



## 1. Executive Summary

Cheerity is a nonprofit organization dedicated to uplifting underprivileged children in South Africa by providing school uniforms, shoes, and basic necessities to restore their dignity and confidence. Founded by Likhanye Ndima, Cheerity was born out of personal experience and a deep commitment to ensuring that no child feels ashamed or excluded due to poverty.

Our mission is to bring **hope and joy** to children, with a focus on orphans, by addressing basic needs and creating a **supportive community** that empowers them. This proposal outlines our request for funding to expand our reach and impact.

## 2. Organizational Background

Cheerity was founded on the belief that **every child deserves to feel valued and confident**, regardless of their socioeconomic background. The organisation provides essential school uniforms and shoes to children in need, ensuring they can attend school with dignity.

The name **Cheerity** is a combination of “charity” and “cheering,” symbolizing our goal of turning **pain into joy and hopelessness into empowerment**.

Cheerity has been operating in the Joe Slove townships of South Africa since July 2024.

## 3. Problem Statement

In South Africa, **millions of children face barriers to education** due to a lack of basic necessities like school uniforms and shoes. This is especially true in the crowded, impoverished Joe Slovo township of Cape Town.

Many of these children endure daily humiliation, bullying, and low self-esteem, which negatively impacts their ability to focus and succeed in school.

Additionally, orphans often lack support systems, leaving them vulnerable to neglect and poverty. The absence of **consistent social support structures** worsens their hardships, making intervention efforts critical.

Without organizations like Cheerity, many of these children would continue to **struggle in silence**.

## 4. Objectives and Goals

The goal of Cheerity is to **restore dignity, confidence, and hope** to underprivileged children through targeted support programs. Specifically, we aim to:

1. **Provide 250+ school uniforms and shoes** to impoverished children annually.
2. **Expand outreach to orphanages and impoverished families**, offering essential supplies and emotional support.
3. **Establish long-term partnerships** with funders, businesses, and volunteers to sustain and grow our impact.
4. **Advocate for awareness and community involvement** in supporting the underprivileged.

## 5. Proposed Activities

To achieve these goals, Cheerity is implementing the following activities:

- **Uniform and Shoe Distribution:** We will identify children in need and provide them with complete school uniforms, ensuring they attend school with confidence.
- **School Outreach Programmes:** Visits to orphanages and schools to identify children in need.
- **Fundraising and Awareness Campaigns:** Engaging corporate partners, individual donors, and community volunteers to support and expand our work.

## 6. Budget Breakdown

The following is an estimated budget for one year of operations:

Expense Category	Estimated Cost (ZAR)
School Uniforms & Shoes	R500 – R1,000 per child
Family NutritionSupport	R500 per family per month
Operational Costs	R2,500 per month

We are seeking **funding to expand support** to an additional 100 children and 5 families in 2025.

## 7. Expected Impact

With the requested funding, Cheerity will:

- Provide essential school uniforms to **at least 150 children**, enabling them to attend school with dignity.
- Improve the **quality of life for orphans and families** by support for meals and nutrition to **5 families**.
- Raise awareness about **poverty's impact on education and self-esteem**, encouraging more community involvement.
- Strengthen **Cheerity's sustainability** by developing long-term partnerships and efficient resource management.

## 8. Monitoring and Evaluation

We will track our impact through:

- **Regular field reports** on distributions and beneficiary stories.
- **Feedback from schools, orphanages, and families** on the program's effectiveness.
- **Photos and testimonials of beneficiaries** (with permission)
- **Financial transparency** with invoices, receipts, and an annual report to all sponsors.

## 9. Call to Action

Your support will directly impact **children, orphans, and families** who desperately need assistance. By funding Cheerity, you are **restoring dignity and giving hope** to the most vulnerable in our communities.

We welcome contributions in the form of **financial donations, sponsorships, or material support** (e.g., uniforms, shoes, school supplies).

**Let's work together to build a brighter future!**

For more information or to discuss partnership opportunities, please contact:

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