

POUT

POWERFUL

OUTSTANDING

UNIQUE

TALENTED



BEST FEMALE SELF-EMPOWERMENT

PUBLICATION IN AFRICA

2020 MEDIA INNOVATOR AWARDS

OUR POUT INSPIRATION

BONTLEFEELA MOGOYE

A STORY ABOUT A WOMAN WHO IS
POWERFUL | OUTSTANDING | UNIQUE | TALENTED

OUR
MADISON HEART
OF NEW YORK
POUT

#50000 CAMPAIGN
POUT X MADISON HEART OF NEW YORK
WE WANT YOU!

heart +
stories

#HEARTSTORIES



JULY - SEPTEMBER 2020 | ISSUE NO. 3



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MADISON[®] THE HEART OF NEW YORK

#POUTMOVEMENT
50000



MADISON X POUT

A MADISON NEW YORK #POUT50000 CAMPAIGN

BECOME A POUT MEMBER
 BE PART OF THE CHANGE

ABOUT

The Madison Heart New York #POUT50000 campaign is a call to women who are ambitious, fearless & have a hunger to change their world and communities around them. These like-minded women have a desire to reach their full potential and in so doing, create a wave of change within themselves, communities and South Africa.

Conceptualised by POUT MOVEMENT (a self-empowerment organisation for women) and POUT Magazine, the aim to have a total of 50 000 POUT, who will utilise their skills and talents for the aim of economic development. The aim is for POUT MEMBERS to pool together their skills, talents and resources for the aim of economic empowerment.

The Madison New York #POUT50000 campaign is inspired by the 20 000 women who marched to the Union Buildings in 1956 to protest against the pass laws of that time, and their right to freedom of movement. Looking back at what they achieved, they laid the foundation for us to continue fighting for our freedom of movement, and our freedom to realise our fullest potential.

With the Coronavirus, we are reminded that this freedom should not be taken lightly. It is now even more pressing to forge a future that South African women can thrive in.



WWW.POUTMOVEMENT.COM

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WWW.MADISONHEARTOFNEWYORK.COM

@Madisonhny

www.poutmovement.com/madison-x-pout



The potential POUT MEMBERS who want to join this campaign should be ambitious, driven, enterprising, big dreamers, optimistic, be able to operate within a collective and have a burning desire to be part of creating change. Whether you are unemployed, a student, in corporate or an entrepreneur or just want to support the cause of women empowerment by showing your solidarity WE WANT YOU TO JOIN!

MADISON THE HEART OF NEW YORK, with its headquarters in Johannesburg is the perfect partner for this campaign as the company strongly believes in women empowerment. As a shoe brand, MADISON THE HEART OF NEW YORK wants to make sure that they are there every step of the way in the lives of South African women as they take up space in the world.

Kelly Kupritz, Marketing Manager of Madison The Heart Of New York ??? which owns Madison The Heart of New York – please give a comment about the campaign and the Madison The Heart of New York brand

Women and women-empowerment organisations can be part of the campaign by choosing the following:

1) Become a POUT MEMBER by registering on the website www.poutmovement.com/join-pout

2) Send your HEART STORIES to info@poutmovement.com

These stories should be inspirational in nature. We are looking for women who have started something to empower themselves or their communities, women who have overcome tragic circumstances and women who have achieved something against all odds #HeartStories

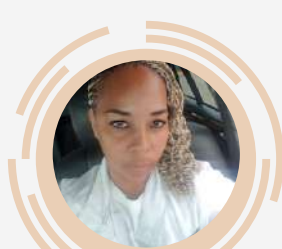
OUR CURRENT POUT MEMBERS ILLUSTRATE THE TYPE OF WOMEN WE WANT TO HELP US CREATE THE SOUTH AFRICA THAT WE WANT. AMBITIOUS, INTELLIGENT AND A HUNGER TO SUCCEED, HERE ARE SOME OF THEM.



NONHLANHLA ZWANE
OWNER OF CLOUD MILKSHAKES

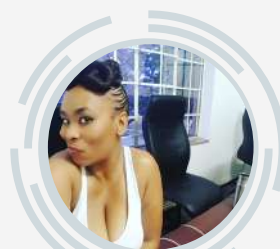
I more than anything love the fact that POUT MOVEMENT is really empowering women. I love that it not only focuses on the business side of life but also our well being, because you can't run a successful business if you're still lacking in self love.

This is a first in Africa and I see it going very far. I'm glad I'm part of something this big that also makes me belong.



KATIA RIBERIO
OWNER OF TRANSFORMAR (PTY) LTD

Before joining POUT MOVEMENT I needed to find my purpose. I needed to feel that I belong somewhere, I needed to make a difference, to make a change and when I joined a few years back my life changed. POUT MOVEMENT changed my life. It was the first place that I could be completely free, open and most of all transparent. Women working together to empower each other in beautiful ways as well as working to make a difference in our communities is truly the best gift.



MAGGIE MBOYANE
OWNER OF CV DESK (PTY) LTD

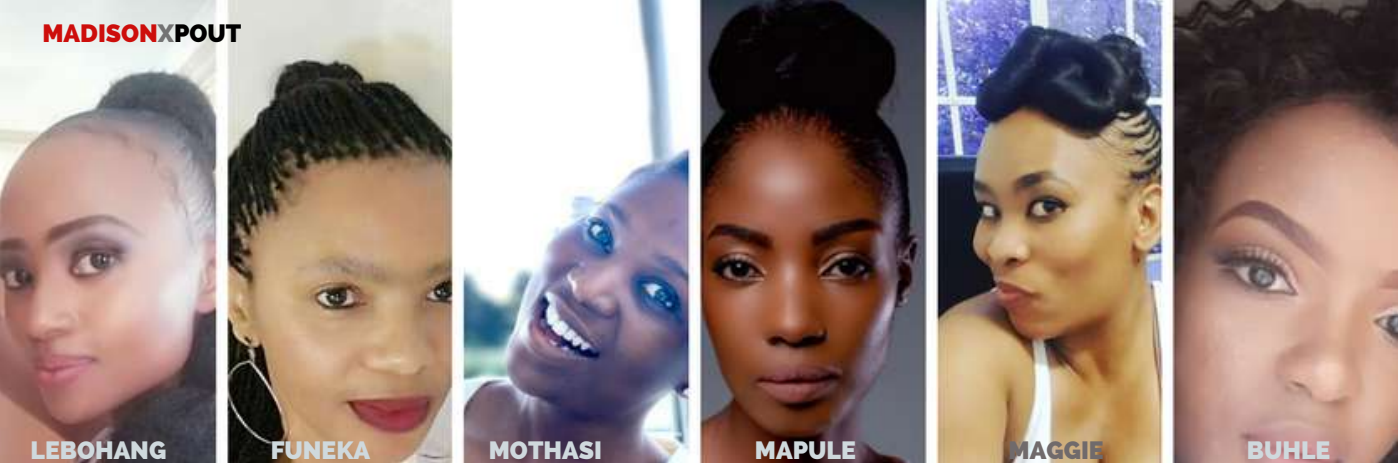
I'm always in support of movements that exist to bring change and that are always ready to partner up with community change agents to ensure a better tomorrow.

Sometimes, all a hopeless person needs is advice that directly affects them and their environments and that is what POUT strives for.



TUMI MOHLOKOANE
WOMEN'S BOUTIQUE CASUAL SHOP ASSISTANT

I first knew about POUT when I was watching TV a few years ago, and registered as a member. It's a beautiful movement because we inspire and motivate each other. I realised that I found myself and admitted things which I needed to own. I'm proud to be part of this and I see a beautiful future ahead of us. I really do believe that we're going to touch people's lives in a remarkable way because the POUT MEMBERS have impacted my life in a positively.



“Give a woman the right shoes, and she can conquer the world” MARILYN MONROE

ABOUT POUT MOVEMENT

POUT MOVEMENT is a self-empowerment organisation for women. POUT stands for Powerful, Outstanding, Unique & Talented. We also publish POUT Magazine which is a self-empowerment publication for women.

ABOUT MADISON THE HEART OF NEW YORK

Inspired by the bustling streets of New York and the chic fast-paced lifestyle of the city, Madison has created a range with a fearless approach to fashion just like the women who wear them.

Each collection has energetic injections of colour and detail for the sophisticated modern style devotees to the Madison brand. From everyday 'staples' to glitzy statement shoes, Madison has every trend covered. Colour block, to pastels and sports luxe the Madison Footwear shopping site is a one-stop shop for every woman's foot candy-needs.

HOW DOES POUT WORK?

It aims to empower women by assisting them to be the best they can be. Firstly, by sharing stories of young women to inspire one another and to learn from their journeys.

We believe that representation in media is really important and affects our self image collectively. The content in POUT Magazine is both inspirational and aspirational.

The stories aim to put women in a positive and inspiring light with the intention of learning from each other and through each other.





Secondly, we carry on this positivity through our POUT merchandise reminding each other that we are all Powerful, Outstanding, Unique & Talented just the way we are. Our super power lies in the belief of ourselves as we are and the acceptance there of.

Thirdly, through our events and workshops we aim to share skills and techniques which we can use in our daily lives to empower ourselves personally. With the knowledge and understanding of how our mind works, we can build a life or vision for ourselves that speaks to our life's purpose here on earth.

The events/workshops also aim to assist women to navigate through their own lives and find the power within to face challenges, pursue their dreams and live a life that they desire. Hence the world 'self-empowerment' because it is only YOU that can change the trajectory of your life and where you want it to go.

Fourthly, programmes. The different campaigns and programmes under the POUT banner will assist us in being organised and unleash the leadership qualities that we inherently possess. At the end of the day, everyone is the CEO of their own lives.

POUT is namely divided into four pillars: media, merchandise, events & programmes.

WHY SHOULD I BECOME A POUT MEMBER?

We aim to organise ourselves, as women collectively, to pursue the life that we desire and create a country that we wish for this current generation and future generations.

We can achieve this by being organised in large numbers therefore your membership is crucial so that we can all get to work.

How you use your membership is entirely up to you, the lifestyle that you lead and the desires that you have. At the end of the day, your individual success is our collective success.

WHAT ARE THE BENEFITS OF BEING A POUT MEMBER?

A R100 ONCE-OFF FEE WILL GIVE YOU THE FOLLOWING:

- ♥ A POUT membership card and lifetime membership
- ♥ Free access to POUT Magazine
- ♥ You will load your own card with money and buy POUT merchandise using the Internet and therefore gain points.
- ♥ You can use the points to get discounts on POUT merchandise or qualify for free merchandise.
- ♥ Automatic entry into our competitions.
- ♥ Discounts/free entrance to our events.
- ♥ Exclusive rights to participate in our photo shoots and campaigns.
- ♥ Media partnership with members who own small businesses, projects or social causes. This means that whenever you host an event, launch a product or cause, POUT will assist you with marketing support through POUT Magazine, our online media channels and expertise from our staff. We will also be able to link you up with partners and POUT members who will be able to further your cause or business.



How you use your membership is entirely up to you. You can choose to just support the cause by being a member, buying merchandise, being more active with the campaigns that we will share with members, being a speaker at our own events, asking POUT to be your media partner, hosting a POUT event in your area and partnering up with POUT or if you have an idea that you would like to implement that will create change within your community then POUT is the ideal space for you.

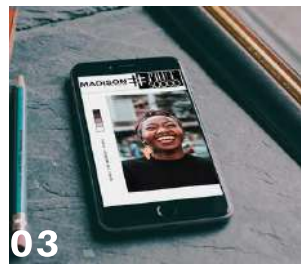
Register to be a POUT MEMBER on our website. Here is the link <http://www.poutmovement.com/join-pout/>



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 Send stories to info@poutmovement.com

POUTMAGAZINE

FEMALE EMPOWERMENT & ALL THINGS POUT...

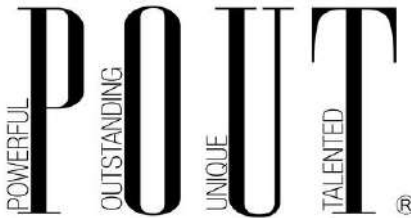
 **MADISON X POUT**



we are excited to announce our partnership with shoe brand Madison New York who have come on board to support the empowerment of women.

We hope you will sign up to become part of the 50 000 women who will create change within their own lives, and those around them. Read more about this on page 3.

 **POUT MOTTO**



You are Powerful beyond measure,
Outstanding for every effort that you make,
Unique for there is no one like you & Talented
because you are blessed with the ability to
contribute to society. Follow us on social media

   @Poutmovement

 **WE WON!!!!**



POUT Magazine was recently awarded the Best Female Self-Empowerment Publication in Africa for 2020 by the Media Innovator Awards. We are extremely proud of our team and the hard work they have put into making this magazine a reality. Here's to many more achievements and milestones!



FOUNDER'S NOTE

Hi POUT family,

We're on our third issue and we're extremely excited that we are able to publish yet another issue of POUT Magazine. Telling the stories of powerful women who exist within our midst is important to us, and we feature some of them in this issue including our cover girl Bontlefeela Mogoye. I hope they encourage you to start something and to continue pursuing your dream. POUT Magazine is also officially an award-winning publication. We've been awarded the Best Female Self-Empowerment Publication In Africa (2020) by the Media Innovator Awards. In this issue, we're also celebrating our partnership with MADISON NEW YORK, a shoe brand that strongly believes in the empowerment of women.

Be part of this exciting campaign by signing up to be a POUT MEMBER and be part of the change.
#MADISONxPOUT50000

Faza Motha
Founder & Director





MADISON[®]
THE HEART OF NEW YORK

#POUT
POWERFUL
OUTSTANDING
UNIQUE
TALENTED
50000[®]

POUT MEMBER PROMOTION

POUT MEMBERS QUALIFY FOR R125.00 OFF
THEIR FIRST PURCHASE OF R500 OR MORE.
PLUS 10% OFF THE SECOND PURCHASE.

SHOP ONLINE AT
WWW.MADISONHEARTOFNEWYORK.COM
OR
WWW.SHOEBOX.CO.ZA

REMEMBER CONTACT ADMIN FOR YOUR CODE

"Give a girl the right shoes and she can conquer the world"
- MARILYN MONROE

HAPPY SHOPPING!

FOR ENQUIRIES, PLEASE CONTACT THE POUT MEMBER ADMINISTRATOR .
WHEN OPENING YOUR MADISON OR SHOEBOX ACCOUNT ONLINE,
MAKE SURE THAT YOU USE THE SAME E-MAIL ADDRESS AND PHYSICAL ADDRESS
THAT YOU USED TO REGISTER FOR POUT.

POUT SNIPPETS

01 BONTLENG BEAUTY SPOT

BONTLENG BEAUTY SPOT, owned by Lindi Tsoetsi specialises in all things nails. Since the easing of lockdown rules, you can get a professional manicure and treat yourself to some of Bontleng's exceptional services.

Treatments offered include wax & tint (R100), manicure (R180), manicure with gelish (R280) and pedicure (R220). For more information visit Facebook @bontlengbeautyspot or call to book your appointment 083 491 9270.

Bontleng Beauty Spot can be found at 7974 Camelia Street, Leondale Gardens, Germiston.



01

02 LINDIWE PADS

Lindiwe Pads is a 100% black female owned company founded by Lindiwe Nkuna. It produces sanitary pads and panty liners. Visit www.lindiwepads.co.za for more info.



02

03 MISS D ORGANIC SKIN PRODUCTS

Miss Dee Organic Skin products was founded in 2017 by Limpopo based entrepreneur Dorris Mphelo after she realised that there was a lack of variety for African skin care. With her passion for organic products, she then enrolled in an advanced skin health course.

"I wanted to show young women that it's possible to have skin that is clear, glows, looks brighter and radiant without burning your face", says Dorris. Product prices range from R60 - R500 and include soap, lotions, scrubs, oils, creams, face wash and a yoghurt butter.

For more information visit www.missdeeorrganicskinproducts.co.za or call 072 481 3662 There's also an opportunity to become a distributor.



03



04

GET ACCESS

Get this luxurious pink velvet baby sleeper combo for R1449, 99 from www.getaccesshome.co.za which is founded and owned by Poppy Kabini. Her journey started with designing personal accessories and has now evolved into manufacturing.

Get Access houses all the items that she makes from cushions, coasters, baby essentials to furniture. Follow Get Access on social media @getaccesshome on Facebook and @getaccess_sa on Instagram.



05

STYLE SHACK SA

Get these African-inspired earrings and accessories from the Style Shack SA which is owned by POUT MEMBER Lerverne Hendricks. Prices range from R30-R70. To order, call or WhatsApp 061 497 2086.

Find Style Shack SA on social media: Facebook & Instagram @stylehacksa or e-mail stylehacksa@gmail.com



06

MRS MOME WELLNESS

Mrs Mome Wellness products seem to be a hit on the Instagram streets. The most popular product in the weight-loss range is Mrs Mome's Slim Tonic which is assisting a lot of ladies to loose weight.

The tonic increases your metabolism, reduces fats absorption and boosts energy levels. Ingredients include Green Tea, Sinnoside B, Vitamins, Saccharin, Fanugreek and Sodium Benzoate. Slim Tonic Price: R550 (500ml). Visit www.mrsmomewellness.co.za

To find a distributor around your area, check out @mrsmomewellnesslife on Instagram Call 064 550 3551 or WhatsApp 066 412 9909 Other products include alkaline water, moringa juice, moringa powder and a moringa shake (berry flavour).



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Miss Dee[®]
ORGANIC SKIN PRODUCTS

MAGIC SOAP
Helps to heal cracked heels and fade the feet spots

Building Her Dynasty



BONTLEFEELA MOGOYE

OUR POUT INSPIRATION



Some of you might have seen Bontlefeela Mogoye trending on social media at the beginning of this year. Stylishly dressed and driving a quantum taxi, social media followers labelled her as "mageza o' skoon" (the literal English translation being a clean taxi driver) who ranked the Sandton to Fourways route. She publicly denied these claims.

Bontlefeela lives her name because her beauty is personified in what she does.

We discovered there was more to Bontlefeela and POUT had the opportunity to find out more. One of the reasons she was trending was that it's rare to see a young and stylish taxi driver who was female.

POUT MAGAZINE IS A SELF-EMPOWERMENT PUBLICATION FOR WOMEN.



"I didn't get into the taxi industry, my family did. We owned taxis since I was young and my family still does", says Bontlefeela.

"With me it was fate because I happened to be driving a quantum running errands for my shoot when we took the videos and pictures, and God knew what His plans were for me", explains Bontlefeela. "God made space for me in an industry where He knew I will excel, and receive all the support and love. I'm amazed by the love I get everyday from people I barely know".

She believes that the media attention and support from people have reminded her of her purpose in life. "I was not active with my foundation but have become busy during the pandemic helping those in need". The BontlefeelaB Foundation assists young women and men through charity work by providing groceries and self-care packs including sanitary pads for girls in high school.

"During Covid, we have been receiving donations to help families with electricity and food vouchers. We are also planning to help with school shoes and socks beginning of January 2021.

Every time I get a message of need, my heart breaks". The media exposure also allowed Bontlefeela to reflect and work on her brand. "This was an eye opener for me and I'm glad the hype came at that time. It was not me but God".

WHO IS BONTLEFEELA?



Bontlefeela Mogoye is a fashion stylist by profession but describes herself as a fashion storyteller. "I tell stories through clothes, the way I dress a client and how a look can compliment or further enhance a person's narrative". She describes her childhood as "crazy and nice". Growing up in a very strict childhood, her mom (Daphne Iris Limakatso Phakoe - Mogoye) was a disciplinarian and still is. "My grandmother was very chilled and was my best friend".

"My mom was my shield, practically following me everywhere. I guess because I was bullied when I was growing up because I wore glasses from a young age. At the age of six years old, kids called me all sorts of names. I ended up spending most of my primary school life indoors just to avoid coming home crying. Girls can be mean, I think at some point my confidence was zero. I literally wanted to disappear. My primary school days were not the best but I eventually came out stronger. Not a journey I would wish on any child that age".

Being raised by strong women buffered Bontlefeela from the bullying. "My family told me how beautiful I am everyday including my uncles. Let's just say it boosted my confidence and despite being bullied at school and in the streets".

"I was also a daddy's little girl and I'm still that girl now. My dad still calls me everyday and calls me baby". Although her parents divorced around the age of 13, it didn't affect the young Bontlefeela that much. "I had a strong support system from my mom's side of the family. I never felt a void.

My uncles and grandfather played the father part and my dad was also there all the time. I grew up in a big family literally and otherwise".



Miss Child Welfare



Competition Time

BLOSSOMING

Her family's love inspired her to try new things and step out of her bubble. "Naturally as a child, I was full of energy. I loved sport including netball and athletics. I was a 100m sprinter. I tried playing hockey at some point as well as swimming, but I didn't go anywhere with that because of my eye sight.

I was also captain of the debate team". Stepping out of her comfort zone was not smooth sailing because there were moments when she was lazy. "Maybe because I didn't want to deal with the mean kids".

One other outlet that Bontlefeela used to redirect her energy was entering beauty pageants.

"At some point I saw myself as Miss Teen South Africa. My mom made me enter my first pageant called Miss Child Welfare and I won". She then took part in Miss Lovelife and won the position of 1st princess, Miss Kroonstad, Miss High School and Miss Kaizer Chiefs Kroonstad.

"I made it to the National Miss Kaizer Chiefs Finals (Top 12) in 2000. I didn't win but making it to the top 12 finals was a win for me. This is also where I fell in love with fashion design".

MOM

THE FIXER

"I had a comfortable life growing up and my family made sure of that. I'll forever be grateful. My mom sacrificed so much for me and my brother. Like any mother, you sacrifice for your children to make sure that they get the best in life".

Her mom used her last cent to make sure that they got everything that they needed. "We were not spoiled but we had a normal life. My mom used to bring us to Johannesburg to buy clothes. I still know my way around JHB CBD because of my mom".

Looking back, she realises that all the sacrifices her mom made for her was because she didn't want her to be dependent on anyone. "She made sure that the foundation was solid enough for me not to run to the streets to get men to do it for me because I couldn't get what I needed from home".

"I remember when I would enter beauty pageants, my mom was always there supporting me even at night. She fixed everything for me". Mom planned her outfits.

"I didn't need anything when it came to beauty pageants. When I was taking part in the Kaizer Chiefs National in 2000, my mom pulled all stops for me. I had a black and gold costume and a beautiful gold and black dress. That's basically what she does, she makes sure that I'm sorted". Her mom is still involved in Bontlefeela's life and helps out with navigating her life. "She gets me curtains when I'm moving into a new place. If anything of mine is broken I know she will take it somewhere to get it fixed if she can't do it herself. She is just that mother, The Fixer.

Even when I am heartbroken she is the first person to help me through the pain. She still fixes things for me and that's why I call her Olivia Pope".



"I'm a strong woman because of her, her teachings, her guidance and I can never forget them. I want to be the same mother to my kids.

She was strict but I see now why she was, it saved me from a lot of things.



MY MILITARY CAREER

On the topic of kids, she mentions that she wants children but doesn't want to get married. "I want a life partner. For me, marriage is overrated. I need someone I can grow with without feeling like I'm bound to them. I am sure marriage for other people is beautiful and you know what... I salute them but this is one union that will have to miss me.

I want my own house in Langebaan alone. I want my freedom of opening a fashion school for the less privileged kids in South Africa where I'll be able to take them to all fashion cities around the world.

That is what I love and I can't do that when I'm married because I won't have time. But I am definitely having kids with my life partner. I love kids and I'm so good with them. I used to baby sit at varsity and it wasn't even for money. Maybe one day when I have an office on the 89th Floor in New York as the Chief Editor of Vogue I'll think of getting married but for now it's not in my plans. I need to build my Destiny".

Bontlefeela believes in love and is taking her time to find the right suitor for her. "Love is 1 Corinthians 13:4-13. I've never been in love and I haven't been in a relationship in exactly 10 years. I'm ready to date and do amazing things in a relationship".

"My mom applied for me to be in the military. I wanted to study fashion design but I had applied to study IT at Wits because my parents didn't want me to study fashion". She didn't know that her mom applied for her to join the military.

"I still remember the first interview. It was in August 2002 and I lied to my mom saying that I was writing exams so I couldn't go". Her mom then organised another interview without Bontlefeela's knowledge.

"The interview took place on the 2nd of December in 2002. On the same day I was going to watch Usher perform at the Dome with my cousin who was doing her first year as a medical student. I was wearing a mini skirt nothing appropriate for an interview but I guess I was skinny, so it really didn't matter" she laughs.

"My intentions was not to pass the psychometrics test or anything. I did the bare minimum and only thing I didn't pass was my weight test. I was underweight but because of my psychometrics results they said I must be on a protein diet until the 23rd of January 2003. I got paid at the end of the month for enrolling in the military.

I decided that I am not leaving because I was getting paid, and I didn't have to ask my parents for money. I ended up staying then went to varsity in 2004-2006 at Stellenbosch University (Military Academy). I then worked in Pretoria until 2013 and left as a Major.

“

BONTLEFEELA MOGOYE:

**MAYBE ONE DAY WHEN
I HAVE AN OFFICE ON
THE 89TH FLOOR IN
NEW YORK AS THE
CHIEF EDITOR OF
VOGUE I'LL THINK OF
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FOR NOW IT'S NOT IN
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I NEED TO BUILD MY
DESTINY.**

”

MY FASHION JOURNEY



SOME OF BONTLEFEELA'S WORK INCLUDES WORKING ON THE FORBES MAGAZINE 50 MOST POWERFUL WOMEN IN AFRICA & FORBES 30 UNDER 30.

"I've always loved fashion. I speak, breath and live fashion. This journey was mine before I knew it. I joined Woman&Home Magazine in 2015 after completing a styling course in 2014. That is where my journey began".

She then freelanced for Previdar Magazine. "I think this is where my career was launched. I styled Terry Pheto for the women's issue. When I did the shoot I had never styled anyone on my own so when I was given the task to style Terry I knew that it was a huge opportunity. The theme was white and I must say I nailed my first solo shoot".

Her portfolio of work includes working as a fashion stylist at Joburg Style and Nubian Bride magazines. I also styled the likes of Cassper Nyovest who is by far my favourite person because I got to change his wardrobe when he lost weight.

We did such amazing work with him. It was fun and I enjoyed creating looks for him". It was different for her because she had always focused on styling women. "Cassper is so great to work with and he listens. I think this is the part I love about everyone I have worked with.

They have never doubted what I can do for them. I also styled entertainer Thembi Seete whom I love because I grew up dancing to Boom Shaka. It was great to be styling one of the leads of Boom Shaka".

One of Bontlefeela's best career highlights include styling Forbes Magazine 50 Most Powerful Women in Africa with featured South Africa's media personality Bonang Matheba. "I am proud to say that I styled the most powerful women in Africa, and told my fashion story throughout Africa".

Q & A

WHAT MAKES YOU POWERFUL?

I'm not afraid to be alone. I've experienced success, failure and getting up while learning from my past mistakes. I don't let failure define me or keep me in the darkness. I try and try again until I succeed, and that is where I am today. I think my resilience makes me powerful.

WHAT MAKES YOU OUTSTANDING?

I think everyone is outstanding in their own way because we are uniquely created. For the fact that I am me, that alone makes me stand out.



Bontlefeela as a baby

WHAT MAKES YOU UNIQUE?

Again, being unique speaks to what makes me outstanding. There is no one like me because I was created to be unique, and to walk my own path in life.

WHAT ADVICE WOULD YOU GIVE TO YOUR YOUNGER SELF, ESPECIALLY ABOUT HER TALENTS?

Be you, let rip, dive in and be free. If you get to a door and it doesn't open, don't keep up, keep on knocking. No amount of NO's must deter you on what you want to achieve. It doesn't matter who is not for you, you have to be for yourself. You are your only hope. Believe in yourself, love yourself.

A fail is not the end of the world, get back up and do it better. Nothing is impossible if you put your heart into it. Dear young me, remember that you are gold babe, solid gold. Love, BontlefeelaB



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POUT SHORT-SLEEVE T-SHIRT R120 | AVAILABLE IN WHITE, BLACK, GREY & NAVY BLUE. TO BUY E-MAIL INFO@POUTMOVEMENT OR INBOX ON SOCIAL MEDIA

www.poutmovement.com/shop

Struggle is not the identity.

You must learn to live while you struggle, such that anyone who sees you can separate the struggle from your life.





Nokuthula Mkwazi

100 BOXES OF HOPE

*Nokuthula Mkwazi is a performer and writer. Her passion to fight against gender-based violence (GBV) saw her start an initiative called **100 BOXES OF HOPE** for women and children who have been victims of violence, crime and abuse. She is currently a CATHSSETA intern completing her contract at the National School of the Arts (NSA). CATHSSETA is the Culture, Art, Tourism, Hospitality, and Sport Sector Education & Training Authority.*



A box consists of essentials including a face mask, body wash, body cream, toothbrush, toothpaste, body towel, face towel, shaving cream, shaving utensils, wooden boxes (with a centre slit to encourage women to save money), deodorant, sanitary towels, sweets and gourmet biscuits. Individuals or companies can donate.



PIC (FROM LEFT): NOMSA RAMATHIBELA - IKHAYA LETHEMBA DEPUTY DIRECTOR, SPIRITUAL CHORDS VOLUNTEERS (GREEN BIBS), FRONT CENTER: SPIRITUAL CHORDS EXECUTIVE SAFIA MOOSA & NOKUTHULA MKWANAZI.

"100 Boxes of Hope was started as a direct response to the brutal rape and murder of university student Uyinene Mrwetyana. News of her death came in after the death of boxing champion Leighandre Jegels who was killed by her boyfriend", explains Nokuthula.

"Around that time, Uyinene was still reported missing so when her body was found and identified, we all got the news. When I heard the news, chills ran down my spine and fear flooded my heart. As a South African woman, living in post-Karabo Mokoena South Africa, I found myself feeling fearful, shocked, disgusted, hopeless and threatened once again". After the shock wore off, Nokuthula exploded with anger. "Later that week, I went to church and the pastor took time to ask us to pray for GBV. I was annoyed, angry, hurt and itching to do something tangible to address this issue. I strongly felt that God was telling me to do something as a community member in Braamfontein, as a Christian, and as a female who is vulnerable to these violent and seemingly fatal attacks.

I felt all of the above, but I did not know where to start". The more she talked to her friends, the more outraged Nokuthula became. "At any time, on any day, for any reason, a woman can be victimised by a partner, stranger in the street, a colleague at work and now, a post-office employee". For Nokuthula, nothing made sense.

"No place felt safe and no man felt trustworthy anymore". She then wrote a proposal to her supervisor at The National School of the Arts and asked for permission to launch her project. "I received the green light. I then reached out to a shelter for abused women and children in my community within Braamfontein". Upon speaking to the director of the home, Nomsa Ramathibela explained to her that at any given moment, they house between 80 - 100 women and children in their shelter. Hence the name 100 Boxes. "I then told the director of the home that I want to empower these women and children, and to give them tools to take care of themselves, heal and move forward in their lives. So I asked her, where I could start with this *process of empowerment*".

"At any time, on any day, for any reason, a woman can be victimised by a partner, stranger in the street, a colleague at work and now, a post-office employee"

NOKUTHULA MKWANAZI

Nomsa Ramathibela suggested that Nokuthula should make pamper packages “because when the women arrive at the shelter they are usually battered emotionally, mentally and sometimes physically. They normally have no hope, low self esteem or a false picture of their self worth”.

Nokuthula opted not to start an empowerment program, “not because they don’t want to receive this type of learning, teaching or investment but because they are in too much pain, confused or in survival mode. So if I wanted to empower them, I had to start by making them feel special, seen and valued”, she adds.

The 100 Boxes of Hope was created to pamper, value and spread hope to survivors. To reinforce “that they have made the right decision by escaping and they should take courage and keep moving forward. I wanted to show them that they are worth it and hope that in time they would feel that through these boxes”.

100 Boxes of Hope was launched in September 2019 at the National School of the Arts. “I had to keep relaunching it since I was failing to pull donations. I relaunched it this year in February as well then paused it in March when the pandemic broke then relaunched it in April. Technically, I had already set up donation points last year in September. I set up boxes in the main foyer at The National School of the Arts as the main donation point. I then posted on the school's social media platforms and asked the school to send out communication to parents about the initiative. I also distributed posters around the school, and sent out proposals to a number of corporates”.

CHALLENGES FACED

For the first eight months, Nokuthula laboured on the project alone. “This proved unfruitful and difficult, because following up with all the people I requested assistance from was quite a task.

When I was rejected, I would get discouraged and to be honest, I had no idea how else to gather support or funding. I then looked at past campaigns that I worked on and there were always people with a higher income network or more influential than mine. The networks allowed us to get resources, funding, time and talents easily. This time, I was working by myself.



In the ninth month I reached out to a friend who referred me to The Spiritual Chords Trust. I also reached out to my church as well as Food Lovers who responded positively. Things suddenly turned around”.

Safia Moosa, who runs The Spiritual Chords Trust, felt moved by the concept of 100 Boxes and she reached out to her contacts and assisted Nokuthula in reaching her target of 100 Boxes. “In the end I had the following sponsors; Food Lovers Market, Learners at the National School of the Arts, God First Church, Spiritual Chords Trust and private donors”

“I had a limited network of contacts and I learnt that it helps to know people that are influential and affluent. I have now made every effort to attend more events so that I can build a network of diverse contacts and people. Well, this was before lockdown. I also struggled to get donations from corporates. The learners at the school donated the first 50 sanitary items, which was good, but that was the best they could do, as most of the learners at the school are actually from low to no-income homes. The school is largely subsidised by government so the success of my project in that environment was minimal. I also struggled to get people who felt passionate enough about GBV to make an actual physical effort and tangible difference. I reached out on social media to get assistance but all I got was a few likes and comments, with unanswered messages”.

HIGHLIGHTS

“The handover ceremony was a highlight for me. I had to pinch myself. The boxes actually made it to the shelter and far exceeded my expectations in terms of the contents. Hearing from one of the survivors that the package that they received made them emotional because they thought that the world had forgotten about them”.

Nokuthula states that it was immensely validating for her to receive this feedback. “I also loved hearing the survivors share their stories at the handover, how they encouraged each other on how they escaped broken and toxic environments. They gave each other hope.

Even though the journey of starting 100 Boxes of Hope was difficult, I enjoyed reflecting on this project and the lessons I learnt. Miss Gauteng Exclusive did a write up on the project and the handover ceremony, which made me do cartwheels and scream with joy”.

Nokuthula hopes that 100 Boxes will be a starting point for cultivating hope and healing amongst female victims of violence, crime and abuse. “I want these boxes to begin the process of empowerment for survivors and most importantly for them to feel seen, heard, valued, worthy, beautiful and significant with a life filled with purpose”.

HOW CAN THE PUBLIC GET INVOLVED

I would like to continue the fight against GBV by designing programs to upskill survivors so they can get on their feet financially so they can support themselves and their children.

Most importantly, to get them out of the home or environment that they share with their perpetrator. So if people have the skills, talents, contacts and time to help me put this together, I would really appreciate that. I would still be working with the same shelter for now because the foundation is there as well as the connection that I've made with the survivors.

A box consists of essentials including a face mask, body wash, body cream, tooth brush, tooth paste, body towel, face towel, shaving cream, shaving utensils, wooden boxes (with a centre slit to encourage women to save money), deodorant, sanitary towels, sweets and gourmet biscuits. Individuals or companies can donate.




100 BOXES OF HOPE



ABOUT NOKUTHULA

"I'm a storyteller who is based in the city of gold and passionate about a lot of things. I'm a professionally trained actor, writer and voice over artist. I'm a believer with an imperfect love for a perfect God. Art is my space specifically the sacred art of storytelling. I'm also very committed to and excited about growing a lucrative and sustainable African economy.

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BE A HAPPYSOUL AND EMBRACE IT THROUGH YOUR LIFESTYLE

HOW AN HIV TEST CHANGED MY LIFE





*Ntokozo Mkhize is better known, to most, as **Ozolicious**, a nickname that she sings with a tilt in her voice. She has wisdom beyond her 23 years of life.*

Youthful, independent and with an inner strength that is bolstering youth HIV advocacy to new heights. She uses her voice to inspire those around her to “make a difference by doing things differently, and in their own way”.

As told by Lisa Townend
Photographs by Arthur Collett

WWW.POUTMOVEMENT.COM

HIV+ STATUS

I started taking 'vitamins' when I was eight years old. My mom had passed away when I was five and the hospital staff had told my granny what HIV+ signs to look out for in me.

As a devout Christian my granny had a hard time accepting that I could possibly be HIV+ too and it took all her courage to investigate a skin condition I was suffering with. That was when my granny discovered that I too was HIV+ and I started taking daily 'vitamins'. Without knowing it, I was taking antiretroviral medication to suppress HIV in my body.

When I was 13 or 14, I was watching television with my cousin Thando. He is more like a brother to me and is five years my senior. We saw someone saying that they were HIV+ and I saw the tablets that they were taking.

The tablets looked the same as my 'vitamins'. It all just clicked together for me. However getting the answers from my family took some time. Thando denied it at first and my granny just couldn't handle her emotions enough to disclose it to me but deep down I knew.



MY GRANNY

I lost my dad when I was three months old and my mom when I was five years old. I'm so blessed to have had my granny raise me and means everything to me.

She has immeasurable strength, smart and always has encouraging words to keep me going and has raised me to meet each challenge so I can achieve all I am destined to achieve. She has taught me so much about life and living. There is nothing I can't do. She gave me life and without her, I'm nothing.

UNAIDS
estimates that 61% of South Africans living with HIV, are women, above the age of 15 years, a group that accounts for 58% of new HIV infections, annually.

INSPIRATION

I have been immensely inspired by the 2004 South African movie called Yesterday. The main character (Yesterday) is played by Leleti Khumalo.

The story is about a young mother who finds out that she has AIDS and her journey that unfolds. When I first watched the movie I saw this strong woman who loved her husband deeply and her positivity inspired me, as she didn't allow people to bring negativity into her life.

If I can aspire to be Yesterday, and live a courageous life.



NTOKOZO IN AMSTERDAM

JOURNEY OF ACCEPTANCE

I really battled to accept my status and I went through a time of being very angry with God, my parents and basically everything and everyone. AIDS Healthcare Foundation (AHF) was my pillar of strength through it all. Kini (Elizabeth Lubanyana) from AHF, the social worker at Ithembalabantu Clinic in Umlazi, where I receive my treatment invited me to join a support group. I went along, as I just knew that I needed the help so I could come to terms with my HIV+ status.

I met my best friend in the support group, Nokulunga, who went to the same high school as me. We just connected straight away. We have been through so much together and it has given me great comfort to walk the path of acceptance with a wonderful friend.

Through the support group I worked through my feelings. It was really difficult to communicate with everyone though, as they were not the same age as me, so I'm not sure that everyone understood where I was coming from.

BIG FEELINGS

At first I thought my HIV+ status was the end of the world but when I started attending the support group I got to see a bigger picture and I received a lot of opportunities. Everything happens for a reason, for a purpose and I realised that I'm here to make a difference.

The first time I travelled internationally to share my story and champion girls like me I knew God is taking me places. I am not HIV+. I am the change.

AHF & ME

AHF is amazing. I love the way they treat me and they always take care of me. I have been on treatment with them since I was eight. They have given us all watches so we know what time to take our medication.

On every occasion they have gone over and above to assist me. When I was having issues with transport to school, they arranged reliable transport to and from school for me. I'm grateful for everything that they have done for me and it is a blessing to be able to give back to them through my youth advocacy.

"I have a heart for women and empowering women. I would like to own a welding company where I can hire an all-female team and we can create our own products".

LIVING MY LIFE

I like to listen to people when they speak and tell me their stories. Through the support group I have been taught about medication, HIV, looking after my health and wellbeing.

I always make notes so that I can share the information with others and of course I like to socialise which helps a lot.

My life philosophy is YOU ONLY LIVE ONCE! I need to take my medication as I have a lot to live for and I can't allow for HIV to take my life. I can be whatever I want to be, a big truck driver or a welder, a youth mobiliser or an AHF ambassador.

Before I knew my status I was just living life and then I started to understand that I am different. I know who I am and I put my health first. Taking my medication is my priority and then everything will fall into place. Some people say that I am selfish because I'm trying hard to make something special of my life. I call it fulfilling my destiny. Before my mom passed away, she told my granny that I wouldn't amount to anything and that drives me daily to prove her wrong. I will be somebody special and I will do something amazing with my life.

BECOMING A WELDER

I have always loved to challenge myself. Men have this power that they can do anything they want. Being a welder means I'm not limited. I'm training to be a mechanical engineer and it challenges me and now I'm fulfilling my passion as a welder. Within me is a desire to constantly challenge men, just to say 'I can do anything, as well as you can do it!'

Men are all about control and I fiercely resist control. I know given any tool, I can succeed without having a man to rely on. Women tend to give everything to the men in their lives but I want to have my own things without having to depend on a man.





For more information on AHF, visit either www.aidshealth.org OR www.facebook.com/aidshealth.org

MARRIED TO MEDICINE

I'm married to medicine. Everything that happens in my life, happens because I take my medication on time and then everything else follows...sport, studies, work and my advocacy work.

My family often tried to protect me from doing things because of my HIV+ status and I have to remind them that I can do everything. I don't need to just sit and rest. With my medication in my body, I'm just as healthy and strong as they are.

MY FUTURE

I have a heart for women and empowering women. I would like to own a welding company where I can hire an all-female team and we can create our own products.

I would also like to buy a fleet of trucks with an all-female team of drivers. Whatever I decide on, I know it can happen. Another dream would be to open an organisation to groom young women to succeed in life, irrespective of who they are or where they are from. We can all succeed.

ADVICE FOR THOSE INFECTED & AFFECTED

For those children who are in a similar position to the one I was in. Take a moment and place yourself in your parent's shoes and feel how difficult it would be for them to disclose your status to you.

Children often don't believe that they are HIV+ and it can result in the child defaulting on their medication. That would make any loving parent scared for the future of their child.

Parents I ask you to support and love your child. That is the most important thing. Know what you want in life and what you are living for. You can always work to fight the stigma.

WHAT I KNOW FOR SURE

If you find yourself HIV+ it's not the end of the world. I'm a witness to the fact that it can't stop you from achieving your goals. I'm a 23-year old and I was born with HIV. You have to be strong, trust in yourself and carry on with life.

Try to ignore the stigma because you can overcome it. Focus on your family and your friends that support you. Don't bother about the people who don't add anything to your life and focus on the people that do bring something to your life.

Go and get tested, it isn't a bad thing to know your status as it can help you plan your future.

When you take control of your body and take your medication, you keep the virus suppressed and you can live the life you want.

Being HIV+ positive is what makes me strong. If I wasn't positive, I may already have had one or two children. HIV is keeping me away from the wrong things. I used to be angry and now I have peace in my life because I know I can be whatever I want to be.

Ann Gaddefeloe



SAVED BY FAITH

SAVED BY FAITH

QUALIFIED CHEMIST AND LIFE COACH AT NALEDI SHINE (A LEADERSHIP & PERSONAL DEVELOPMENT INSTITUTION) ANN GAOLEFELOE HAS TURNED HER PAIN OF ABUSE AND REJECTION AROUND. YEARS OF QUESTIONING LED TO YEARS OF HEALING AND SELF DISCOVERY. IN HER OWN WORDS, SHE SHARES HOW HER FAITH SAVED HER.

BY ANN GAOLEFELOE

I come from a background of physical, emotional and mental abuse, including rejection.

The abuse comes from home but to be honest I don't remember how it started. I just found myself in the middle of it. I can't even recall what I did wrong that led to that kind of mistreatment. I was a well-behaved, disciplined and respectful child.

I was obedient and did everything I was told to do. I obtained very good grades at school and tried so hard to please my father because I craved his approval.

I would experience the abuse mostly when my father was angry. He would vent out his anger on me without me doing anything wrong. He would say hurtful things which left me broken and wounded. This happened as a series of events and for a long time. I felt unwanted, suicidal, bitter, not good enough, resentful, miserable, fearful, hopeless and my heart became so hard that I couldn't forgive him.

I remember in my early years when I started working, he hit me with a pot on my face and I went to work bruised. I couldn't even tell my boss or even my colleagues that my father was responsible.

I was so ashamed. I would often ask my mother why this was happening, she would tell me to keep quiet and go to my room.

I felt betrayed as I expected her to stand up for me. Gradually I began harbouring feelings of hate for my father. I couldn't bring myself to be in the same room with him as I feared that seeing me would spark a reaction from him to attack me. I would sit in my bedroom and only came out when necessary like going to the toilet, kitchen or when I knew he wasn't around. This experience led me to being fearful, negative, having low self-esteem, lack of self confidence and self pity.

REJECTION

I was involved with the father of my child shortly after having written matric exams. He was already at a tertiary institution in Cape Town studying towards his accounting qualification. I then decided to pursue my career in Durban studying towards my analytical chemistry diploma, and we would see each other during holidays. Within the two years of my studies and being in a relationship I fell pregnant.

Everything was fine until I became pregnant.

I decided to let him know and all hell broke loose. I was on my own. I was told to abort the baby and I said HELL NO. He changed in the process and became somebody I didn't know.



He became verbally abusive. I mean I remember the one time we had an argument, pregnant as I was he kicked me in my stomach and for me that was the last straw.

I was scared to tell my parents about my pregnancy. I confided in my younger brother and asked him to inform them. They were shattered and disappointed... mostly worried about my studies. I sat them down and explained my intentions and I was able to complete my studies as pregnant as I was.

Just to mention he had said the child was not his, even though it was well known among his friends that we were together.

After my daughter was born the tension at home also eased up and the atmosphere at home changed. My dad became my coach and he was educating me about birth. When my daughter was born my dad helped me with nappy changes, feeding her and looking after her while I rested. After giving birth, I went back to tertiary to complete my third year. Subsequently I got a job and graduated the same year.

I carried my daughter for nine months without her father's support. Just to mention he had said the child was not his, even though it was well known among his friends that we were together. My friends at that time played a major role and encouraged me not to drop out but rather complete my studies and for that I will be forever grateful as that prepared me to become the independent woman that I am today. The time came when I had to face him and tell him how he affected me. I forgave him and released him for good, as advised from church, so my healing could take place.

The thought of raising a child by myself was hard and initially depressing. I didn't know better. Days were not the same. I had mood swings and the thought of him having left me pained me the most. I looked at myself and wondered if there was something wrong with me.

Was I not beautiful enough? I had attained a qualification by then. I was bitter and I tried to make sense of his departure. All sorts of questions went through my mind. I felt hopeless, ashamed, sad, miserable and I lost weight.

But I knew the pity party had to stop at some point. My child was there and she needed to be raised in love and looked after. I had to put my life on hold and focus on raising this beautiful innocent child.

The birth of my daughter softened my father and the atmosphere changed. The tension started easing and things were falling into place. There were times when I was lonely and yearned to discuss my child's needs with her father and each time when I reached out, he would refer me to his mother. Although I had a very good supportive structure at the time, including my family and friends, his gap was still felt. Above all I am grateful that God was there with me through it all, helping me, guiding me and giving me wisdom as well as courage to raise my daughter. I wouldn't have survived without His intervention.

TURNING POINT

I grew up in a Christian home with an Anglican church background. A neighbour invited me to attend her church as she knew about my struggles because I openly shared them with her including the rejection from the father of my child. There was an alter call. This way my first experience in such a church set up because she was from a different denomination.

I didn't know what to do. This was all foreign to me yet in my heart I knew that I needed help as I was not in a good space. I stood up went to the front to be prayed for and I cried like a baby. The burden was too much. I was then taken to receive counselling from the church elders. I became a born again Christian and committed my life to Christ.

I was told that I'm now a new creation and the old has passed away, which is scriptural by the way but for me it didn't make sense at all. I couldn't get past the pain in my heart and make it go away.

At that time, anyone who advised me didn't make sense as I was deeply wounded and hurt. Going to church, reading the word and praying made a difference. I believe that God did heart surgery on me, and the healing process started. I knew I had to find a way to forgive my father but it was very hard.

HEALING

I then did more counselling from church which was progressive. I had so much spiritual baggage (resentment, bitterness, root of rejection and not being able to forgive). All of my issues were not dealt with at once. This hindered my walk with the Lord and I could not move forward in my walk with Him. In the process I was led to attend Bible School and that didn't make sense to me at all. I ended up going to Bible School at another church, which I'm currently attending.

At this point I asked for counselling as I was really struggling with forgiveness. I learnt that it is good to pray and allow the Lord to lead and guide you through the Holy Spirit, and let Him choose the right counsellor for you.

In my experience, because of the abuse, I was emotionally handicapped and, was not able to maintain healthy and lasting relationships. I was bruised, left with scars and I didn't know what happiness was. I hated men but through different counselling platforms, I learnt that there are kind men out there.

One Sunday, on my way from church, my father called me saying he wants to talk to me. I was reluctant but I went. The minute I entered the living room I found my father on his knees crying and begging me to forgive him. He said he did not know why he treated me the way he did. I got a bit angry when he acknowledged that what he did was wrong. I must say, it took time for my father and I to be restored since healing is a process. I believe you can't do it on your own, you have to rely on the Lord to help you but then I had to cooperate with him. Receiving God's love helped me a lot, though I didn't know how to receive it since all I knew was pain.

My father is still alive and ageing gracefully. Our relationship is fully restored. We get along very well and I have grown to love him despite what happened in my childhood years. I'm glad that time presented me with the opportunity to make things right with him. His involvement with looking after my child after birth meant a lot to me, as a result it helped me in my healing process.

Being the eldest at home, I'm responsible for my parents' well being, even though I don't stay with them. I run errands for them including taking my father to the doctor if he's not feeling well. I also pray for him and with him. Sometimes I ask myself what if I didn't forgive him, I would have robbed myself of what is now an enriched daughter-father relationship.

I have now become a prayer warrior. I went to Bible school and I'm now in a position to counsel others among the Christian community.

I have become so bold that I conduct prayer assemblies at schools. Therefore the whole rejection aspect helped me find myself and my path with God. Probably this was a blessing to get me focused and prepare me for my destiny. Everything happens for a reason I believe.

My father is still alive and ageing gracefully. Our relationship is fully restored. We get along very well and I have grown to love him despite what happened in my childhood years. I'm glad that time presented me with the opportunity to make things right with him.



IMAGINE HAVING SOMEONE WHO LISTENS TO YOUR DREAMS, AND ACTUALLY BELIEVES IN THEM.

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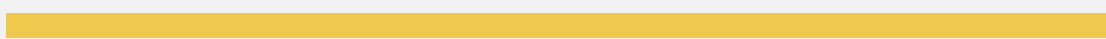
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Imagine

having that person who holds a mirror to your face, gives you honest feedback and seeks to build you.

IMAGINE THAT PERSON CHALLENGING YOU WHEN YOU LIMIT YOURSELF AND YOUR OWN POTENTIAL.





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NALEDI uses a simple model of the 7Rs to facilitate coaching conversations for individuals and groups.

- **RELATIONSHIP:** to have a meaningful connection with someone involving respect, care and communication.
- **RESILIENCE:** to keep going when things get tough, not to be or feel defeated.
- **REFLECTION:** to look and critically evaluate your own behaviour and thinking.
- **RISK-TAKING:** to invite the possibility of harm, loss and danger for the sake of progress and growth.
- **REASONING:** to think objectively and logically.
- **RESPONSIBLE:** to lead, be dependable, think and act proactively and take ownership of your future.
- **RESOURCEFUL:** to be creative, think out of the box, and to make a plan.

For more information, please go to www.naledishine.org

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TSHIDI SEEMA



MAGIC HANDS

Tshidi's Cakes and Events is an event's company founded by Tshidi Seema, and also supplies décor and cakes. We chat to its passionate owner to find out more.

WHEN DID YOU START TSHIDI'S CAKES & EVENTS?

I started Tshidi's Cakes and Events in 2014 when my youngest daughter turned five years old. I had no money to hire an event planner but I knew what I wanted. So I bought few things and did magic with my hands.

WHAT KIND OF SERVICES DO YOU OFFER?

We offer services such as co-ordinating events for clients, baking lessons for both adults and kids, and we also hire out event equipment.

WHAT CHALLENGES HAVE YOU FACED?

Getting clients who cancel at the last minute and clients who are confused or not sure what they want. In terms of cancellations, I always make sure that I sign a contract with the client which allows them to see how much work goes into planning an event. I charge a percentage for cancellations but I always communicate to the client about this.

"I have learnt that starting a business is a lot of hard work and, requires passion and perseverance."

Q & A

WHAT INSPIRES YOU TO KEEP GOING EVERY DAY?

Meeting new people and working on different projects.

HOW HAS COVID-19 AFFECTED YOUR BUSINESS AND HOW ARE YOU WORKING AROUND IT?

It has affected me in a very big way and I've had to postpone all of my events. Financially, it crippled me badly but things are getting better each day all thanks to my cake-selling business.

WHAT ARE YOUR PLANS AND HOPE FOR THE FUTURE?

My plans for the future are to give more young women baking skills and expand on my events planning part of the business by executing big events.

CONTACT DETAILS

Tshidi's Cakes & Events
1st Street, Twatwa East,
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THE STRATEGIST



BARADI MEDIA GROUP IS THE BRAINCHILD OF THEMBI MOKOENA, A UNIVERSITY OF CAPE TOWN GRADUATE, WITH OVER 15 YEARS EXPERIENCE IN THE MEDIA AND MARKETING INDUSTRY. THE COMPANY WAS FOUNDED IN 2008 AS A MARKETING AGENCY, WITH THE ORIGINAL FOCUS BEING ON CORPORATE BRANDING AND CORPORATE EVENTS.

WE CHAT TO THE OWNER TO FIND OUT MORE ABOUT HER JOURNEY.

WHAT SERVICES DO YOU OFFER?

Twelve years since its inception, the agency has grown and branched into a one-stop brand and media agency. Our core services fall under three creative divisions, namely: Advertising & Media Sales, Experiential Marketing, and Multimedia Design.

Our advertising division is partnered with local and international media owners, including Vodacom South Africa, which is the biggest mobile network in the country.

We provide advertisers the opportunity to advertise their brands to a wide, diverse, and researched audience in Africa and abroad.

Our marketing division comprises of specialist executives in brand activation and brand development strategy, bringing brands closer to their specific markets, and driving feet into stores to grow product sales and to build brand awareness.

The multimedia division is a playground for some of the best graphic designers and software developers in the country. We have worked and partnered with great talent to give our clients the best possible service. From creating brand logos and corporate identity, to building some of the most beautiful, practical and user-friendly websites and applications.

WHAT MAKES BARADI MEDIA UNIQUE?

Baradi Media Group is an agency built on the principle of excellence, quality, affordability, flexibility and customer orientation. These pillars are shared by many agencies, however what sets us apart is our footprint across Africa and our diversity within the company.

This gives us the ability to give clients precise and calculated outcomes, due to our personal knowledge of the different markets within which our clients operate. Not only do we understand the African market, we speak African, we live in these territories, therefore we are the African market.

FEEL



EXPERT

WHAT HAS BEEN YOUR PROUDEST MOMENT?

We have worked with some great brands over the years, and every project was carried out with excitement and great pride. There are so many moments that took our breath away, that we cherish, however the biggest achievement in the past years has been our partnership with Vodacom South Africa.

This network is the biggest in the country, and by far the most creative and flexible in terms of their digital media offerings. We are proud to be associated with such an amazing brand.

WHAT KIND OF CHALLENGES DID YOU FACE WHEN YOU STARTED THE BUSINESS?

The biggest challenge in the beginning was finding the right talent, and also communicating our vision and acquiring business in a saturated industry. Through trial and error, we remained focused on our corporate pillars, and continued to offer our clients quality service.

We also used our creativity to keep our brand fresh, and to keep educating ourselves with local and international trends. Maintaining our client relationships ensured repeat business, so although the progress was slow, our brand went from strength to strength over the years.

NOTES

Brands are born of dreams, like any other 'new born', they have to be nurtured.

They don't just grow on their own, just as with seeds, the soil and atmosphere has to be just right for growth – that's where we come in.

In a world full of competitors and very little time for customers to decide, your brand needs to pop, if it doesn't pop, it will get swallowed into the chaos.

Your brand is your baby, don't let it die prematurely. Give us a call today.

CONTACT DETAILS

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BARADI MEDIA GROUP

THE BRAND



Specialist Brand Development & Marketing Solutions Agency

BARADI MEDIA GROUP

B U I L D I N G

A

HAIR/EMPIRE

The Story of Aza Constable

Aza Constable *is the owner of*

ZarFab Creations which produces a number of lifestyle brands including the popular ZarConcoction (a natural hair butter). She also has ambitions of conquering the small screen, with the same vigour as she is currently doing within the hair industry.

By the look of things, Aza could possibly be a Madam CJ Walker in the making, the African American hair mogul who became the first female self-made millionaire in America.



WHERE DOES YOUR PASSION FOR TV COME FROM?

I have always been a dreamer and loved TV. I remember watching Yo-TV when I was in boarding school, I wanted to be in that studio. I remember telling my mom that I want to be on TV. She was like “hamba uyohlala no Aunty wakho eRhawutini” (go and stay with your aunt in Gauteng). Even though my mom was strict, she trusted me enough to go to Jozi to pursue my TV dream.

Everything that I have done since I left the corporate world is connected because it is within the entertainment industry. From the fashion that I produce to the acting that I've done in small TV roles.

HOW DID YOU GET INTO BUSINESS?

I realised that corporate was not for me. I wanted to be my own boss and to do something that I was passionate about, something that I didn't need a vacation from.

I started with creating leather bags and shoes under ZarFab Creations and later added the ZarConcoction hair product. I still produce the leather bags and shoes.

HOW DID ZARCONCOCTION COME ABOUT?

I was introduced to Shea butter by a friend who recommended that I use it on my body. I didn't get the same results as her. I have an afro and it was so difficult to comb it and my hair was breaking. The guy I bought the Shea butter from told me that it's also good for hair.

I then tried it and mixed the oils that my mother was used on my hair when I was growing up as well as Chebbe powder. After just two weeks my afro became so soft and beautiful. Family and friends liked the results so much that they asked me to mix it for them. They were happy with their results and as they say the rest is history.

HOW DID YOU COME UP WITH THE NAME ZARCONCOCTION?

I mixed a lot of ingredients to create my own. I wanted it to be clear that I mixed a lot of products that are already there to create magic.

My innovative approach has allowed me to create a product that creates results for my customers. This product gives me a bit of breathing space as a business woman because it generates enough money to fund the production of the leather bags and shoes.

WHAT HAS BEEN YOUR PROUDEST MOMENT?

It has to be the feature in Move Magazine. I was inboxed by their fashion designer Alexis Tshangana who saw the leather bags on Facebook and loved them. Everything that I have done after leaving the corporate world is connected.

HOW MUCH DOES THE ZARCONCOCTION COST?

It's R100 at the moment but the price will increase to R150 in September 2020.

HOW MUCH DO YOUR LEATHER BAGS COST?

The price range is between R700 - R3800.



CONTACT DETAILS


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**UNATHI MPHAHLELE CONQUERS THE
FLOWER INDUSTRY**

***A Flair
For
Flowers***





Unathi Mphahlele is the Founder and Chief Operating Officer of DITU Consultants. She is also a POUT MEMBER who also rose to the occasion when one of our members lost her cousin Tshegofatso Pule to gender-based violence. As POUT MEMBERS, we sent through a beautiful bouquet of flowers which was curated by Unathi. You might have also seen her work on TV. Let's hear how this power house, got to where she is now.

Flowers can bring comfort and joy in times of difficulties, and bring excitement in times of celebrations. With Tshegofatso's death, Unathi wanted to bring peace and calm in a situation that was chaotic. "I used white roses, white lilies and white sprays for Tshego's flowers.

For me, these flowers presented purity for her and her unborn baby. The colour white represents the colour of angels, The angels that they are now. White has so many meanings for different people but for me there is a sense of purity, peace and innocence attached to it", she explains.

Unathi is very steady in her character and that is evident in the way she also conducts her business. She is calm, focused, and delivers to the customer with a sense of purpose.

Everything she does has meaning and is connected, like the name she chose for her business. "DITU is a combination of my two children's names (Dineo and Tumelo), hence DITU.

They are the motivation behind me starting this business. I went with the name DITU Consultants because we have florists and events planning under the DITU Consultants Umbrella.

I started the business in 2017 but officially registered it as a company in 2019". Unathi's love for flowers is what opened the gateway of her flourishing business, which is set to blossom into her own empire. "I have always loved making events beautiful through set up and arranging flowers. My sister in law, is the one behind me starting the business. She said that I needed to stop doing flower arrangements for free because people charge for the work that I would do for free", says Unathi.

"My sister-in-law Zukiswa Jonas, is the one who introduced me to POUT. She owns PurpleCherry Taste and is an entrepreneur at heart. She would do anything to make sure that I succeed in making my dream come true". Unathi and Zukiswa share a special relationship and get along really well. "Most people think that it's unreal, as you know most relationships between sisters and sister in laws are never the best, but ours is real. We disagree at times, don't get me wrong but we know how to resolve issues. My brother always says that he's scared that I'm going to steal his wife away from him because of how close we are".

Unathi explains that a lack of confidence in selling her services prompted her to pursue studies in her field. "It only seemed right to enroll into a school and learn how to do flower arrangement and wedding décor. I then studied Flower Arrangement & Function Decoration with SA School of Weddings".

The business started out as a décor and events planning business and has since grown to include the florist part. "I consider myself a florist as that is my first love. Flowers make everything beautiful and bring comfort. An event that has flowers always lights up a setting, whether it's at an office or at home"



TUMELO (LEFT) AND DINEO (RIGHT), THE INSPIRATION BEHIND DITU CONSULTANTS



SISTER IN LAW ZUKISWA (LEFT) WITH UNATHI

"There is something special about trying to bring plants that are dying back to life because of the season. Giving life to something that was almost dead"

ditu

FLORIST

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f DITUConsultants

📷 ditueventsandplanners

Unathi Mphahlele
Founder & COO of DITU Consultants

A GRANDMOTHER'S LOVE

Unathi's love for flowers comes from her late grandmother. "She loved flowers and working with flora from her garden. I still have images of us picking flowers together. I'm sure if she was alive, she would probably own a flower farm, and she would definitely assist me with my arrangements", she adds.

Unathi's grandmother's influence is powerful in her life and their love for flowers still holds a very special place in her heart. "We both loved autumn funny enough, when the plants start turning brown. There is something special about trying to bring plants that are dying back to life because of the season. Giving life to something that was almost dead. I think my love for flowers comes from her. I'm probably living her dream, by being able to make people happy with flowers".



TSHEGOFATSO PULE'S FLOWERS



UNATHI IN ACTION

PROUDEST MOMENTS

"I have a passion for what I do. I started doing this out of love and now it has grown into a business. When I work on my flowers, I find it so relaxing. Every piece of flower or greenery is placed in each spot with meaning, and thought about the person who will be receiving them".

Her passion has evidently opened a lot of opportunities for her and with that comes a lot of proud moments. "I have so many moments in my life that I'm proud of. Firstly, having the courage to start my own business and successfully completing my first wedding. I'm forever grateful to the couple that trusted me with making their wedding day beautiful.

Having my kids (DITU) assist me with setting up a winter wedding. I could see that their fingers were frozen but they insisted on helping out.

That for me is another proud moment. I have also been privileged to have been invited to audition for the OUTsurance funeral commercial as they required florists for the advert. I went through the audition process and I was one of the lucky ones to be chosen. I'm forever grateful for that opportunity”.

You might catch a glimpse of her on the OUTsurance ad which is currently on our screens. “I'm actually amazed that people recognise me because I was not the main person or character in the advert. I did not even have an agency and I was chosen. God's beautiful surprise, I guess He was the agency”.



UNATHI ON THE SET OF THE OUTSURANCE TV AD



Milkshakes

WITH A TWIST



JULY-SEPTEMBER 2020 | ISSUE NO. 31 64

Nonhlanhla Zwane is the owner of Cloud Milkshakes and Smoothies which is based in Zone 5, Meadowlands in Soweto. Starting her business from her parents' house, she has since employed two ladies to run the business.

HOW DID CLOUD MILKSHAKES & SMOOTHIES COME ABOUT?

I started Cloud Milkshakes & Smoothies because I saw an opportunity to produce something different and new. I love Gin, Vodka and Milkshakes so I thought of mixing everything. I started the business in October 2019.

WHAT MAKES YOUR MILKSHAKES DIFFERENT?

We have different flavour milkshakes with gin and vodka. We also offer virgin milkshakes as well as smoothies. What makes us stand out is that we make our own ice cream and have our own special flavours. The Soweto Coffee with Vodka is a favourite and the most popular

HOW CAN PEOPLE BUY YOUR PRODUCTS?

We sell our milkshakes via social media, at markets as well as corporate events.

WHAT CHALLENGES HAVE YOU FACED SINCE COVID19?

We are not able to sell and make profit so that is our biggest challenge. We usually sell out but business is difficult at the moment. We are coming up with new products to adjust to the current climate.

WHAT HAS BEEN YOUR PROUDEST MOMENT?

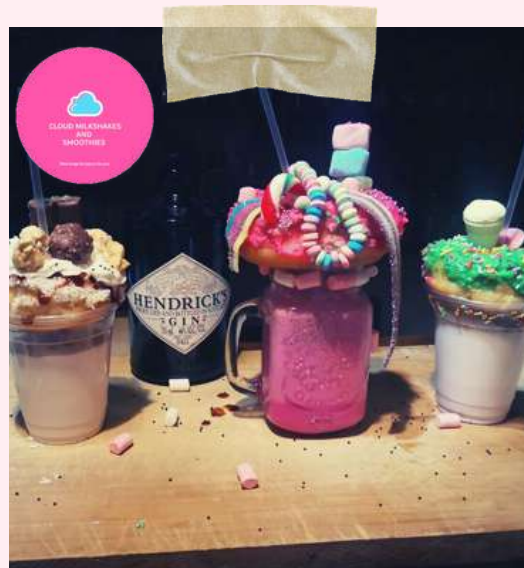
We had a presentation with a company called Diageo which offered us funding as they fund young entrepreneurs.



**OWNER OF CLOUD MILKSHAKES
NONHLANHLA ZWANE**

WHAT ARE YOUR PLANS FOR THE FUTURE?

We would love to open up a restaurant called The Yard that will be a hot spot in Soweto, and eventually roll it out to the rest of the country.



CLOUD MILKSHAKES ON SALE

BUSINESS PROFILE PROMO

R1 400
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INCLUDED:


- Creative Design
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- Content Writing
- Cover Page Design
- 2 Revisions
- Back Page Design
- 2 Revisions

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ONE BRAND AT A TIME



PASSION | PURPOSE | STRENGTH

Katia Carina Dista Ribeiro is the founder and owner of Transformar (PTY) Ltd.

A dedicated and motivated entrepreneur in the branding industry, she loves dealing with people and living her purpose.

HOW WOULD YOU DESCRIBE YOURSELF?

I personally think I'm a very strong person. I have never stayed down after a fall and embrace life's obstacles. I push forth with tenacity because I know that giving up is not an option. I'm that shooting star that brightens up the darkest night. If strength was a person, I am strength.

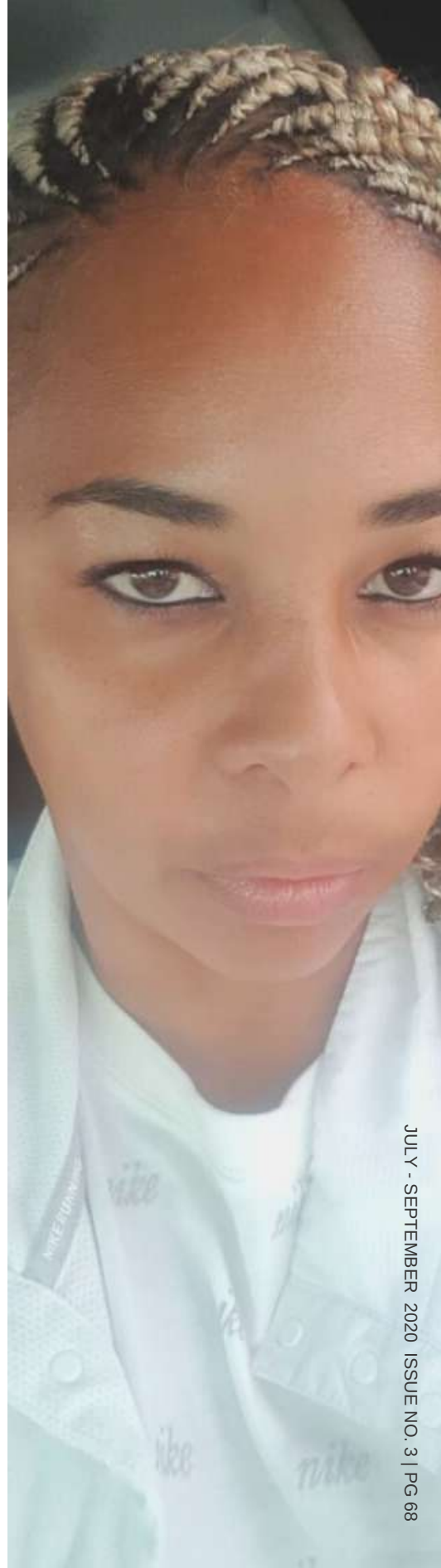
WHEN DID YOU START TRANSFORMAR?

I started Transformar (meaning Transform) in 2016, because I wanted to do something that I felt passionate about. I wanted something that I could wake up to with a smile. I believe that branding is "Your Voice" that speaks to the people and conveys a message.

I also wanted to create a service not only for big companies but also for small businesses, so I could help them grow and develop their brand, in return creating a return on investment for them.

WHAT KIND OF SERVICES DO YOU OFFER?

Branding (indoor and outdoor), brand activations, signage and branded marketing collateral.





BRANDING WORK DONE BY TRANSFORMAR

WHAT MAKES YOUR COMPANY STAND OUT FROM THE REST?

We are unique in such a way that we consider ourselves a one-stop shop (we brand it, we activate it, we promote it, we revive it and we launch it).

We provide excellence, we apply flexibility and we have loyalty towards our clients. To Transformar our Client is King. Our pricing is tailor made so that even SMEs can afford to use our service at the same time providing quality.

WHAT HAS BEEN YOUR GREATEST ACHIEVEMENT?

My greatest achievement has been to run my own company, of which I'm currently doing. To also see the impact of my work and to be able to assist businesses in creating brand awareness.

WHAT HAS BEEN YOUR GREATEST CHALLENGE?

One of my greatest challenges was the lockdown due to business coming to a standstill. I managed to keep positive and continued marketing the business on social media platforms which I found to be very active during this time. I learnt that when you own your business, giving up is not an option. You need to stand strong and remain motivated and positive regardless of your surroundings. Always look for resolutions and don't focus on the problems.



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 Transformar



TRANSFORMAR'S COVID-19

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Our Goal is to get your business back up and running as quickly as possible while giving you peace of mind that your workplace is clean and free of contamination. If you want to stop the spread of a virus, when vaccines are not available, you need a trusted, experienced and professional environmental company to decontaminate your business. With our nationwide outreach we can provide turnkey disinfection and safe disposal service anywhere in South Africa. Our methods are compliant and abide by the all environmental laws and local requirements. Our deep cleaning services go beyond the usual. Every item and surface is cleaned and disinfected using effective and licensed products, reducing your risk of transmission.

We render services to the following categories:

- Office buildings
- Factories
- Shopping centers
- Medical facilities
- Schools
- Restaurants and Bars
- Taxis and Buses
- Change rooms

TRANSFORMAR'S COVID-19 SERVICES

- (i) Disinfection and Surface washing
- (ii) Fogging
- (iii) Disposal of infectious waste

(PPE available to companies upon request i.e masks, gloves, etc)



Talk to us today to see how we can support you and your organisation through this difficult time.

GET IN TOUCH WITH US:

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DIFFERENT DESIGNS

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[thecolouredmakoti](https://www.instagram.com/thecolouredmakoti)



MY FAVOURITE BEAUTY PRODUCTS

*Owner of Lady M's Exclusive Assistance
& Model Mapule Ditshego recommends beauty products that could
help you with your beauty routine this season.*

ORGANICS SHEA BUTTER SHAMPOO (DRY & DAMAGED HAIR) AND ORGANICS ARGAN OIL CONDITIONER

This affordable combo is perfect for weave treatments as it shines, nourishes, moisturises and soothes your hair from root to tip. If you own a weave, you should keep it in good condition so it can last you for a long time. Both products cost around R140 at Dischem.



PEARL DROPS DAILY WHITENING TOOTH POLISH

I have chosen this tooth polish because everyone wants a great and whiter looking smile. People can use it daily like I do. Pearl drops give me an extra boost of confidence when I go to castings, meeting clients or when going out with my friends (anyway this was before Covid19 hit us). The product costs around R70.



EUCERINE PHOTO AGING CONTROL & LIP BALM

It has high protection and it's also good for people who don't want to use make up and lipsticks on a daily basis.

I love that the sunscreen is fragrance free and has very high protection (50 SPF) which is great for my skin. The lip balm moisturises your lips and leaves them soft, especially if you suffer from cracked lips. The sunscreen costs around R230 and the lip balm around R70. The result of using them are really great because you get a younger looking skin.



Prices are estimated as they differ from store to store



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PER BOTTLE



FOOD STAR

SDU GERASCH

PINETOWN | KWAZULU-NATAL



Sourdough loaves / Sourdough baguettes / Chocolate cupcakes / Scones
Melting moments biscuits / Fruity chocolate rusks / Biscuits

foodie



Baker



Sdu



Gerasch



Bakery Owner



Umsebenzi We Zandla Zami
Sdu Gerasch



Owner & Head Baker at **Gerasch Bakery** Sdu Gerasch, is energy and talent personified. A foodie at heart, her passion has led her to opening up her own bakery in Pinetown, KZN.

HOW DID YOU GET INTO THE INDUSTRY?

After completing my BTech in journalism, I decided that I have enough time to try something new, besides the media industry was not doing so well so I decided to start baking.

I baked cakes for friends and family and they encouraged me to consider turning my hobby into a business. It took me a while but here I am.

WHAT IS YOUR FONDEST FOOD MEMORY?

There's quite a few and it's not easy to single one out. The one that stands out for me is when I was baking cakes for the late Bab' Joseph Shabalala of Ladysmith Black Mambazo. He loved my cakes and he used to say, "ey Sdu mntanami, the way your cakes look so good, I'm even scared to eat them. It's like I can put them on display and just look at them. They look good, but taste even better".



“

The one that stands out for me is when I was baking cakes for the late Bab' Joseph Shabalala of Ladysmith Black Mambazo.”

THE FAMILY TREAT BOX IS AVAILABLE FOR R400

WHAT IS YOUR MOST POPULAR PRODUCT?

It is the Family Treat Box which costs R400. It contains two sourdough loaves (one plain and one savoury with feta cheese and spring onion), three sourdough baguettes, six ultimate chocolate cupcakes with Swiss meringue frosting, six scones, 12 melting moments biscuits and eight fruity chocolate rusks. It's available on Tuesdays, Thursdays and Saturdays. Orders have to be placed two days in advance.





WHERE DOES YOUR LOVE FOR FOOD COME FROM?

It started at a very young age. I was so intrigued at how my cousin prepared food for us. I remember at the age of seven, I asked her to teach me how to cook. When I was nine I was cooking full time for the entire family where we would take turns to cook on different days. I cooked mostly on Sundays when my older sister needed a break. My dad was super cool and he would buy me the ingredients that I wanted. We also had a garden with herbs at home which was really special.

WHAT IS YOUR FAVOURITE CUISINE?

I'm very versatile when it comes to cooking but I love African cuisine. I made friends all over the continent while I was growing up and that made me fall in love with the food that we have. It's a pity that we are not really exposed to the type of foods that the continent has to offer. When you check out the dishes on the Internet, most of them are not presented in an appealing way, and the images don't represent the way the dish actually tastes.

My heart and soul is in Africa, and I make sure that I include about four African dishes when I have a gathering so I can teach my guests about the types of food that we get on the continent. African dishes are extremely nutritious and most of the foods consumed actually heal the body.

GERASCH BAKERY

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