



seed.org.za

Annual Report 2024

Contents

• SEED's Vision and Mission	3
• Message from Chairperson	4
• Message from Director	5
• Financial Report	6
• Thank you - Funders	7
• Staff	8
• Partnerships	10
• Outdoor Classroom	12
• Seeding Futures	13
• Alumni Ignite	14
• Special Events	15
• Rocklands Garden	17
• Looking Ahead	18



SEED'S VISION

We envisage a transformed Cape Flats, where young people are inspired and empowered to create thriving and resilient communities.

SEED'S MISSION

To equip and inspire youth to grow personal, household and community resilience and prepare them for work in the local green economy to contribute to a thriving city



MESSAGE FROM CHAIRPERSON

SEED continues to do the very difficult, but incredibly necessary work of capacitating individuals. Not just technically, but at the personal level, building an internal resilience that only a programme like our outdoor classroom can achieve. This statement is worth repeat ad infinitum, because its value rings true year on year.

Reflecting on the year behind us, I am drawn to recognise the difficulties that SEED, as an organisation, and as a grouping of humans, has gone through. From tragic loss of life (we remember Abona Magaba) to entering a new phase in the organisation's growth without our founding member's direct contribution (Leigh Brown – who's work and societal contribution will always live in the successes of SEED) Despite these difficulties, what has emerged is a stronger SEED, where brilliant humans, under the leadership of Logie Soobramoney, have coalesced around a shared mission to transform lives of youth – both in Mitchells Plain and beyond!

The 2023 report spoke of strengthening the institution, in preparation for deeper and wider impact. I am happy to note that this has happened and a renewed strategy is in place that re-identifies SEED beyond Rocklands and beyond Mitchells Plain. As a board we are excited for this chapter of growth and remain very clear that this cannot happen with the humans of SEED (hat's off to the staff on the ground, doing the work) and to our generous funders who walk parts of this journey with us. To you we say: baie dankie, siyabulela, enkosi kakhulu, rea leboha, thank you.

I invite you all to immerse yourselves in this report. See all the work being done. See all the change being driven. See all the partnerships bearing fruit. See all the humans fully alive to the cause, and when doing so, spot what your role in journeying with SEED is. We welcome you all along!

Maloba G. Tshehla (On Behalf of The Board)



Maloba G. Tshehla



Dana Lieberman



Justin Friedman

MESSAGE FROM OUR DIRECTOR

Dear Colleagues

As I reflect on 2024, I feel so blessed and grateful that I had people around me to support me through this journey that I embarked on in January 2024.

I am deeply honoured for the trust and confidence the SEED Board and staff have placed in me to lead this remarkable organization.

The journey has not been easy. In April 2024, little did I know that I would be planning a memorial service and dealing with the loss of a dear colleague whom I had connected with in a short time of just 3 months. The positive change that came out of this tragedy is that we now incorporate gender-based violence education in our courses. Through gardening, working with your hands and feet, and touching the cool soil, there is something so calming and peaceful that it has helped so many individuals during their wellness journey.

Throughout my career, having worked in the NPO sector for the last 27 years, I have been committed to the principles of service, dedication, and community empowerment. It is my belief that together, we can continue to make a meaningful impact and drive positive change in the lives of those we serve, especially the youth of South Africa, whom I am extremely passionate about.

As we embark on this new journey, I want to reaffirm my commitment to our mission and values. I am eager to work alongside our talented team, our dedicated volunteers, and our generous funders and loyal partnerships to build on the strong foundation that has been established over the years by Leigh Brown, our founder and previous director.

Our collective efforts will ensure that we can reach even greater heights and expand our impact. I am confident that, with our shared vision and unwavering dedication, we can achieve extraordinary things. Let us continue to inspire, support, and uplift one another as we work towards our common goals. Together, we can identify opportunities for growth, innovation, and collaboration.

I look forward to our journey ahead and to the positive impact we will create together.

Warmest regards,

Logie Soobramoney



FINANCIAL REPORT

Schools Environmental Education and Development

(registration number: 052-316 NPO)

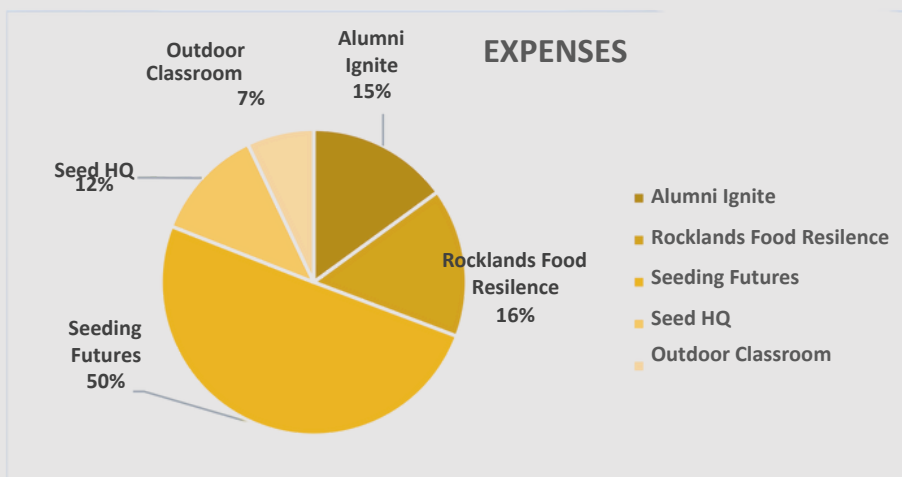
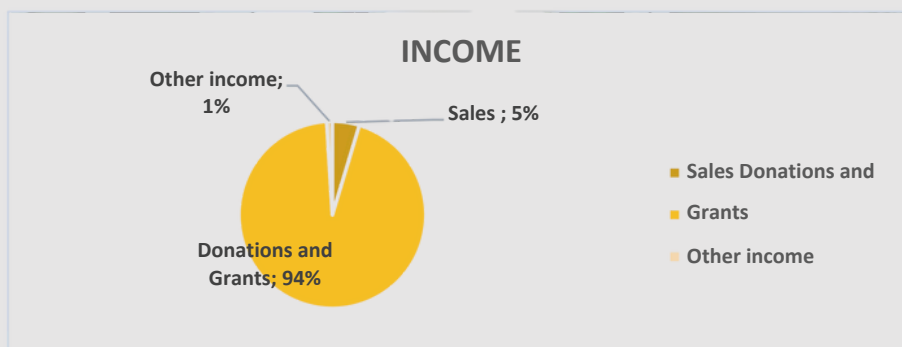
Trading as SEED

Annual Financial Statements for the year ended 31 December 2024

INCOME	2024	2023
Sales	131 184	53 023
Donations and Grants	2 650 892	3 818 652
Other income	27 247	80 460
TOTAL	2 809 323	3 952 135

EXPENSES		
Alumni Ignite	422 103	296 628
Rocklands Food Resilience	444 016	692 956
Seeding Futures	1 414 159	1 331 385
Seed HQ	336 366	921 702
Outdoor Classroom	200 000	119 300
Smart Schools Solar	-	1 112 324
TOTAL EXPENSES	2 816 644	4 474 295

Shortfall	-7 321	-522 160
-----------	---------------	-----------------





THANK YOU TO OUR FUNDERS

Funders

AC Louw Trust
Dandelion Trust
DGMT
Douglas Jooste Trust
George Clement Gie
GlobalGiving Foundation
Hans Hoheisen Charitable Trust
Lemonaid ChariTea Foundation
MySchool
Nedbank Private Wealth Foundation
Nussbaum Foundation
Solon Foundation
Uthando

Partnerships

Amy Foundation
Aunty Nita Tours
DAG
Department of Fishery and Forestry
GCU
Grey Heron
ICM
Marley Café
Mzani Organics
Rlabs
Rocklands Primary School
Helderburg Sunrise Rotary Club



SEED STAFF

2024 was a year of growth and transformation for SEED. Logie Soobramoney officially took on the role of Director, bringing fresh energy, strategic insight, and a collaborative leadership style to the organisation. Under her guidance, SEED has streamlined operations, strengthened partnerships, and laid the foundation for sustained growth.

This year, we also bid a heartfelt farewell to SEED's founder, Leigh Brown. Her vision and dedication over the years have been instrumental in shaping SEED's mission and success. Leigh's legacy continues to inspire our work, and we wish her all the best in her future endeavours.

In the month of April, SEED lost one of the integral parts of our team, Abona Precious Magaba. She was a Seeding Futures facilitator and SEED alumnus who guided and inspired many through her work in our programs. Abona's warm and uplifting presence lit up every room she walked into, touching the lives of her colleagues and countless learners. We carry deep gratitude for the joy and inspiration she brought, and her legacy lives on in the work we do every day.



SEED STAFF CONTINUED



We also welcomed new staff members, enhancing the capacity and expertise across our Outdoor Classroom, Fundraising and Administration and Project Coordination teams.

Additionally, we welcomed two alumni to the Garden Team as permanent staff, with one of our volunteers coming on board as the team manager for the last few months of 2024. Four alumni also joined SEED through the SEF Programme, contributing their skills and passion to our on-site efforts.

Gail Bailey, who manages the nursery and is our longest-standing employee, has made great progress with seasonal EasyPeasy seedlings and trialing new crops for Urban Harvest. Members of our Garden Team have also shown great interest in leading tours, facilitation, and expanding their experience in garden planning to yield greater harvests for our beneficiaries.

Two of SEED's lead facilitators, Mila-Ande Gcaza and Lauren Dreyer, achieved significant milestones by earning their accredited facilitation certificates and assessment accreditations. These accomplishments highlight SEED's commitment to professional development and team empowerment.





PARTNERSHIPS

SEED expanded its network of collaborators in 2024, forging partnerships that amplified its reach and deepened its impact. These partnerships underline SEED's commitment to empowering communities and fostering resilience through meaningful collaboration.

Our collaborations with organisations and schools, including DAG, Amy Foundation, Love in a Bowl, Goedgedacht Trust, Caradale Primary, and Floreat Primary, continued to strengthen community and educational outcomes. The Goedgedacht SEF Programme trained 24 gardeners, focusing on permaculture and sustainable food production, while the Caradale Primary Outdoor Classroom Project engaged 360 students with hands-on, nature-integrated learning.

At Silver Leaf Primary, SEED collaborated with Rotary Somerset West to plant 100 trees and 200 fynbos and indigenous plants, engaging 40 children and 27 adults. This project has helped establish a thriving green space and environmental awareness at the school.



PARTNERSHIPS CONTINUED



SEED also benefited from partnerships with Men Stand Tall and Uthando Tours, who donated a beautiful Kindness Bench that became the centrepiece of a men's mental health workshop hosted on-site at Rocklands. Participants found the serene surroundings fostered open and healing conversations.

Additional valuable collaborations included Grey Heron, who donated staff uniforms, and Cavendish Mall, which provides SEED with worm tea to enrich the Rocklands gardens, supporting our sustainability efforts.

University collaborations played a key role in 2024. Interns from the University of North Carolina, supported by Edu-Africa, and the University of Norway, facilitated by the Social Enterprise Academy, participated in our training programmes. Our interns' —Laura, Magnus, Emily, and Stanley— involvement supported capacity building and enhanced cross-cultural learning, while also contributing valuable insights to our ongoing projects.

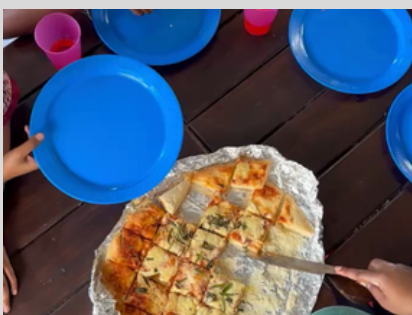




OUTDOOR CLASSROOM

SEED's Outdoor Classroom Programme flourished in 2024, with impactful activities at both Rocklands and Caradale Primary Schools. A significant milestone was the launch of a new Outdoor Classroom Programme at Caradale Primary, bringing hands-on, nature-based learning to the school for the first time. At Caradale, four classes participated weekly, reaching 160 learners with dynamic and interactive lessons. Inspired by the programme's success, additional teachers expressed interest in expanding participation across more grades.

- At Rocklands Primary, 40 teachers were celebrated on Teacher Appreciation Day with a vegetarian lunch catered by Marley's Kitchen and a sourdough bread-making workshop. Rocklands also hosted an Arbor Week celebration, during which 100 Waterberry trees were planted. Learners eagerly took responsibility for tree care, creating a green legacy for the school.
- Throughout 2024, the Outdoor Classroom Programme reached over 320 learners across both schools, integrating creative teaching methods such as art, music, and experiential learning. Teachers highlighted improved student engagement and performance, particularly in subjects like Natural Sciences and Technology.
- To close the year, an eco-brick competition encouraged Grade 4 learners to clean their environment while fostering teamwork and responsibility. The winning class enjoyed a SEED Day Camp filled with games, crafts, and pizza-making on the rocket stove.



SEEDING FUTURES

The Seeding Futures Youth Programme remains the cornerstone of SEED's work, addressing critical challenges such as climate change and youth unemployment. Designed to embody the permaculture values of People Care, Earth Care, and Fair Share, the programme has continued to empower participants to cultivate resilience and explore pathways to employment within the local green economy.

In 2024, the Seeding Futures Youth Programme offered students practical training and job placement opportunities with green businesses across the Cape Flats. Our database of Green Economy partners has grown to over 160, providing an extensive network for graduates. This year, 47 participants from our programme collectively contributed over 900 days of job shadowing, helping to strengthen connections between youth and the expanding green economy.

The programme comprises two key courses: Applied Permaculture Training (APT) and Resilience Training. The APT course equips participants with hands-on skills in sustainable gardening, permaculture design, and food security, while the Resilience Training focuses on personal and community resilience, including financial literacy and self-development. In 2024, we celebrated the graduation of:

- 47 participants from the APT course, with 50% establishing their own gardens.
- 36 participants from the Resilience Training, with 10% launching new gardens or projects.

Additionally, 64 participants attended Organic Gardening Basics, with 60% successfully starting their own gardens. Participants benefitted from nutritious meals prepared in Marley's Kitchen, a SEED alumni-led enterprise that served over 6000 meals this year.

One success story is Chadley, an APT graduate who joined the SEF Programme in 2024. Chadley reflects:

"The skills I learned at SEED have changed my perspective on what's possible. Now, I'm creating something I can be proud of while giving back to my community."





ALUMNI IGNITE

SEED's Alumni Ignite initiative supported alumni in applying their skills and growing their enterprises in 2024. Highlights included:

- The Organic Gardening Design Course empowered four alumni to enhance gardens, including two community sites at Florida School of Skills and a Mitchells Plain clinic.
- Alumni businesses flourished, including Shireen's sourdough bakery, Cheslyn's Organic Oasis, and Muneer's beekeeping enterprise.
- Two vibrant Market Days, with the November event featuring 28 vendors, provided a platform for alumni-led businesses to connect with the community and achieve record sales.

One of the standout stories is Theo, an alumni and entrepreneur. Theo joined SEED as a volunteer after completing his training, bringing with him a strong passion for permaculture and community upliftment. Theo also created a beautifully crafted bird shelter that has attracted native birds, bees, and butterflies, contributing to the garden's growing ecosystem.

His journey exemplifies the transformative power of SEED's programmes in nurturing leaders who give back to their communities. Theo reflects:

"Being part of SEED has allowed me to not only grow my business, but also give back by helping others learn and succeed. The support from SEED has made it possible for me to combine my passion for gardening with creating unique wooden art, and that's been life-changing."

Through these initiatives, SEED continues to cultivate a network of resilient youth, equipping them with the tools and opportunities to lead sustainable and impactful lives.

SPECIAL EVENTS

Market Days

SEED hosted two vibrant Market Days, with the November event featuring twenty-eight vendors, including alumni-led businesses. The event attracted significant community participation and highlighted the entrepreneurial spirit within the SEED network. Vendors reported record sales, strengthening connections between SEED alumni and the local community.



Ecolution Festival

This celebration of sustainability showcased workshops led by SEED facilitators. Participants engaged in hands-on activities promoting permaculture, waste reduction, and community-driven solutions to environmental challenges. The event inspired participants to adopt more sustainable practices in their daily lives.



Tree Planting for Arbor Week

In collaboration with the Department of Forestry, Fisheries and the Environment, SEED planted 100 trees at Rocklands Primary School, creating green spaces and fostering environmental awareness among students. Each class participated in the event, taking responsibility for their assigned tree and nurturing a sense of care and stewardship. Some of the teachers remarked that it was their first time ever planting a tree!



SPECIAL EVENTS CONTINUED

ICM Team-Building Workshop

SEED hosted the ICM team for a day of planter box construction, furniture painting, and garden planting. The initiative brought together creativity and teamwork while contributing to the beautification and functionality of SEED's spaces.



Strategic Planning Session

At the end of October 2024, SEED staff participated in a three-day strategic planning workshop at Manyano Retreat in Paarl. These sessions were facilitated by Warren Banks, an organizational development consultant with over 20 years of experience in the human rights and development sectors. The retreat proved to be highly productive and invaluable, enabling the team to align organizational objectives and develop strategic preparations for 2025.



Nelson Mandela Day

SEED honoured Nelson Mandela Day with a soup kitchen event, providing meals to the community while showcasing the importance of food security. Volunteers and SEED staff worked together to create a meaningful and impactful day. We also collaborated with St. Stevens Church in Rocklands, to whom we donated plants and vegetables to support their community outreach initiatives. This included contributions for Nelson Mandela Day and another significant delivery during the year. The team worked on updating and refining our harvest logs, allowing us to track and evaluate the quantities of produce harvested and distributed.



ROCKLANDS ABUNDANCE GARDEN

SEED's Garden Team have made significant strides in 2024, expanding vegetable beds and shifting our planting system to achieve higher yields of vegetables. This enhanced production now supports the Rocklands Primary school feeding scheme, which serves over 250 learners weekly. Emily and Stanley, our interns from the University of North Carolina, participated by assisting in the kitchen, giving talks to learners about food security, and supporting harvest planning. Their involvement contributed to the broader goals of the feeding scheme, promoting awareness and enhancing its overall efficiency.

The Miyawaki Forest, introduced two years ago in partnership with Mzansi Organics, has continued to thrive - promoting biodiversity and attracting wildlife. Alumni intern Theo created a beautiful bird shelter for the garden, which has attracted native birds. Meanwhile, the increasing diversity of the garden has drawn bees and butterflies back to the area, fostering a richer ecosystem. This growth has also encouraged the reappearance of indigenous plants, some of which have not been seen in the Cape Flats for years.

SEED's garden has been enriched by the efforts of our many dedicated volunteers, whose contributions have been invaluable in maintaining and growing these vibrant spaces. Together, we are creating a flourishing ecosystem that not only supports local communities but also fosters environmental stewardship.





LOOKING AHEAD

As we conclude 2024, SEED reflects on a year of growth, collaboration, and innovation under the leadership of Logie Soobramoney. This year has been a time of deep reflection on the impact of our work, the meaning and application of permaculture, and how we can continue to reach and support unemployed youth in the Cape Flats.

We are immensely grateful to our funders for their unwavering support, which has been instrumental in advancing our mission and expanding our reach. As we move into 2025, we remain committed to deepening our impact by expanding programmes, fostering new partnerships, and inspiring communities to embrace sustainability and resilience.

As a team, we look forward to further aligning our vision for SEED and embracing both the challenges and opportunities the coming year will bring. Together, we are cultivating a brighter, greener future.