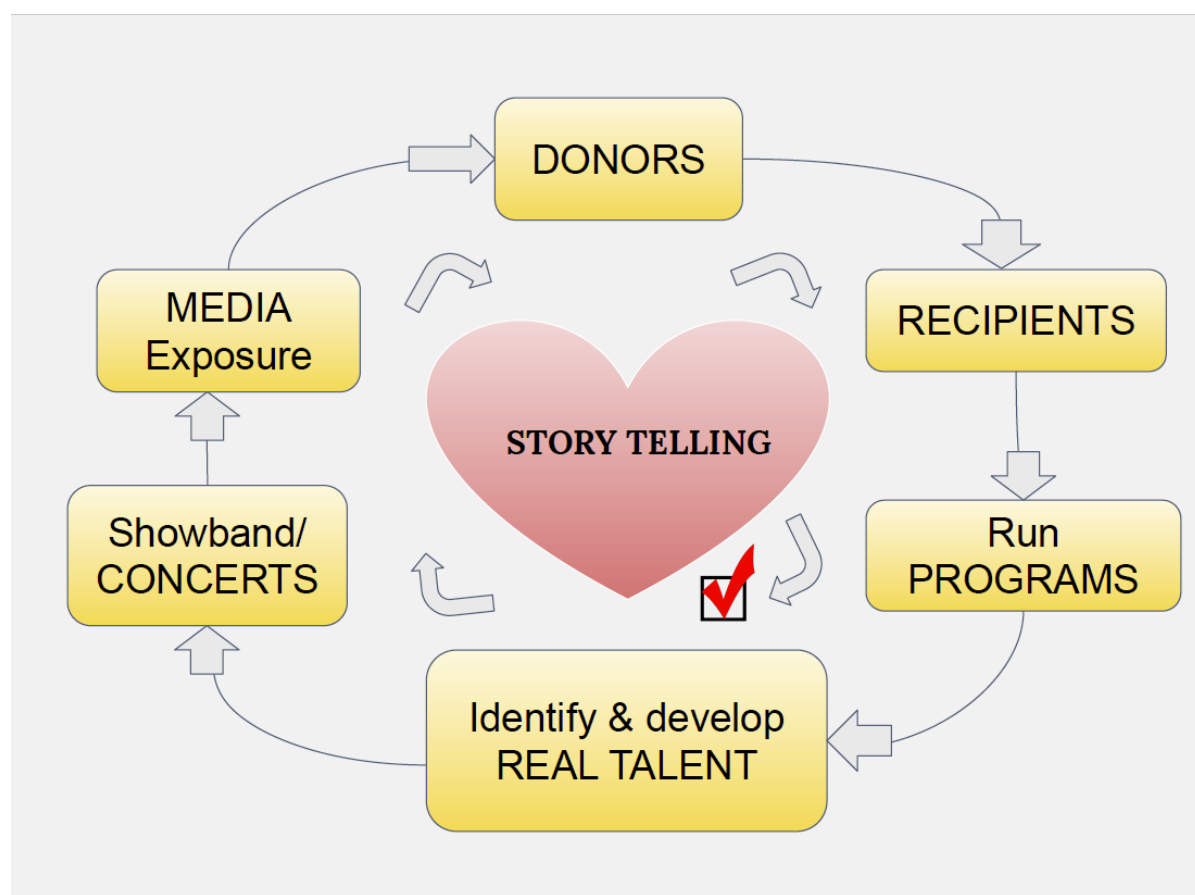


*2nd Hand Instruments in good working order only. Preferably serviced or restrung before being donated.
**New instruments are sourced by doing crowd funding campaigns, as well as through private and corporate donations, and then purchasing them through partner suppliers (music stores) at a good rate.

Our business model is simple...

1. Get instruments from donors
2. Give instruments to partner recipients
3. Help them establish music programs and facilitate connections to local music teachers.
4. Identify the best talent from the various programs
5. Put together a show band highlighting the talent we discover
6. Get media exposure from our show band
7. More media exposure, brings in more donors
8. Cycle repeats

At the heart of the organization is **story telling**. We continually give feedback and updates to the public by making short documentaries that we release from time to time, showcasing our journey visually.



SPREADING THE MESSAGE: MUSIC VIDEOS

Because our work revolves around music, our main strategy for reaching the public is to use songs and music videos to attract attention to our cause.

This was the strategy we first used when launching Join Bands, Not Gangs. We recorded a song featuring 60 musicians and released it on Nelson Mandela's centenary birthday: 18 July 2018. The story was subsequently featured on South Africa's National Evening News and the rest is history...

Link to song: https://youtu.be/wfPP4wl_3Mc

Because of the success of the launch of our first song, we would like to use this modus operandi as our main strategy for reaching the public with our message. We are currently set on releasing 3 songs (in 6-8 week intervals) starting on 1 October 2020.

To your right is a promo shot of our upcoming music video "Children of the African Sun" with lead vocalist Elwira Standili in the Canola fields where we shot part of the video. It's going to be amazing...



HOW WILL WE MEASURE OUR PROGRESS?

- **Amount of instruments** we get in per year, showing year on year growth.
- **Amount of programs** that we equip, or help start up, with donated instruments.
- **Amount of views** that we get on our Youtube videos and social media platforms, showing that the message is getting out there.
- **Personal transformational testimony feedback** from young people, community members, gangsters and educators who participate in the programs we equip.



THE TEAM

KARIEN DE WAAL

Karien is an enthusiastic, all-round creative with a passion for helping the next generation develop their God-given talents of music. After studying marketing, she switched lanes to pursue her dream of becoming a composer, which saw her accepted into Berklee College of Music in Boston, USA. Five years later, she returned to Cape Town with a seed deep in her heart to make a difference. After freelancing in the music industry for a season, she founded JOIN BANDS, NOT GANGS in 2018 as a way to bring peace to gang-ridden communities through music. Karien was chosen as a '100 Young Mandelas' recipient in 2018. She was also awarded a Fellowship at TRIGA Ventures for 2020 and is endorsed by Fender.



JULITA KOK

Julita is known for her vast network in the International and local music industry. She is a sought-after publicist and sits on the Boards of 3 NGO's in the music industry. Julita is a game changer and is known for her thinking-outside-the-box ideas. She is also the CEO of NueLight, a production company doing big live events in SA as well as looking after the intellectual property of artists and musicians in the entertainment industry. Her heart has always been to create opportunities and educate artists to turn their passion into sustainable provision.



REINETTE MYBURGH

Reinette Myburgh is a passionate project manager with years of experience in media, marketing and fundraising. Reinette was very excited about coming on board as the third and final member of permanent staff, citing the collection of instruments as "fun-raising" - something she is very willing to do! As former Head of Marketing, PR Liason and the Donor Development Department for GOD TV, Reinette will use her extensive experience working nationally in churches to help engage new and existing partners, building a donor network for Join Bands, Not Gangs in South Africa, as well as asking for monthly donations and partnerships. Reinette is also a qualified Psychologist, who has a heartbeat for being an Agent of Change. She will play an important role working on grassroots level, where she will be involved in mobilizing and coordinating community involvement from the ground up.



TEAM OUTCOMES for 2020

- 3 Join Bands, Not Gangs Singles released on radio
- 3 Music Videos released on television and various platforms, including Youtube
- Setting up a network for musical instruments to be donated via church campaigns.
- Releasing a Documentary Series on Youtube
- Social & Traditional Media Campaign

THE ASK

With a phenomenal team and a solid 2 and a half-year track record, Join Bands, Not Gangs is ready to make an indelible mark on the Gang Landscape of the Western Cape. Armed with the **mission to collect 1 million musical instruments**, Karien and her team is ready to go all out in this critical post-Covid moment in South Africa, by setting up strategic partnerships to reach potential donors, as well as putting the right logistics in place.

For this purpose, the ASK for the remainder of 2020 is simply this:

- Salaries for 3 staff members for 4 months (September to December 2020)
- A Budget to complete all Music and Visual Media Projects for 2020 which include, but are not limited to, the production of 3 music singles, a 5-part Documentary Series and 3 music videos, testimonial videos, website content.
- Budget for Publishing and Media PR
- Mobilising a ground team for 2021
- Completing all legal documentation

TOTAL AMOUNT: R250 000 (USD 15 000) approx.

This is the budget for the **Foundation Phase of establishing the project. A budget for the secondary long-term operations could be in the margins of R150k monthly to continue grass roots work and expand and we are going to need long-term partnerships to help us with the sustainability of our work.

For more information or a personal e-coffee zoom meeting, feel free to **contact us** or visit our website at www.joinbandsnotgangs.com

Sincerely thanks!
Karien, Julita and ReINETte

Join Bands, Not Gangs (Reg.2018/341617/08)

Contact Info

Cel. 071 174 2373

Email. joinbandsnotgangs@gmail.com

Website. www.joinbandsnotgangs.com

Instagram. Join Bands Not Gangs

Facebook. Join Bands Not Gangs

Banking Details

Bank: FNB

Acc Name: Join Bands Not Gangs NPC

Account #: 627 6973 5691

Branch #: 250655

Branch Name: Cape Gate

SWIFT Code: FIRNZAJJ