

Valley of 1000 Dreams Project
Imbeleko Foundation
Eco/Agri/Philanthropy Tourism Development

Master Vision

Who are we?

IMBELEKO, The Dr Seni Myeni Foundation is a registered community based organisation as follows:

- NPC - Sec 21 Reg No. 2010/0194838/08
- NPO - No. 120907
- Sec 18 a and SARS PBO status – 930044538

Imbeleko Foundation is based in Qadi Nyuswa, Botha's Hill in the Valley of a Thousand Hills; where Seni, its Founder and her twin sister, Sbu (current CEO) were born and raised by parents who both worked in Community Development and Health. Seni was inspired by her own humble beginnings to start Imbeleko, after being diagnosed with a very aggressive brain tumor. After losing her cancer battle, her twin sister has continued with her work, vision and legacy.

Imbeleko Foundation exists to give love and hope to young orphaned and vulnerable children. It ensures that they realise their impossible dreams which would have been deemed impossible due to their families' poverty related issues including HIV / AIDS that result in dysfunctions that erodes academic assistance, psycho-socio development, guidance and mentorship from these children.

Imbeleko Foundation is an Education Centric organisation with AfterSchool classes and a Scholarship Fund at core of its structure.

We identify children from local schools that we have partnered with and provides holistic Educational Support and Scholarship programmes based on individualized assessments. Our Programmes has moved great strides in the fight against new HIV / AIDS infection in youth between the ages of 14 and 25 on the basis of Empowement through Education as an incentive.

IMBELEKO's vision is to nurture at least 1000 DREAMS in the Valley of 1000 Hills.

NPC - Sec 21 Reg No.
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930044538

Full Academic Scholarship
from Age 12 (High School
through to University)

Holds a B Com (Statistics)
Degree from UCT

The only Black
Undergraduate selected
for the Inaugural Standard
Corporate and Merchant
Bank Class of 1997

Part of the team that set
up Absa Wealth in 2008,
a Wealth Management
Division of Absa Capital for
ultra-high net worth clients

2010 Gauteng Business
Women Association
Business Achiever Award in
the Corporate Category

Selected for the Vital
Voices (a US organisation
founded by Hillary Clinton)'s
2015 Global Ambassador
Programme, as one
of 10 African Women
Leaders who are making
a difference in the fight
against HIV / AIDS in Africa.

Chosen to be on The Bank of
America's Global Health Public Forum
Panel in March 2015 with Deborah
Dugan; CEO of RED, and Dr. Siph
Moyo, then Africa Director of the ONE
campaign (both organisations were
founded by the music group U2's
BONO) - talking about HIV / AIDS
and what Imbeleko Foundation has
managed to achieve in the fight against
the pandemic through providing
Education Support Programmes for
vulnerable children in the Valley of a
1000 Hills.

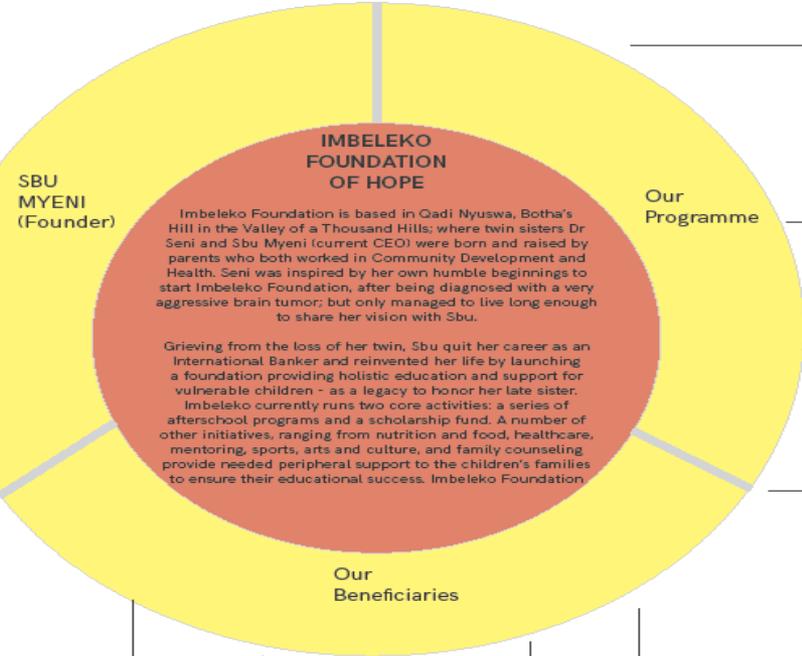
1 of 3 South African representatives
for the inaugural Eisenhower Africa
Fellowship 2016;

Chosen for the select group of 100
of the most engaged and visionary
members of the Vital Voices Global
Leadership Network; for their inaugural
Convention of the most exceptional
100 women in their network.

2008

2010

2015



100% HIV Infected and Affected

23% Double orphaned

100% Vulnerable children

90% Single mother households

0% Guardian earning more than 4k pm

58% unemployed guardians

RECREATION

Performing Arts
Visual and Creative Arts
Intellectual Games
Sport

Music
Dance
Drawing, Painting, Handwork
Boardgames
Soccer, Netball, Basketball, Athletics

HEALTH

Psycho- social testing
Nutritional Support
HIV/AIDS
General Health

HIV testing, treatment programmes
Sex and reproductive health education

HOUSEHOLD STABILITY

Assistance with access to govt services
Support for victims of rape, violence, drug abuse

Comprehensive health screening

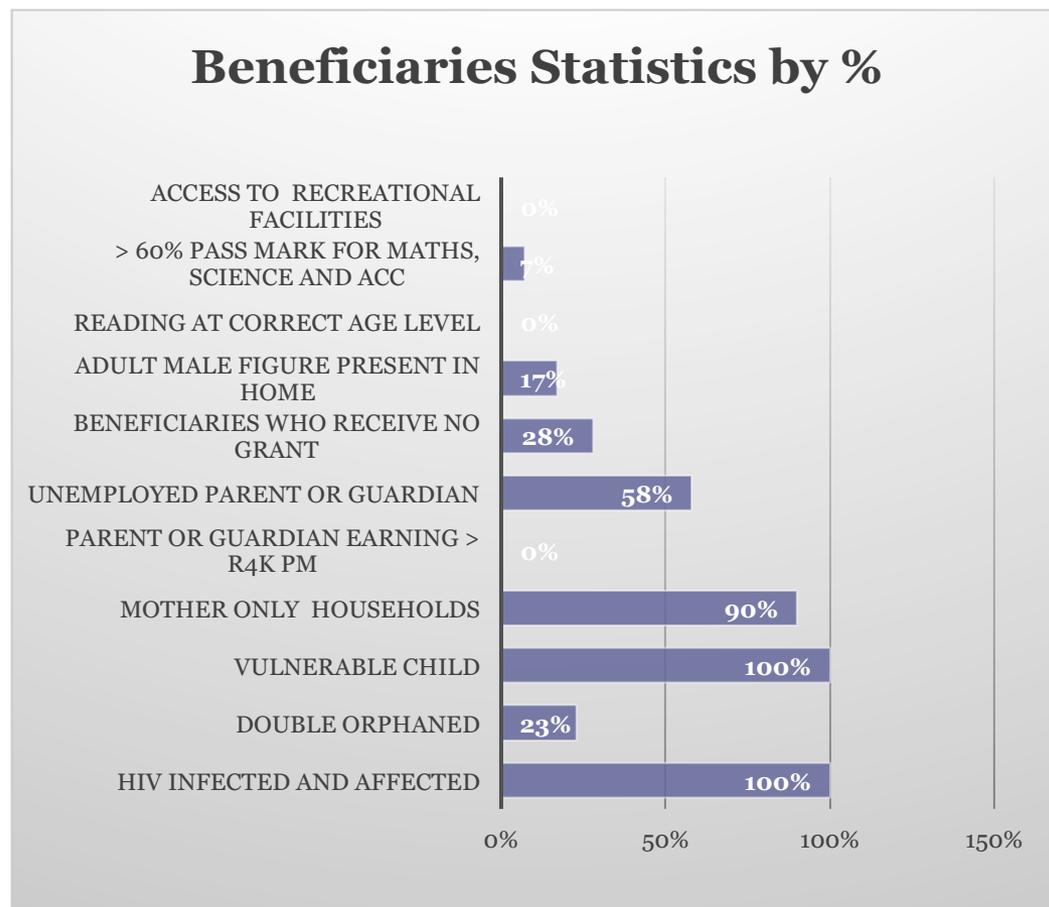
EDUCATION

Early Childhood Development Education Programme - 3-5 year olds
Junior Primary After-school Programme - 6-9 year olds
Senior Primary After-school Programme - 10-14 year olds
High School After-school Programme - 14-18 year olds
Boarding School and University Scholarship Programme - 14-23 year olds
Ongoing Holistic Support for school and university programmes

Gateway to Reading
Numeracy
Tutoring, Homework Assistance, Extra murals

Imbeleko Beneficiaries' Statistics

- 100% of our beneficiaries are either infected or affected by HIV / AIDS
- All our beneficiaries are either double orphans or being raised by single parents
- 90% of single parented households are led by mothers – without fathers or male figures
- All our beneficiaries' parents and guardians earn less than R4k per month
- There is no single recreational facility or library in the community



WHAT HAVE WE ACHIEVED TO
DATE?

Boarding School and University Scholarship Programme

- 42 learners (27 IN 2016) in 3 historic Boarding Schools (Grade 8 to 12)
 - Adams College
 - Inkamana High School
 - Ohlange High School
- 33 Students (10 in 2016) in various universities across the country
 - UCT
 - WITS
 - UKZN
 - DUT
 - MUT



After School Kids and Holiday Programmes

- 130 Primary School learners from 4 Local Primary Schools (Grade 5 to 7)
- 95 High School Learners from 4 Local High Schools (Grade 8 – 12)
- A total of 225 in local schools



Holiday Club and Extra-Mural Activities

Performing Arts –

- Music
- Dance (Contemporary, Ballet, Traditional), Drama

Indoor Activities

- Board Games incl Chess Championships
- Debating Society
- Spell Bee Championships

Sports

- Soccer
- Mixed Games



100% pass rate again

Adams College also has 70% of their passing matriculants qualifying for bachelor status

NOKUTHULANTLU

SOUNDS of excitement filled the historical Adams College halls when principal Thulani Khuzwayo announced to the parents and pupils that the school had obtained a 100% pass rate, with 70% qualifying for bachelors degrees from the matric class of 2015.

The school is one of the most highly-rated public schools in the country with an alumni list that includes African Union Commission chair Dr Nkosazana Dlamini Zuma, IFP leader Mangosuthu Buthelezi, Ugandan President Milton Obote, President of Botswana Seretse Khama and other political leaders in the continent.

"We last got 100% in 2008 and we've been getting somewhere in the 90s since then. I think our focus was more on the quality than quantity for some time because we didn't want to produce matriculants who would not be able to cope when they reached university but last year we became confident our quality was on point and started pushing for quantity," Khuzwayo said.

One of the top achievers from the matriculation of 157, *Nokozo Gwensa, 17*, is the first beneficiary of the Imbelelo Foundation to matriculate.

The education non-profit organisation



TOP ACHIEVER: Nokozo Gwensa, flanked by Adams College principal Thulani Khuzwayo, left, and deputy principal Nonhlanhla Dhlomo.

assists orphans in rural KwaNyuswa in Botha's Hill, by funding their education at affluent schools. "It's really an exciting time for us. Nokozo achieved five distinctions and Nophile Noama (who was at Inkamama High) obtained two.

"They are our first pair to tackle tertiary education but they are dedicated

so I know they are going to do well," Imbelelo founder Shusiswe Myeni said.

Myeni met the girls in 2010 when she started the foundation, which had been her late twin sister Dr Seni Myeni's dream. She had not had an opportunity to source sponsorship so she funded them from her own pocket, which she

continued to do throughout their high school education.

Gwensa's parents died within months of each other in 2006 and she said her grandparents could only afford to send her to a no-fee school in the area.

"Aunt Shusiswe gave me hope, she encouraged me to dream and whatever dream I had she tried by all means to fulfil. I wouldn't be here if it wasn't for her," she said.

The youngster has had offers from universities in KZN and Gauteng but has her sights set on studying civil engineering at the University of Cape Town (UCT).

"My sister (Seni) and I were exposed to things that built us both in character and career wise, and I want our 25 beneficiaries to walk the same path we walked. But for these two I want them to literally walk that path, that's why I sent Nophile to Inkamama and now they are off to UCT where we also studied. It's a healing journey for me," Myeni said.

She said financial aid would be the last resort for her two girls and at the moment she was trying to secure them sponsorships as the foundation could not afford tertiary education as it had 25 other children in affluent schools like Inkamama and Adams College.

nokuthulu@theorange.co.za

OUR SUCCESS STORIES – Where are the first 3 beneficiaries?

- From very poor and humble homes
 - Double orphaned girls
 - Raised by grandmothers
 - 2 were enrolled in our inaugural Boarding School Scholarship Programme in 2011 and 1 in our Local AfterSchool Programme
 - Class of 2015 - Collectively obtained 13 distinctions and 5Bs in Matric
 - Enrolled at UCT and UKZN
- University Scholarships Funded by our partners, HCI Foundation and the Department of Public Works
- Tutor Maths, Science and Accounting during our Saturday and Holiday Clubs (AfterSchool Programme)



Key Achievements to Date

1. Growing our Boarding School and University Scholarship Programmes from 2 to 60 children within 6 years
2. Growing the total number of children we provide educational support to to 265 within 6 years –working with 4 primary schools, 4 High Schools, 3 Boarding Schools and various universities.
3. Zoe Life, US Peace Corp, Germany's Lions Club and Tearfund ICS Partnerships that provide much needed skills and resources for the After School Programme through Volunteers = 9 Volunteers (from Germany the UK, US and SA) at any given time.
4. Holiday Clubs and Camps held for all our High School Learners – Easter, Winter, Spring Break and Summer Programmes
5. Launch of an Arts Project as part of the After School Programme; which comprises of Music and Dance Classes in preparing for a December Production; which plays a major role in keeping our children off the streets over the December holidays.

Challenges

1. Lack of Infrastructure makes it difficult to effectively run Programme, which is further exacerbated by security issues in terms of safe-keeping of Programme material
2. Insufficient funds for our Scholarship Programme leaving some of our beneficiaries who graduate from our After School Classes without funding for their studies.
3. Despite our multiple successes, lack of Funding for Human Resources, Operational Expenses and Equipment has made it hard to effectively run quality programmes.
4. Despite some great partnerships e.g. Future Life Foundation who provides Imbeleko with 200kg of supplies per month, lack of Vehicles (passenger vehicle and a kombi) makes it difficult to conduct home visits, deliver food supplies and for our tutors to carry all their resources to school and they currently rely on public transport.
5. Poor Maths and Science Academic Results
6. Lack of unemployment for youth who complete Matric (and are meant to be part of our Programme, yet do not qualify for our scholarships and some do not have University entrance results.



Impact of our Program mes

1. Exposure to International volunteers has provided great self-confidence in our children especially when it comes to the improvement of their spoken English.
2. We continuously see great improvement (average 20% for all key subjects except for Mathematics) in all our children's Academic results. We conduct end of year home visit' assessments and all families attribute the academic results improvement to the Tutoring in our AfterSchool Clubs and over the holidays as well as the confidence gained by their children through all our Programmes.
3. The Provision of Meals during the Holiday Programme provides a huge relief and nutrition to children who wouldn't otherwise receive a lunch meal at home.
4. The Spring Break Programme resulted in the Launch of an ongoing Performing Arts Project as part of the After School Programme; which comprises of Music and Dance Classes which will result in an Annual December Production / Concert; which will play a major role in keeping our children off the streets over the December holidays.
5. Physical and Extra-Mural Activities are non-existent in the community and our Programmes have brought excitement and physical health to the children; who now realise the importance thereof.
6. Despite a very high level of Teenage Pregnancy rate in the community schools (10 – 15%); the pregnancy rate for Imbeleko Learners sits at 0% in 2015 and 2016; which tells us that we are giving hope of a brighter future and our children are not willing to jeopardise this.



HOW DO WE ADDRESS OUR
CHALLENGES?

Banker selected as African leader

July 1, 2016 289 0






 Like 42
  Tweet



Imbeleko CEO S'busisiwe Myeni. Picture: Supplied

S'busisiwe Myeni, who left her successful career in banking to dedicate all her time to work with vulnerable children, has been selected as one of 25 visionary African leaders

KZN philanthropist honoured



KWAZULU NATAL / 06 Jul '16, 6:32pm

Sphelele Ngubane

Durban - A Valley of a Thousand Hills philanthropist who educationally supports 265 orphaned and vulnerable children in KwaNyuswa has been selected for the first Eisenhower Africa Fellowship programme for her contributions to her community.

Sbusisiwe Myeni is among four South Africans from other provinces and 25 from other African states to be given the fellowship after a vigorous selection process.






Sbu Myeni is a former banker who reinvented her life by launching a foundation providing holistic education and support for vulnerable children in the Valley of a Thousand Hills, a rural community outside Durban. Imbeleko currently runs two core activities: a series of afterschool programs and a scholarship fund. A number of other initiatives, ranging from nutrition and food, healthcare, mentoring, sports, arts and culture, and family counseling provide



PROGRAM YEAR
2016

PROGRAM
Single Nation/Region Program

COUNTRY OF ORIGIN
South Africa

DESTINATION COUNTRY
United States

CEO's 2016 Highlights

1. Being selected for the inaugural Eisenhower Africa Fellowship, as one of 24 African Leaders, one of 4 South African Representatives, only KZN representative
2. Being congratulated by the South African President Zuma for Imbeleko Foundation's achievements
3. Being welcomed by President Obama to the US as well as the SA's Ambassador to the US for the 7 weeks' Eisenhower Fellowships – travelling to 15 States and 16 Cities to learn about various After School Programmes (Academic, Arts, Sports) as well as Income Generation Social Impact Tourism Projects
4. Being honoured as one of 100 Most Inspiring Vital Voices from around the world and spending a week with 100 Vital Voices in Half Moon Bay, California – amongst the world's renowned leaders and activists
5. Spending a day with UN Women Chairperson, Phumzile Mlambo Ngcuka in New York and receiving support for Imbeleko's Community Garden's Project
6. Spending 2 weeks with US Congress Candidate, Kathleen Matthews to work on a strategy for the launch of Imbeleko's Income Generation, Social Impact Tourism Project (Hiking Tours through the Valley of a 1000 Hills)



NEXT STEPS - REVISING OUR MODEL
BASED ON EISENHOWER
FELLOWSHIP LEARNINGS AND NEW
PARTNERSHIPS!

Celebrating and Preserving our Zulu Culture



VALLEY OF A 1000 HILLS' SUSTAINABLE TOURISM

HEALTHY
LIVING

ACADEMIC
ACHIEVEMENT

CELEBRATING
ARTS AND
CULTURE

EMPLOYMENT
IN TOURISM
AND
ENTREPRE-
NEURSHIP



THE VALLEY OF A 1000 DREAMS -
FOR THE NEXT GENERATION
EMPOWERING YOUTH AND STRENGTHENING THE COMMUNITY

HEALTH AND ACADEMIC PARTNERSHIPS

Health

1. Global Fund for Women
2. UN Women
3. City University of New York

Academic

1. Phalen Leadership Academy
2. Harvard University
3. GCE School Lab, Chicago
4. Indiana University
5. UKZN Foundation



ARTS, ZULU PRIDE AND TOURISM RELATED PARTNERSHIPS

Arts

- Berkelee School of Music
- City University of New York (Creative Arts)
- Boys and Girls Club, San Francisco
- East Oakland Youth Development Center
- Artists for Humanity

Tourism

- Bank of America
- Presidio Trust, San Francisco
- Great Smoky Mountains Park



2017 HIGHLIGHTS

Monthly Hikes (3 Routes) –
1 held so far + St Mary's Community Walkabout

Global Mentoring Walk (120 Mentors and Mentees)

Youth Community Gardens (Stall at St Mary's DSG, Kloof and supply Boarding House)



Community Introduction

The Valley of 1000 Hills Route is one of KwaZulu Natal's best kept secrets that is formed around the majestic valley created by the Mngeni River and its tributaries. Whilst housing communities, the main attractions are the dramatic landscape and Zulu culture in an experience trailing with quest lodges, entertainment, adventure on steam train trips and boat cruises, walking trails and social spaces hugged with fantastic scenery of views over the hills and dams. The Valley of a Thousand Hills has a rich heritage within its historic context.

The village of the Qadi / Nyuswa community is a place where the past and the present intersect, from the establishment of European settlers to the vibrant Zulu culture which gives the area its distinctive identity. It is a humble community, embraced within the jewels of the Valley of a thousand Hills.

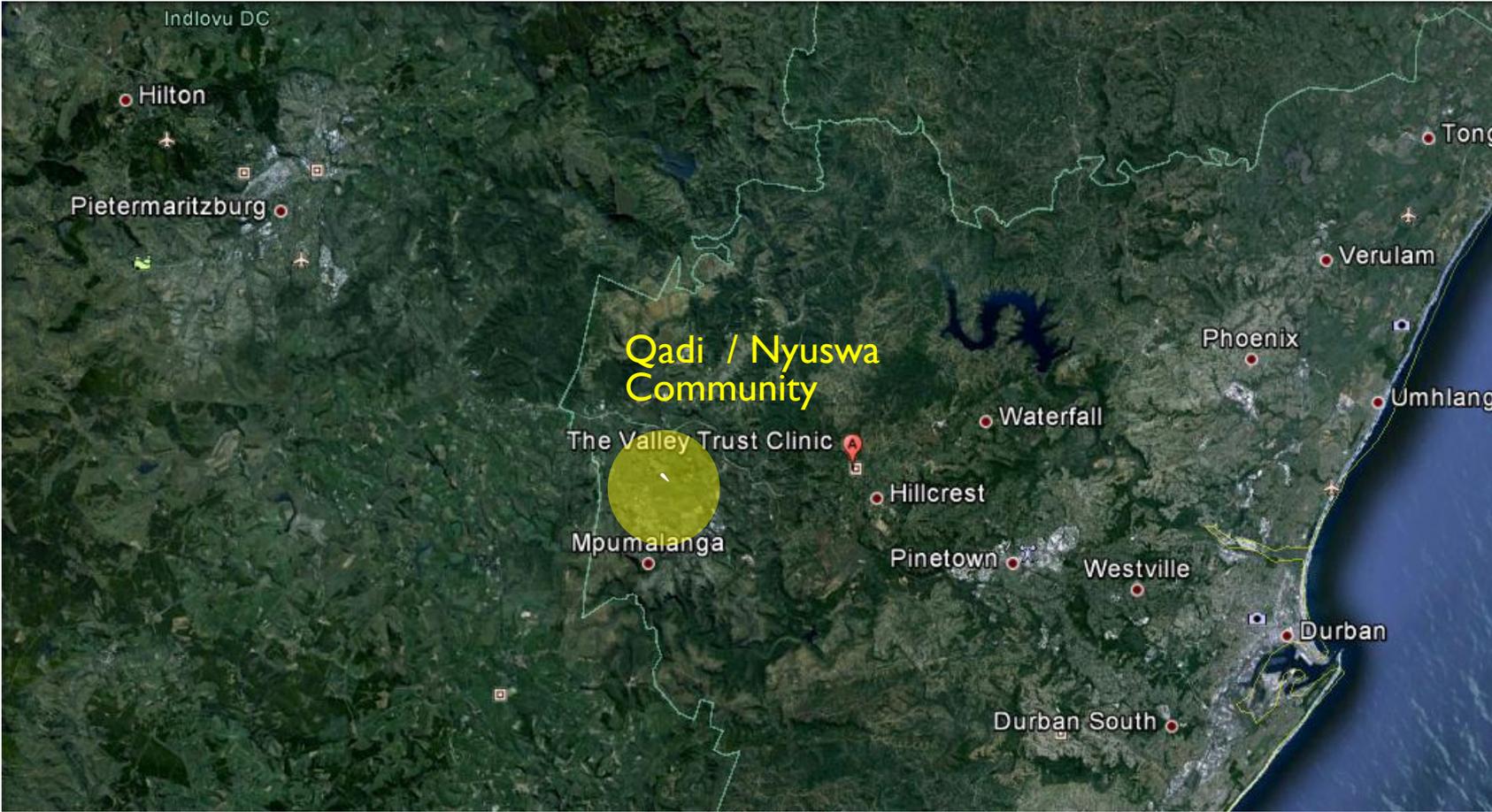
Driven by the needs of the village, and in relation to its natural context, the Qadi / Nyuswa Community Development is envisioned to be a Catalysts for a Economically, Socially and Ecologically Sustainable Lifestyle of a bustling developing community within the hills of nature. A place that the community will take ownership of and profit greatly from.

This master concept involves the vision of multi-cultural, heritage, history education and story telling, a promotion of agriculture and SMME, increased employment, impart skills development and training, recreation and commercial social enterprises are integrated to create a viable community village place.

With the high consideration of the incredible views and the therapeutic natural environment, the overall master plan design intentions are envisioned to create micro interconnecting systems of nature and man, and his man-made structures. A system that is adaptive, innovative and engages the community on a personal level, on a daily basis. More than aesthetically pleasing structures that welcome visitors of diversity for a fulfilling experience, its allowing that oneness with its natural environment, reflecting its culture and heritage, and uplifting the quality of life of all users.

Aligning with the goals of provincial government of social, economical and environmental sustainable development and growth, this project aims to create a place that welcomes near and surrounding Communities for their needs of the daily. A place for the visitor and tourist to experience the richness of KZN with breathe of fresh air.

Locality Maps



Qadi /Nyuswa Community

The Vision :

The Qadi / Nyuswa Eco/Agri-Tourism Development is seen to be a Social Impact Tourism model of innovation and excellence for integrated Education, Rural Infrastructure Development, Zulu cultural heritage, social entrepreneurship, and agricultural sustainability; where youth in the community will participate in building foundations, and inheritance for future generations, restoring pride and defining the identity of its own people and rejuvenated society.

We envision:

- Hiking and Biking trails that will attract local and international tourists for up to 7 days of Hiking; on the Basis of Philanthropic / Eco-Tourism =
 - Rural Infrastructure Development (Business and Economic Opportunity + Sustainable Settlement) +
 - Educating and Mentoring children in the Valley +
 - Youth + Social Entrepreneurship +
 - Skills development and employment creation (youth, women, people living with disabilities)

Linked to the Hiking and Biking trails would be:

- a farmers market perched on top of a hill alongside a Farm to Table concept Restaurant with a mini spa overlooking the Valley and the most beautiful sunset to enjoy while downing cocktails
- a country health resort specialising in health and wellness with an African spa, walking and cycling, wedding / conference venue, and a boutique hotel
- a cultural village with a exhibition centre , museums, amphitheatre and gardens
- Various Youth led agricultural projects along the Trails
- Sustainable Settlement for locals

Whether a community member or local or international tourist, one and many can participate in the cultural, social, theatre, educational and recreational activities and programs offered at the centre, enjoy the community and social experiences within the year-round theatre, cultural amphitheatre and gardens / walking trails, Africa Spa by the stream.

Historic & Contextual Relevance

As previously part of the KZN homeland, in the west of the city of Durban, the Valley of 1000 Hills is dissected by hills and watercourses into sections and regions which are now designated as partly within the Metropolitan area. With it being close to Durban, and Hillcrest, KwaNyuswa has developed into a partly urbanised settlement in a peri-urban area which is still part of the large Tribal Authority.

Being one of the largest of the various Thousand Hills tribal Authorities, and occupying most of the central high ground between the Umngeni and Umlazi Rivers, the tribal district of Qadi / Nyuswa is situated on the extreme outer fringes of urban development, west of the Inanda Dam and north-west of Pinetown, about 35 kilometers by road from the Durban city centre. Surrounded by Tribal Authorities: amaQadi / Nyuswani to the south, KwaNgcolosi to the east, amaPhepheteni north of the Umngeni, Kwanyuswa is further hugged to the west and south by white-owned farms and farming towns which trail along Pietermaritzburg/Durban transport route that is transforming suburban identity and a tourism economy becoming. Qadi /Nyuswa's immediate neighbors, Hillcrest and Bothas Hill are quite rapidly developing tourist trade, linking the district immensely to this advantage and evolution. Further more to the south is the Shongweni area, known for its economy of racing, horse farming, polo and tourism.

Over the years, the situation in the region of KwaNyuswa has been strongly characterized by seriously unfavourable social conditions. The underlying causes of these are immensely related and deeply interconnected. Inclusive of high levels of unemployment, high crime levels, drug abuse, high teenage pregnancy, rape, women and child abuse, HIV / AIDS. Simultaneously, because of the high population rate, and densification, much of the land resources have had to be developed for residential use and domestic farming to meet the needs of the average household.

Amongst other current methods of combating poverty, and keeping afloat this rich yet under-developed and un-matured community, there have been calls upon due responsive intervention. As community members, service providers, developers, Investors, stakeholders and alike, we need to respond with relevant solutions that will harness change, positive re-inforcement and upliftment to revitalise, rejuvenate and rescue the social state of depression of the Qadi / Nyuswa Community.

Status Quo

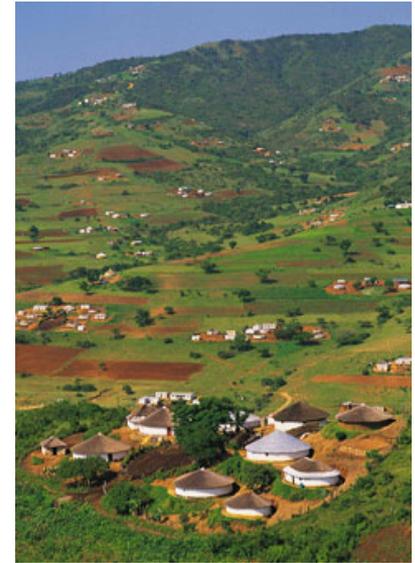
The status quo identifies the existing with regards to within the actual community itself and of nearby surrounds.

Below are basic key infrastructure and support services that exist within the core of the community along the main road, Zulu Reserve Road.

However, with the community still lacking many fundamentals, these form a foundation upon which to build the necessities of a functional community that is self sufficient and self sustained.

Within the peri-rural Qadi / Nyuswa community, these comprise of:

- Don McKenzie TB Hospital
- Halley Stott Community clinic
- The Valley Trust, a community development NGO
- The Valley Store and hardware (small scale)
- Local Tribal Authority office
- 1 FET college
- 3 churches (Anglican, Faith Mission, Apostolic)
- A undeveloped dirt football pitch
- A recently developed low cost township
- A taxi rank



- Peaceful Landscapes
Existing buildings are scattered and as a precinct create spaces that can be used for agriculture
New buildings should be connectors and integrators
- Their uses should represent unity

Status Quo

Based on existing these are some of the functional structures, facilities and services surrounding the Qadi / Nyuswa Community context.

- Surroundings - outside the rural community (within a 1km radius)
 - Valley of a Thousand Hills Old Main Road Tourist Strip - also a Comrades Marathon and Amashovashova Route
 - The 1000 Hills Choo Choo Train Route
 - Phezulu Safari Park incl Game, Crocodile and Snake Farms
 - 2 Country residential estates - Phezulu Estate and Stoneford Equestrian Estate
 - Rob Roy Retirement Lifestyle Village
 - A private cemetery

Although but a walking distance away, the larger portion of Qadi / Nyuswa Community, with the exception of a small population, is somehow still isolated and segregated from the activities surrounded them; they do not socially relate and culturally identify with each other, due to the lack of integration of the communities.

With that being said, it then presents an opportunity to create various linkages through strategic design and development, to connect the communities that offer each other valuable diversity and richness within the unifying landscape of the 1000 Valley hills.

The Qadi / Nyuswa community also has access to supporting infrastructure, institutions, services and social of the larger KwaNyuswa and Tribal Community.

- Bigger communities
 - 1 FET college
 - 5 high schools
 - 5 senior primary schools
 - 7 junior primary schools
 - 3 community halls
 - 5 other main churches (2 Catholic, Methodist, Lutheran, Faith Mission) - excluding the ones noted above and other smaller ones
 - 3 informal car washes along the main road
 - 3 undeveloped dirt football pitch - next to schools but also used by communities at large

Identified Needs

The Qadi Community Village as previously discussed, and based on the status quo findings, the programs and services that are planned to be delivered, have considered the range of existing and developing social, demographic and economic trends.

- **Cultural Trend**

Growing recognition within the community and with individuals as to the value of culture as an economic driver and influencer.

Increasing desire within an increasingly educated society to incorporate cultural activities into their recreational time and vacation plans.

- **Luxury**

Within the group that the Village will attract, is a significant population that has substantial income, and they want/demand that the cultural, recreation, leisure and other services they purchase are of high quality. They are not into roughing it. They would want it to be simple, convenient, interesting, educational and multi-venued.

- **Integrated Service Demand –**

Within the theme of destination vacations and shopping, consumers (both young and old) prefer multi venues to attract their interest.

This concept has long been used within the concept of conventional shopping malls. The new and more unique application with the Multi-Cultural Village is expanding the venues of market attraction to culture, education, environmental and agricultural demonstration, haute cuisines as well as commercial shopping.

- **Local Business**

Demand is increasing for locally grown and made products. This is strongest with respect to food, but also in other services and durables. The potential is there to become a centre of excellence and demonstration with respect to local food production, food security principles and systems, and locally branded and produced products and services.

- **Health and Wellness**

A pervasive consumption theme is for products and services that can provide real or perceived contributions to one's health and wellness. This is evident within food choices, but also in terms of vacation demands, recreation, and consumption. This suggests the provision of products and services that can contribute to an extension of mid-life perpetuity (avoiding old age), that includes nutritious food, spas, wellness treatments, spiritual activities, anti-stress therapy, social tourism, anti-obesity retreats, and life quality evaluations, workshops

- **Caring (Cause) Consumption**

There is a shift away from material consumption, to more non-material things – purchasing products and services that contribute toward environmental and social progress, toward green products and services, products that directly or indirectly provide benefits to youth, and the under-privileged within society.

Key Objectives

Amongst the important priorities, is the necessity to respond to the needs of the community, perhaps as a tool of actioning, to establish sustainable development initiatives for its region. Social, Economically, and Environmentally Sustainable lifestyle away from the pressures of the city life can be deemed more pleasant. Therefore it is important to maintain the integrity of the context of nature, and where ever possible to eliminate or reduce to the minimum the amount of negative environmental impact from human intervention.

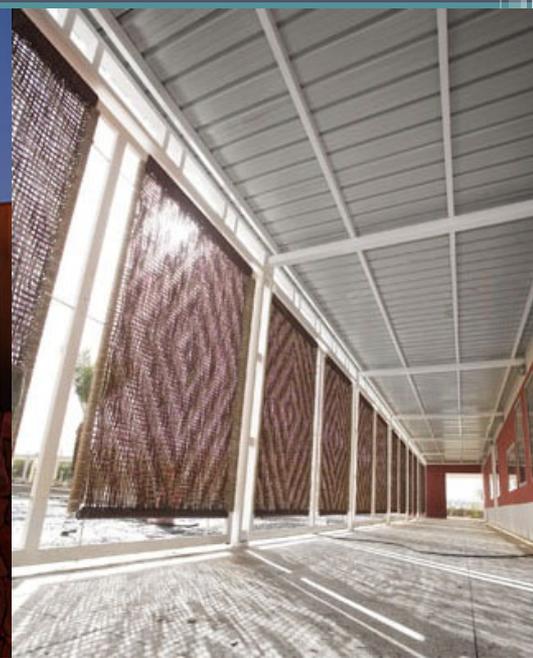
Below key objectives are outlined:

- **Social Sustainability**
 - Leisure and Entertainment
- **Economic sustainability**
 - Community Upliftment
 - Community Participation
 - Training and Skills Development
 - Local labour
 - Formal/ Informal Trading / Stalls
 - Sustainable farming
 - SMME Development
- **Environmental Sustainability**
 - Green Building Design
 - Natural Ventilation
 - Solar energy
 - Rainwater re-use
 - Local materials (sustainable construction)
 - Carbon Footprint (touching the ground lightly)
- **Heritage Preservation**
- **Tourist Attraction (Route & Destination)**



Precedents-Hotel in Spain (above and right) constructed with local adobe, mud and rock techniques.

Hospital in Sudan (far right) with locally woven screens for ventilation and sun-control



Rural Community Development and Involvement

One of the primary aims of this project is to involve community members on all levels –

- in the physical making of the development,
- in the upkeep and maintenance of the facilities, and
- in actively employing and empowering community members by providing employment, and
- also a platform for them to exercise, and even share entrepreneurial skills.

We envision this empowerment happening in every step of the process, for example, we intend using local persons skilled in techniques such as:

- mud (evident in the mud-houses that adorn these hills),
- adobe and stone-building of walls,
- weaving to be used on feature walls to screen off outdoor areas, timber-log construction, etc...

This will happen in collaboration with the architects and designers to achieve an elegant, sustainable, well-designed finished product.

Economic Sustainability

The Project will be operated under investment and financial parameters that will ensure sufficient earnings are generated to sustain the Village and provide income to the Valley of a 1000 Hills locals that will empower them to sustain their families.

The Village concept is represented best as an integration of cultural, agricultural, commercial programs and services clustered within a unique community village footprint, such that the interactions, synergies and potential of each individual component can be optimized. Both physically and operationally, the Cultural Village provides a cluster that will be attractive to the local communities but also become a destination for international visitors to engage in recreation and learning activities of a cultural-agricultural and -socio-enterprise nature.

Although accommodating for future growth, the development model is classified into three initial Phases driving the take-off . These are focused much on responding to the immediate needs of the status quo and are which are integrated within the Micro context of the community and to the Macro context of the 1000 Hills and larger KZN.

Youth Employment

Staff at the facilities are intended to be primarily locals of the community as well, this would create:

- various training, bursary and scholarship programmes for students to attend , for example, travel and tourism, landscaping or chef courses.
- the upkeep of all the landscape, recreational, etc.
- facilities will see the employment of graduates and skilled persons from the community, and we envision training for such programmes as well.

I. Hiking and Biking Trails

As a project initiator, the Trails are seen to be the connector of people that introduces them to a whole new world of the hidden treasures of the 1000 Hills. This breathe of fresh air on a hill surrounded by views along Zulu reserve Road will be the Junction for visitors of neighbouring communities and “passers-by too often to have a real experience of peace of mind within the folding landscapes of nature.

- Guided Hiking / Walking / Biking Tours (1-7 days) – Routes vary from 7km to 28km a day
- History Lessons
- Overnight Accommodation hosted by local families
- Refreshment stops hosted by local families

The routes traverses spectacular mountainous foothills and rural villages, taking in visits to:

- streams,
- indigenous trees and medicinal plants,
- community garden and agricultural projects
- craft projects,
- fruit and vegetable picking
- local sangomas, pubs and cultural events
- annual Biking Events



2. Farm To Table Market, Restaurant and Guest House

This will be a [social movement](#) which will promote serving [locally grown food](#) at:

- our Restaurant,
- other local restaurants (Botha's Hill and Hillcrest) and
- schools;
- as well as for the community's food security through direct acquisition from the producer:
- community gardens that are planted and managed by local Gogos; and
- youth led agricultural projects along the hiking routes

Participants in the movement will reject other conventional or "commodity" agricultural practices, embracing [sustainable agriculture](#), [organic farming](#), [free range](#) animal husbandry, and [fair trade](#); and oppose [genetically modified food](#) and treatment of animals with antibiotics and hormones merely to make them grow faster.

Whether from fresh horizons of freshly baked bread , home-grown fresh herbs, fruits and vegetables for breakfast, to epic sunsets on a deck with friends, enjoying a shisa-nyama., cocktails - these only seem as well deserved rewards from the pressures of the city whilst conveniently having the car professionally washed by Local Youth.

This Phase will also have a Guest House targeted at volun-tourists who want paid accommodation for a period when they volunteer either in the gardens, restaurant and the Non Profit (teaching, tutoring, mentoring, etc.)

Volun-tourism the intersection of international volunteering and tourism; and has become a worldwide phenomenon that would bring hundreds of such tourists to the community. It is the practice of individuals going on a working holiday, volunteering their labour for worthy causes alongside touristic activities



3. Cultural Village

To celebrate the heritage of the village, and to be a main tourist attraction, we propose a Cultural Village. This will contribute much in shaping the rural identity of the village, and allowing a living culture of stories being told on the daily, where people of the village express themselves through arts. The Cultural village is sought to a contributor to boosting and stabilising for continuous sustainable growth, the economic and social needs aspect of community.

The Cultural village is to be inclusive of an art gallery, museum, performing arts/theatre, arts storage. Learning and Educational Centre – Youth and adult educational and learning programs and services, amphitheatre.

The cultural Village highlights the below:

- Arts and Craft Market
- Fresh food market
- Historic / Heritage Documentation
- Exhibition space / Museum(small scale)
- Theatre
- Stalls -Informal Trade driven
- Tourist attraction
- Tradition / Indigenous Food restaurant



4. Countryside / Rural Health Resort

Wellness tourism is travel for the purpose of promoting [health](#) and [well-being](#) through physical, psychological, or spiritual activities. Wellness tourists are proactive in seeking to improve or maintain health and quality of life.

Part A Country Lodge

The developments of the community will unfold within the folding mountains where the transformations evolves into accommodating the corporate world, reaching out to broader markets. The development will host weddings, conferences and overnight stay accommodation for convenience. The area is on the Comrades Marathon and Amashovashova Route and sees many athletes travelling here to prepare for these and other major races.

With the demand for lodges not too far away from home, and yet way from the city, this Development will provide for the visitors need such as below:

- Luxury Boutique Hotel :Tourist /Visitor Accommodation
- Communal Entertainment
- Health and Wellness Retreats
- African Mud Spa
- Wedding Venue(Multipurpose Venue)
- Conferences
- Boardrooms

Part B Country Estates

With the existing context of 1000 Hills, emerging are classic Country Estates on Old Main Road, merely a walk away from the village. We propose of extending this trail over the mountains where one can reside permanently or just for while on business on a rental Basis; a Residential Estate

- Estate Residences
- Communal Facilities / Services
- Office Block / Boardroom
- Link up with existing on Old Main Road



5. Agricultural Projects

Engaging youth in agriculture has been a prominent topic recently and has risen up the development agenda, as there is growing concern worldwide that young people have become disenchanted with agriculture.

With most young people – [around 85%](#) – living in developing countries, where agriculture is likely to provide the main source of income it is vital that young people are connected with farming.

Farming offers the young generation a chance to make a difference by growing enough food to feed the world. Those who become farmers now have the opportunity to be the generation that end world hunger and alleviate malnutrition, as well as helping the sector adapt to climate change.

These projects will:

- Empower local youth to earn a living
- Provide food security for their families
- Empower youth to grow into formidable entrepreneurs and farmers



6. Sustainable Settlement

A healthy and dynamic agricultural sector is an important foundation of rural development, generating strong linkages to other economic sectors. Rural livelihoods are enhanced through effective participation of rural people and rural communities in the management of their own social, economic and environmental objectives by empowering people in rural areas, particularly women and youth, including through organizations such as local cooperatives and by applying the bottom-up approach.

A thriving rural community in a living, working countryside depends, in part, on retaining local services and community facilities such as:

- schools,
- local shops,
- cultural venues,
- public houses and
- places of worship.

Housing is essential to ensure viable use and growth of this Tourism Model. Assessing housing need and allocating sites will be considered at a strategic level.



7. Land

We have already been allocated some pockets of land in prime location and continue to engage the relevant Traditional Councils for more land.

We are targeting Eco-Tourism sites that are pocketed amongst ridges and turrets, offering truly breath-taking views of the surroundings. The one site is also visible from the main road will be our landmark development.

We understand the vast potential of the sites, and the economic, cultural, social and tourism impact an intervention here could have, and our vision is to harness as well as to empower local energies. Our approach to the project is deeply-rooted in and focused on community involvement and development.

8. Project Process Summary

1. Coming up with a Tourism Concept
2. Site Selection
3. Market Assessment
 - a. Strategic Planning Validity Test
 - b. Project Staging - will ensure the deliverability of the project
 - c. Meeting Market Demand
 - d. Impacts on Other Land Releases
 - e. Meeting Broader Objectives
 - f. Infrastructure Impacts
 - g. Economic Impacts
 - h. Investment Value
 - i. Community Benefits
4. Consultation
5. Development Approval
6. Financial Feasibility & the Business Plan
7. Obtaining Funding
8. Project Construction

Items 1 has been finalised.

Item 2 is already in progress and the relevant consultations are at advanced stages and some already finalised.

Item 3 to 6 – we are seeking funding thereof, to develop the concept to a bankable transaction

9. Required Funding Assistance

Services required for development of ecotourism concept into a Product inclusive of a Feasibility Study =
12 – 18 months' process

- Community Participation agents (Counterspace)	300 000,00
- Community engagement facilitators (Imbeleko Foundation)	495 000,00
- Community field researchers (Counterpace)	354 000,00
- Land Surveyors	350 000,00
- Water reticulation engineers	710 000,00
- Tourism facility research consultants	130 000,00
- Landscape architects	650 000,00
- Urban designers	400 000,00
- Agricultural consultants	350 000,00
- Small business development consultants/incubators	350 000,00
- Architects/Masterplanners	800 000,00
- Sports facility consultants	80 000,00
- Animal/Indigenous species experts	90 000,00
- Civil engineers	500 000,00
Small Business and Skills Development Consultants	350 000,00
Agricultural Consultants	200 000,00
Urban Designers	350 000,00
Cost Estimate	6 459 000,00

Conclusion

It is inevitable that this Community Development will be one that is known for its character and street-life that accomodates the different colours of Durban reflecting the history and heritage of the people of its village . It holds a great amount of heritage which will make it distinct. Much attention needs to be given to its urban context and supporting infrastructure, the veins that connect the community and all its content.

Working together with the municipality, the roads, pavements, parks can be given a character with street furniture in an environment that is pleasing to the eye.

The New developments will be a huge contributor to establishing a sustainable economy made of formal informal trading, whilst creating jobs and skills training.

With the growing demands for good quality lifestyles, this Development will supersede many expectations with the value it holds. This is a mere foot step into opening up the possibilities that the village of the Qadi / Nyuswa Community presents.