

TRAINING AND RESOURCES IN EARLY EDUCATION

ANNUAL REPORT 2023



enabling ECD | unlocking THE FUTURE



ABOUT US

Since its founding in September 1984, TREE has been a driving force in transforming South Africa's early childhood development (ECD) landscape.

With a clear focus on empowering the ECD workforce, we are dedicated to opening doors for the most vulnerable young children, especially in underserved rural communities. Our mission goes beyond training, It's about providing essential ECD services that shape the future of South Africa by empowering young children to thrive and reach their full potential.

At TREE, we know that a child's potential is shaped in the first 1000 days of life. By developing a highly skilled ECD workforce, we are not just raising future learners—we are nurturing tomorrow's leaders, innovators, and change-makers, instilling in them a passion for lifelong learning.

What started at grassroots in Durban, KwaZulu-Natal, has grown into a movement, spreading across the Eastern Cape, Limpopo, and reaching the provinces of Gauteng, Northern Cape, Mpumalanga, and North West. Our impact stretches far and wide, yet it remains deeply personal.

**"Legacy is not leaving something for the people,
its leaving something in the PEOPLE"**

Molly and Gordon Bailey (TREE Founders)





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OUR MISSION VISION AND VALUES



MISSION

TREE's mission is to facilitate and enable universal early childhood development, through; capacity building, partnerships, advocacy work, resource mobilisation and knowledge management on a national scale and beyond.



VISION

TREE's vision is to become a recognized institution and a thought leader in the advancement of universal and quality early childhood education throughout Africa.



VALUES

Respect for beneficiaries, colleagues and stakeholders at all times.
Respect for diversity and culture.
Upholding integrity through professional commitment, conduct and accountability.
Commitment to the well-being and development of staff.

OUR BOARD AND MANAGEMENT TEAM

TREE Board Members

Chairperson

Eric Apelgren

Vice Chairperson

Jayshree Moodley

Treasurer

James Martens

Board Member

Jabulisile Mtheku

Board Member

Mandla Antony Mthembu

Board Member

Adele Ackerman

Board Member

Dr. Thembinkosi Twalo

Board Member

Mzonakele Fikizolo

TREE Senior Management

DIRECTOR

RUBY MOTAUNG

DIRECTOR PROGRAMMES

TERESSA NGOBESE

TRAINING MANAGER

FREDA QANYA

FINANCE & AUDIT MANAGER

SHIRLEY KASSIE

EEE PROJECT MANAGER

SINQOBILE KHUBONI

OPERATIONS MANAGER

YOGESHNI PILLAY

HUMAN RESOURCE MANAGER

CHRISTINA REDDY



A MESSAGE FROM OUR CHIEF DIRECTOR



Mam'Ruby

I hope this message finds you well and filled with the same incredible resilience that fuels TREE.

At TREE, we thrive on a relentless spirit that empowers us to overcome any challenge that comes our way. It is this very spirit that drives us to create a lasting impact on the lives of those we touch. With this in mind, we set the 2024 theme for our organisation, Resilience is Purpose Driven.

For the year in review, I can confidently state that during this year, we have managed to fulfil all our contractual obligations with funding partners and our donor community. We have reached our set targets, was able to expand our reach, introduce new pilot programmes, all while ensuring we do not compromise on the quality of our programmes and service delivery. Yes, the year did present some challenges and turbulence, but much was achieved hand-in-glove with our partners, donors and the unwavering support of the TREE TEAM.

The year under review has been a productive one in which we have been able to provide a range of ECD programmes across seven provinces. This year's annual report presents an exciting new chapter in our organisation's journey. This is our 40th year of serving in the ECD sector, having begun in 1984 with limited resources but unlimited imagination and vision. Our 40th anniversary milestone serves to honour the memories of where we have come from, to celebrate our current achievements, and to share our plans for the future. It is proof of our resilience, our ability to change with the times and still remain true to our fundamental beliefs.

TREE was founded in KwaZulu-Natal during the tumultuous years of the mid-1980s. During a time of apartheid and inequality, Molly and Gordon Bailey, took a brave and bold decision, to plant a seed that would ultimately grow into the organisation we know today.

We would like to salute the founders of TREE for their sacrifices and efforts that allowed the tiny seedling that was planted then to grow into flourishing TREE of today.

In the lifespan of TREE' 40 years' existence, we are taking a moment to trace our steps back so we can be reminded of TREE's impact, the number of lives we have touched and the opportunities we continue to create for the ECD workforce of South Africa.

It is significant for us as an organisation to not only remain in this space but also to walk the delicate balance of continuity and breaking new ground. To do that, we need to continuously review our practices to remain relevant. Holding four decades of experience, we are well equipped to effectively deliver on our mandate and continuously expand our reach.

Our mandate remains, to promote and support holistic and sustainable ECD learning programs for children and we achieve this through providing access to quality accredited and enrichment ECD training, home and community-based interventions and resource provisioning.

There's a natural inclination to celebrate this milestone anniversary. And it should be, as proof to our longevity, achievement, and our growth. We look forward to, our next 40 years of bringing about transformative change to the ECD landscape.

Thank you to all who supported, walked this journey with us and continue to stand with us in putting young children first.

In conclusion, I would like to honour the memory of our founder, the late Molly Bailey. In her memory, she left TREE with a profound quote days before her passing.

*Yours in the journey, Proudly Serving
Mam'Ruby*



FROM THE OFFICE OF OUR DIRECTOR PROGRAMMES



eeleop

2023 has been an exceptional year for TREE, marking one of the most successful seasons in our organization's history. We concluded the year stronger than ever, with significant achievements, including expanding our footprint into two new provinces, Gauteng and Mpumalanga, bringing our presence to a total of seven provinces. TREE's reach now extends far beyond its original boundaries, supporting the growth and success of our ECD workforce and the young children we serve.

We extend our deepest gratitude to our funders, partners, and donors. This year, we proudly celebrate 39 years of transforming lives, with countless individuals benefiting from the resources and training provided at our Emthonjeni training centers—aptly named "the well of knowledge and skills."

Our interventions this year were driven by the needs of the communities we serve, focusing on capacity building, feeding schemes, the provision of educational resources, infrastructure development, and the facilitation of early learning programs. TREE has been a transformative force for three decades, and as we approach our fourth, we look forward to celebrating the remarkable progress we've made.

Our toy libraries and newly established ECD centers have become sanctuaries, providing not only education but also nutritious meals to children. Our guiding principle, "A rich man is poor if he cannot share his wealth to uplift the less fortunate," continues to bear fruit as TREE grows from strength to strength.

Training remains the heartbeat of our operations, with a focus on equipping the less fortunate with the skills and knowledge they need to improve their lives. Thousands have passed through the doors of our training centers in Durban, Port Shepstone, and Ladysmith. Our mantra, "Enabling ECD and unlocking the future," drives our efforts, particularly in empowering women to become independent and start their own enterprises.

In the past four years, we've made history by recruiting male figures into the ECD space, with 40 men now holding ECD NQF Level 4 certificates accredited by ETDP SETA. These men are thriving, managing their own businesses, and proving that TREE is a beacon of hope and change in a country facing significant challenges in terms of job opportunities, poverty, and skills shortages.

As we look forward to 2024, we invite more businesses and the corporate world to join us in uplifting the lives of those in destitute communities. Support is needed in various areas, including nutrition, water access through water borehole drilling, infrastructure development, safety enhancements, and the establishment of more one-stop centers where children can play and learn.

As South Africa marks 30 years of democracy and TREE approaches its 40th year, we witness the divine work of God in our progress. Our upcoming ruby celebration in 2024 will honor our journey and the tremendous contributions we've made in uplifting vulnerable communities.

Our mantra, "Enabling ECD, unlocking the future," continues to guide our mission as we execute Chapters 10 and 6 of the National Integrated Early Childhood Development (NIECD) plan. Additionally, the launch of the Sivulithuba Tertiary Preparation Program, a collaboration between MCC and TREE, has provided a bridge for students pursuing further studies through open distance learning, with the motto, "The sky is the basement, not the limit."

Finally, 2023 marked the introduction of the new Occupational Certificate in ECD NQF Level 4, accredited by QCTO, as we phase out the legacy FET ECD NQF Level 4 qualification. While the transition is a significant challenge, it also represents progress and a new era for TREE.

Yours in ECD; Teresa Ngobese



A photograph of three young women sitting at a table, working on art projects. The woman on the left is seen from the back, wearing a light blue sweater. The woman in the middle is wearing a dark jacket and is looking down at her work. The woman on the right is wearing a grey hoodie and glasses, and is also looking down at her work. They are surrounded by various art supplies like glue, paint, and paper. The background shows a bulletin board with some papers pinned to it. The entire image has a blue tint, and there are two large orange semi-circles on the left and right sides. The text "OUR YEAR IN A GLANCE" is overlaid in the center in white, bold, sans-serif font.

OUR YEAR IN A GLANCE

2023 IMPACT MEASURES

1 ECD TRAININGS

615
ECD PRACTITIONERS
TRAINED AND SUPPORTED



2 CHILDREN REACHED

25,847
CHILDREN REACHED
THROUGH TREE-SUPPORTED
ECD CENTERS.



3 SMART STARTERS

590
ACTIVE SMARTSTART
FRANCHISEES, SUPPORTED
THROUGH THE TREE
NETWORK



4 IMPACT PROJECT

THE SUPPORT AND
MENTORING OF 20
CHILDREN, AGED 3,
FROM ECD GRASSROOTS
TO THE WORLD OF WORK
OVER 20 YEARS



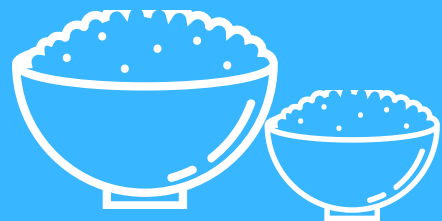
5 GROWING TOGETHER

567 FAMILIES, BENEFITTED
FROM HOME FOOD
GARDENS THROUGH
TRAINING AND SUPPORT



6 MEAL A DAY KITCHEN

OVER 1000 CHILDREN
SUPPORTED WITH
NUTRITION DAILY



7 NEW TREE ECD INFRASTRUCTURES

3 NEW ECD LEARNING
HUBS ADDED IN
FLAGSTAFF (EC) AND
MUSINA (LP)



8 ALLIANCES FORMED

FORMED 9 KEY STRATEGIC
PARTNERSHIP TO
STRENGTHEN THE SOUTH
AFRICAN ECD SECTOR



9 POWERGIRLS

80 YOUNG GIRLS AGED
6 TO 18 ARE MENTORED
THROUGH THE POWERGIRLS
FEMALE EMPOWERMENT
PROGRAMME



10 COMMUNITY TOY LIBRARIES

9493 CHILDREN REACHED
THROUGH OUR CTL ,EARLY
LEARNING PROGRAMMES



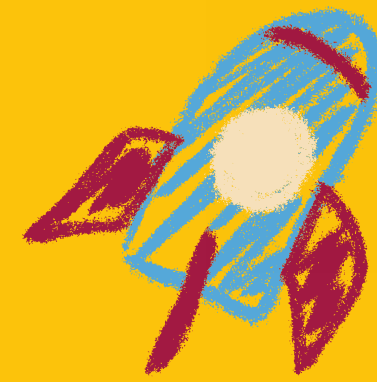
*ECD -Early Childhood Development

*CTL -Container Toy Library



YEAR IN REVIEW HIGHLIGHTS AND ACHIEVEMENTS

2023 IMPACT & HIGHLIGHTS



Mam Ruby, Taking the Stage in Panama City, USA

At the 2023 World Forum on Early Care and Education Conference in Panama, our director Mam Ruby played a key role in the panel on ECD Workforce Challenges and Solutions, advocating for the Sivilithuba Capacity Building Programme to address gaps in ECCE higher education, needed to enhance teacher quality to meet the 2030 ECD Workforce-National Development Plan.



A Visit from Good Friends Delta Sigma Theta

It was an honour to host our wonderful American sister's from Delta Sigma. This year, they renewed their commitment to TREE and ECD while generously supporting two ECD centres in the TREE network with quality ECD resources purchased from our TREE toy shop.



Welcome Aiports Company South Africa

2023 saw an amazing brand new partnership with ACSA. Funding 80 NQF Level 4 ECD practitioners, 40 in KZN and 40 in Gauteng, aimed at empowering the lives of communities nearest to King Shaka and O.R. Tambo International Airports.



The Kuyakhanya Project

TREE, alongside IRD Global, JPal, and GoGogo SA, were awarded a grant as one of the top 5 winners in the LEGO Build a World of Play competition. This year, the consortium kicked off the planning and implementation phase for its visionary project aimed at creating comprehensive early childhood development ecosystems in vulnerable areas, addressing every developmental need of a child, to ensure a strong foundation for future success.

2023 IMPACT & HIGHLIGHTS



Thankful, for DBSA and MAMAS Alliance

We are deeply grateful to the Developmental Bank of South Africa, through MAMAS Alliance, for generously funding the construction of three TREE ECD and Resource Centres in the Eastern Cape and Limpopo province of South Africa, these new centres will serve more than a 180 children in vulnerable communities.



Smartstart , A Night at the Stars

The TREE Smartstart team attended the annual Smartstart celebration, Night at the Stars, which closes up almost a week-long conference where Smartstart cohorts gather to share, learn, and grow from the past year's challenges and wins. It was at this event that TREE bagged 3 awards: Most Growth within the Network, Spearheading Advocacy in the ECD Space, and Being A Powerful Voice, as well as recognition for Long Serving Franchisor making remarkable strides.



Awarding Excellence - Resilient Women in ECD

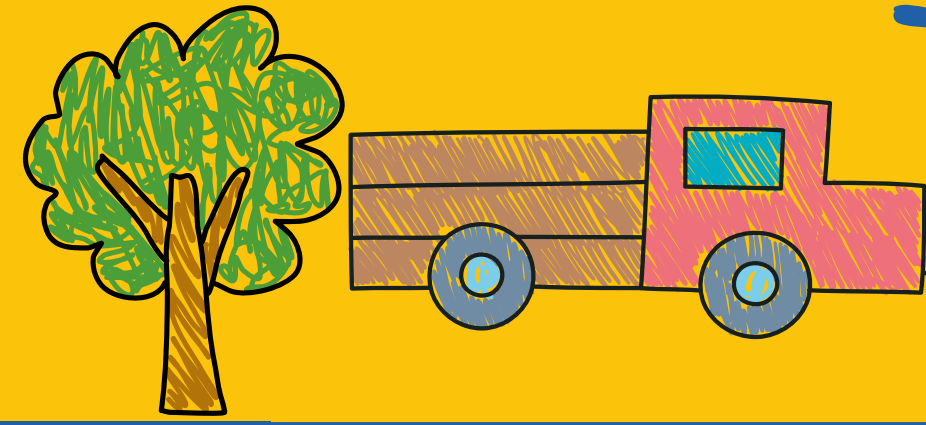
Mam' Ruby was a proud recipient of two awards in 2023. Honouring her passion and determination and championing her transformative work within ECD space. Bagging the Most Influential Women and the International Olympus HERA award. Mam'Ruby is recognised among those changing lives and making a difference within communities South Africa.



Alex Forbes -Partners with TREE -Supporting Nutrition

Advocating nutrition in our ECD programmes forms part of a holistic approach to providing early learning services that enrich a child's life. That is why at TREE, we are so grateful to Alex Forbes for partnering with us to serve 200 children within our Weenens playgroups with wholesome, nutritious meals daily.

2023 IMPACT & HIGHLIGHTS



SAPPI Supports ECD Centres across South Africa

Mandela Day 2023 was a special one for Sappi SA, who together with the TREE Toy Shop partnered on producing 1000 units of ECD resources that were painted and decorated by various Sappi employees and then distributed to various ECD, promoting learning through play.



MAMAS Alliance, Making Dreams Come True

Our Flagstaff CTL coordinator, Andiswa, embarked on her first flight after being invited, along with TREE's Special Project Manager, to a PowerGirls workshop in Johannesburg. This experience has empowered Andiswa and broadened her perspective on the vastness of the world beyond the rural Eastern Cape.



Tshkikhudeni finally see's the Light!

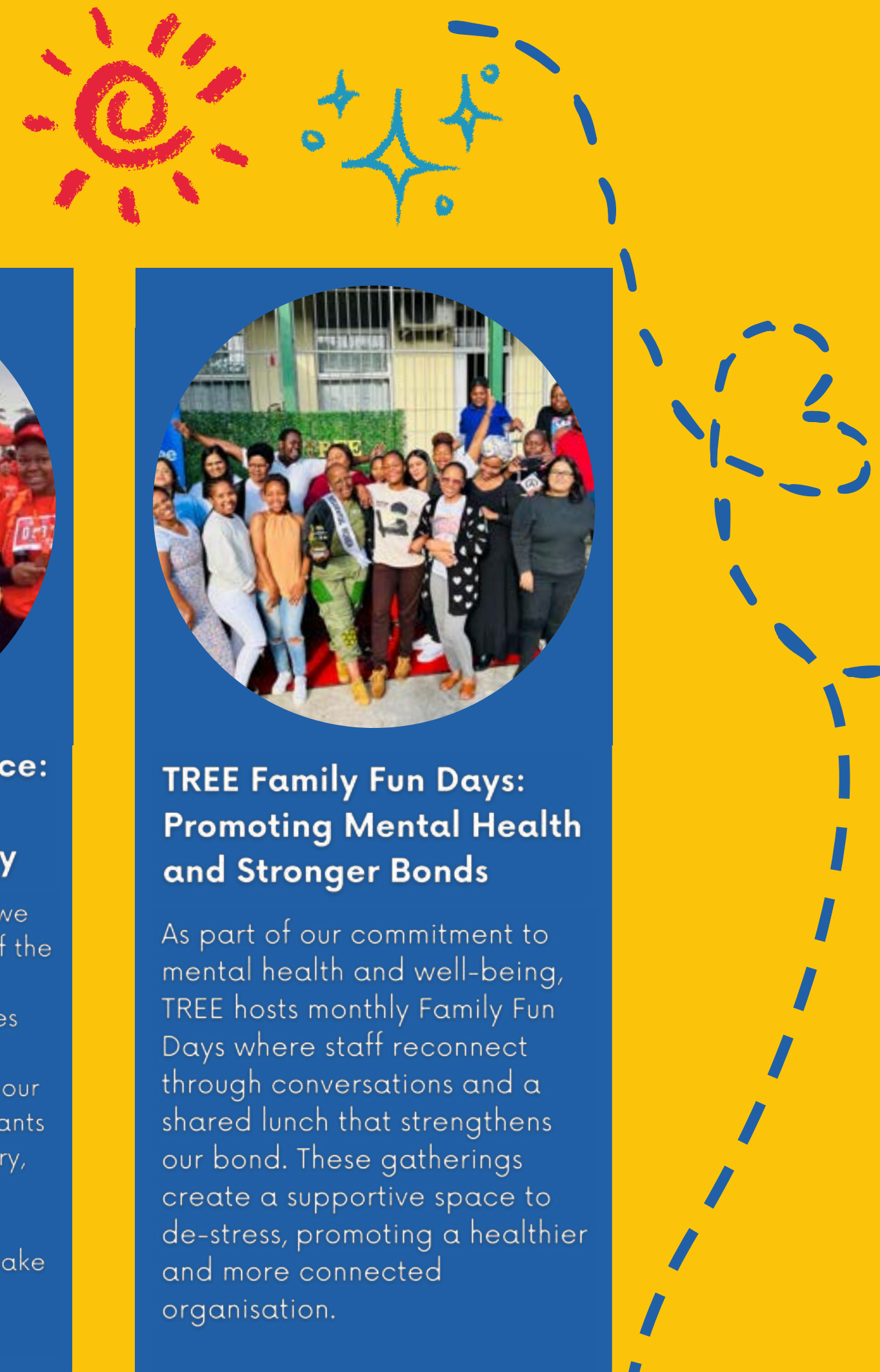
After a decade-long battle Our TREE ECD Centre in Tshikhudeni, Musina, Limpopo, has finally been connected with the municipality to receive electricity. Having power now means that operations on site can now be strengthened and streamlined to obtain better results. We are grateful to Fulufhelo, our super amazing centre project co-ordinator, who is doing great things out there.



Secret Santa - Shoebox Drive

Ending 2023 on a high, TREE ran its first Secret Santa Shoebox Drive. 80 young children benefitted from these gifts of love and hope over the holiday period. Each box contained art supplies, a toy, hygiene care, and treats—enough to make every child happy with holiday cheer. We are grateful to all those who supported our holiday drive.

2023 IMPACT & HIGHLIGHTS



Empowering ECD Facilitators in Rural Communities

In 2023, we were able to provide stipends to 93 ECD facilitators, addressing unemployment and skills development. These facilitators are equipped to deliver essential guidance on a holistic approach on child development to families. This job opportunity empowers individuals from disadvantaged backgrounds, strengthens the ECD workforce, and ensures quality care for young children, fostering brighter futures for all.



Bridging the Computer Literacy & Digital Gap

54 ECD practitioners from disadvantaged backgrounds have completed the accredited ICDL training, gaining essential skills in Microsoft Word, Excel, and Computer Essentials. This initiative empowers individuals with the vital digital tools to improve their employability and bridge the digital divide in underserved communities. This training forms part of TREE's ongoing commitment to providing opportunities for growth and development in marginalized areas.



ABSA Run Your City Race: A Celebration of Community and Charity

For the sixth consecutive year, we were the proud beneficiaries of the ABSA Run Your City Race! This exciting event not only promotes health, but also champions charitable support. We extend our heartfelt thanks to the participants who chose TREE as a beneficiary, your support empowers us to continue our vital work in Early Childhood Development and make a lasting impact in the lives of young children.



TREE Family Fun Days: Promoting Mental Health and Stronger Bonds

As part of our commitment to mental health and well-being, TREE hosts monthly Family Fun Days where staff reconnect through conversations and a shared lunch that strengthens our bond. These gatherings create a supportive space to de-stress, promoting a healthier and more connected organisation.



ANNUAL FINANCIAL STATEMENT

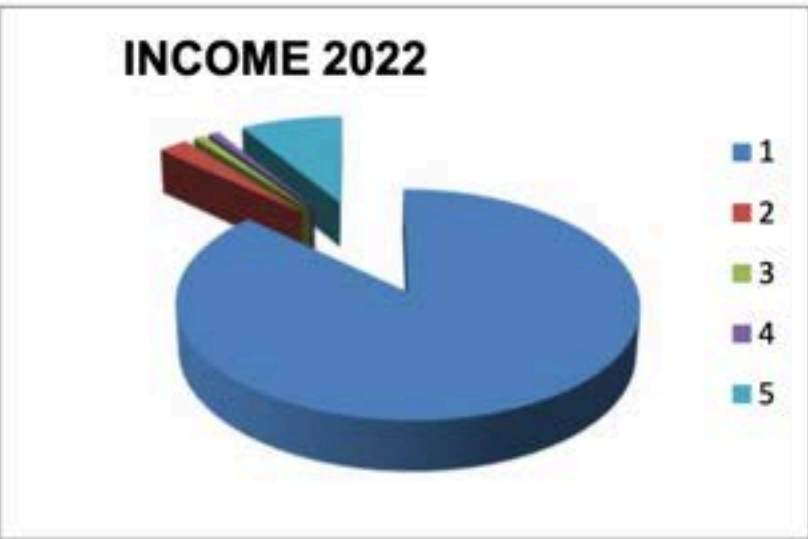
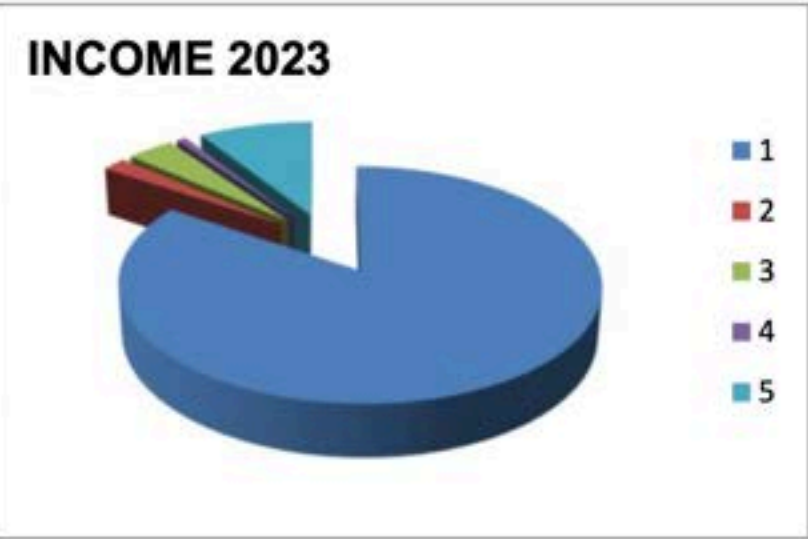


INCOME

2023

2022

Donations	1	35 673 995	84%	46 307 861	87%
Fees	2	829 870	2%	1 347 840	3%
Interest received on investment	3	1 593 976	4%	511 257	1%
Shop	4	341 935	1%	484 852	1%
Sundry Income/Insurance	5	3 818 274	9%	4 578 116	9%
		42 258 050	100%	53 229 926	100%



Income comparison - 2023 to 2022

Donations decreased from 2022 to 2023 by 10.6 million

Expense comparison - 2023 to 2022

Expenses have decreased from 2022 to 2023 in line with the decrease in Income.

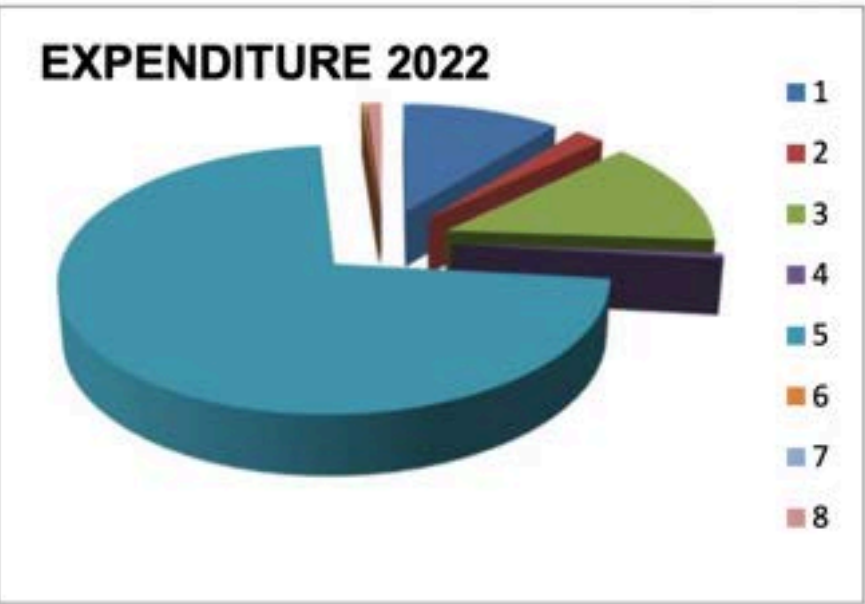
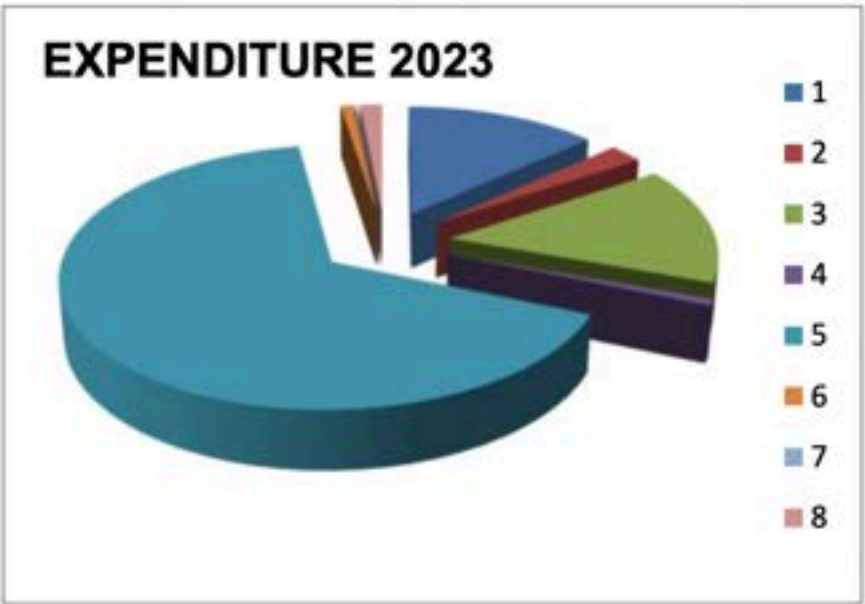
Project expenses have decreased by 7.6 million

EXPENDITURE

2 023

2 022

Employees costs	1	4 574 147	13%	4 566 286	11%
Motor vehicle expenses	2	816 742	2%	871 342	2%
Administration costs/Unrest	3	5 101 870	15%	5 559 485	13%
Fundraising costs	4	267 304	1%	248 118	1%
Project expenses	5	22 721 501	66%	30 277 042	72%
Staff development	6	302 574	1%	92 398	0%
Capex	7	39 938	0%	545	0%
Training costs	8	529 264	2%	425 257	1%
		34 353 340	100%	42 040 473	100%



2023 PHOTO WALL

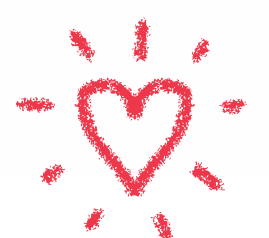


2023 PHOTO WALL





OUR AMAZING FUNDERS, DONORS AND PARTNERS, COMMITTED TO ECD

















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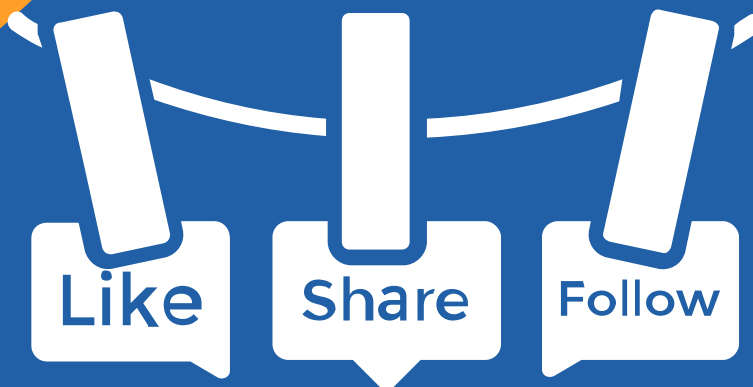
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