

CEO'S REPORT TO THE BOARD OF TRUSTEES

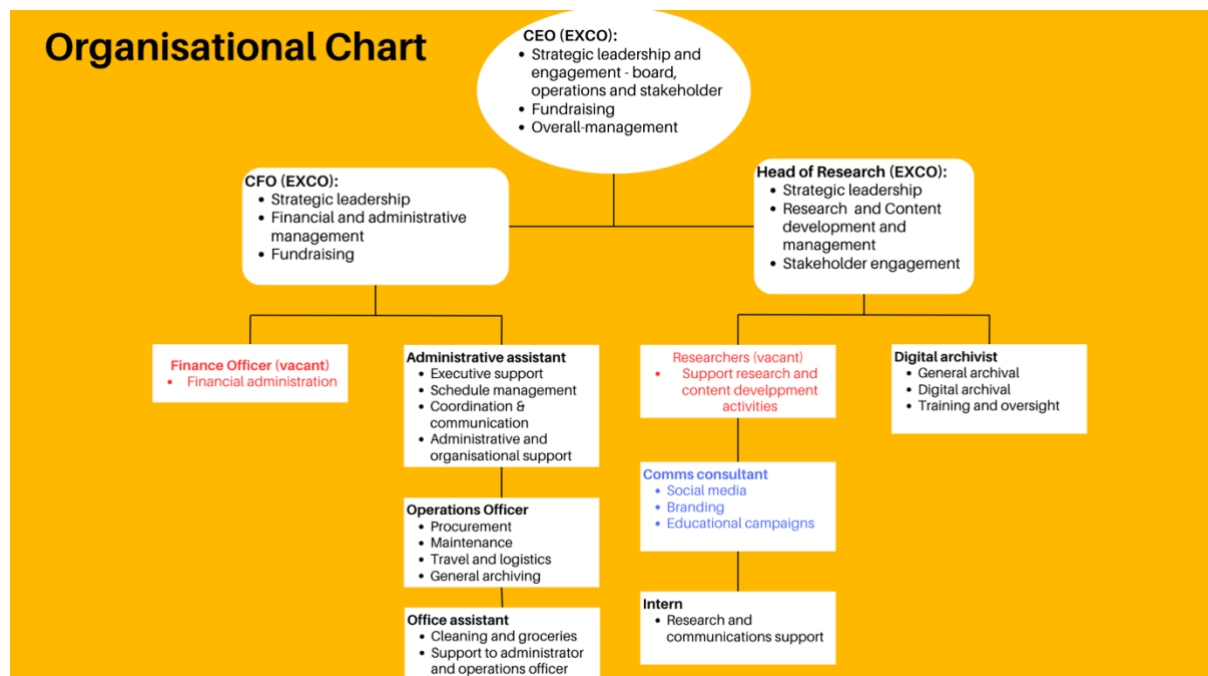
5 DECEMBER 2024

INTRODUCTION: A BRIEF REFLECTION

From 14 to 18 October, the WeThePeopleSA team attended our annual Strategic Planning Workshop and spent considerable time reviewing and refining the organisation's Strategic Plan 2024 – 2026. The review enabled us to reflect on our strengths, including our ability to curate and educate relatable constitutional content for various audiences and produce quality outputs based on our research skills. We have a strong management team that can form strategic partnerships, supported by a passionate and supportive Board of Trustees.

We identified areas for improvement related to operational capacity and the need for creative fundraising techniques. Four positions are required to fill the gaps in our staff: two additional researchers, a training coordinator, and a bookkeeper. We are actively fundraising for these positions and will be recruiting in 2025.

Currently, our organisational chart is as follows:



At this stage, it is challenging to outline any new projects for 2025 with authority as they depend on funding and human capacity. However, we are confident that our fundraising

efforts will yield positive results. A full project pipeline for 2025 with the corresponding budget will be presented at the board meeting in February 2025, ahead of the financial year-end.

Below, we provide progress reports on our programmes from September – November 2024.

1. CONSTITUTIONAL LITERACY

1.1. The 490: Oral History Project

The WeThePeopleSA team has been hard at work, and the ‘490’ project stands out as one of our most strategic and thrilling undertakings. We are beginning to consolidate data collected over the past year of the members of the Constitutional Assembly, incorporating individuals who joined after the 1994 elections. We now have 497 names, and their diversity in gender, race, education, politics, religion, and traditional backgrounds is unmatched. We have even designed a poster that profiles each of the 490 and serves as a visual representation of the writers of the Constitution to be distributed as part of our constitutional literacy programme. The poster will be made available this 10 December to celebrate the 28th Anniversary of the signing of the Constitution.

The recent passings of former Ministers Pravin Gordon, Tito Mboweni, and Membathisi Mdladlana in September and October jolted the team into action. We were again reminded of life's fragility and the urgency of capturing and preserving history as much as possible. To date, we have interviewed 10 of the 18 members of the Constitutional Assembly and the Secretariat, who are located in Johannesburg. So far, 80 Constitutional Assembly and Secretariat members have consented to be interviewed, and the team, in the next six months, will travel across the country to sit with them – *funds allowing*. Special thanks to Mr Mohamed Bhabha and Ms Donne Nicol, who have helped us with contact details of CA members and their functionaries to receive consent and to schedule interviews.

We are delighted to report that in November, we signed an MOU with the WITS Film and TV department, where their students intern with us on set as we conduct the interviews. The students get on-the-job experience and learn about the Constitution and its writing.

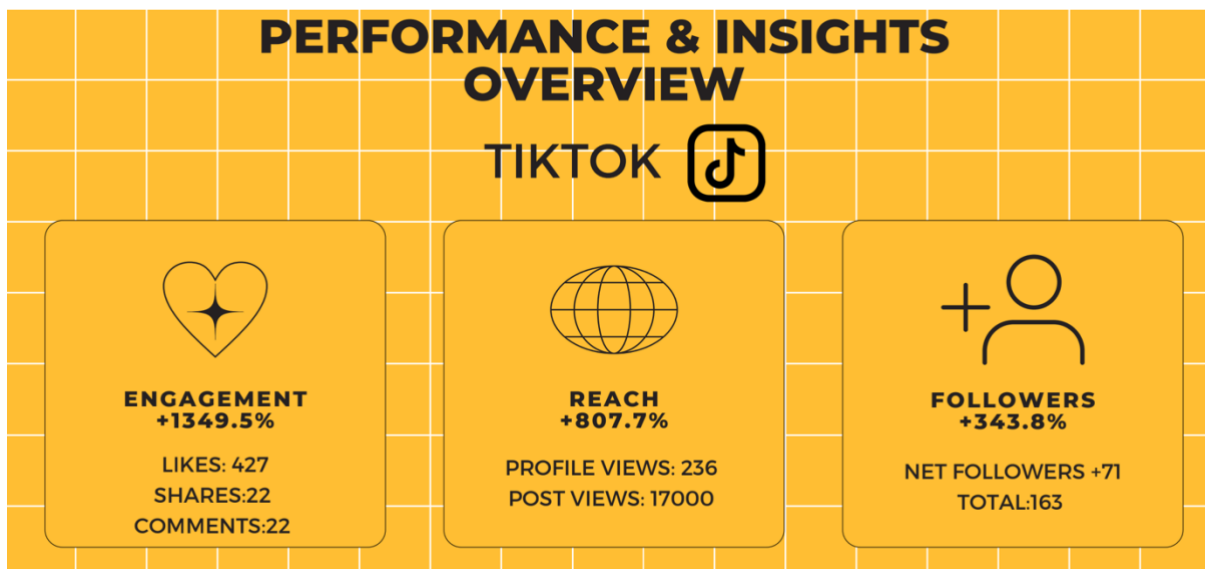
This interview process has also benefited our archive. Constitutional Assembly and Secretariat members are encouraged to donate any media, materials, books, or documents from 1994 -1996. Mr Mnyamezeli Boozi, Ms Marion Sparg, and Mr Mohamed Surty donated some materials to add to our physical and digital archives.

We kindly request that any Trustees with contact details for additional CA members or staff share them with our Head of Research, Ms Sandra Mujeni.

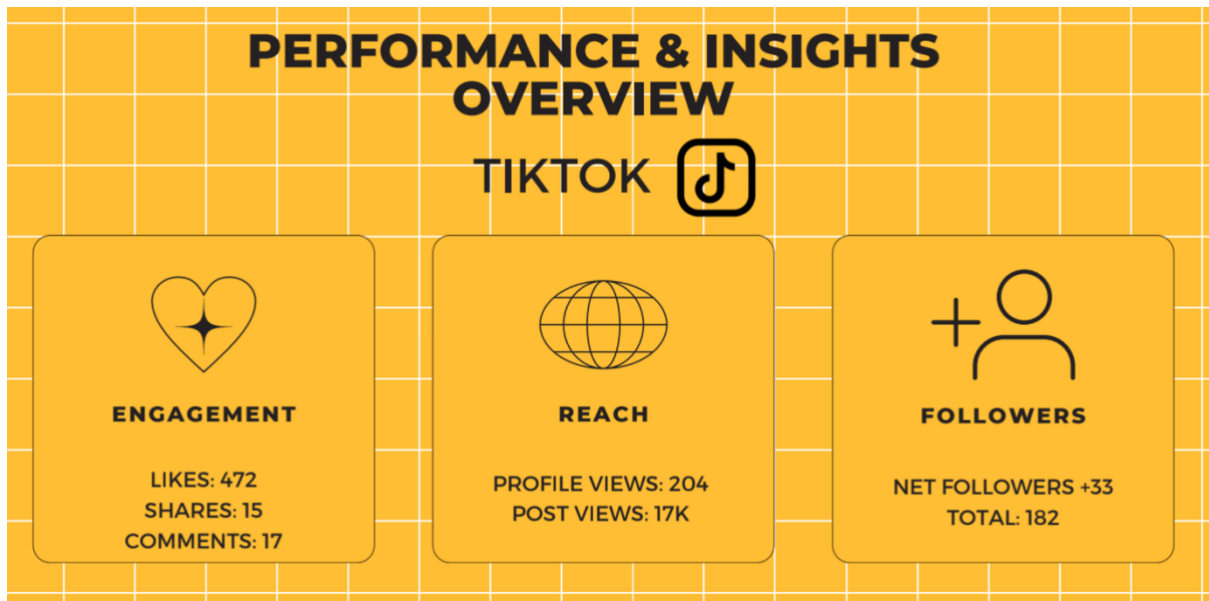
1.2. The 490 on Social Media

This report will focus on our primary social media platform, TikTok, where our target audience is young people between the ages of 12 and 25. Progress reports on our other platforms are available should Trustees require access.

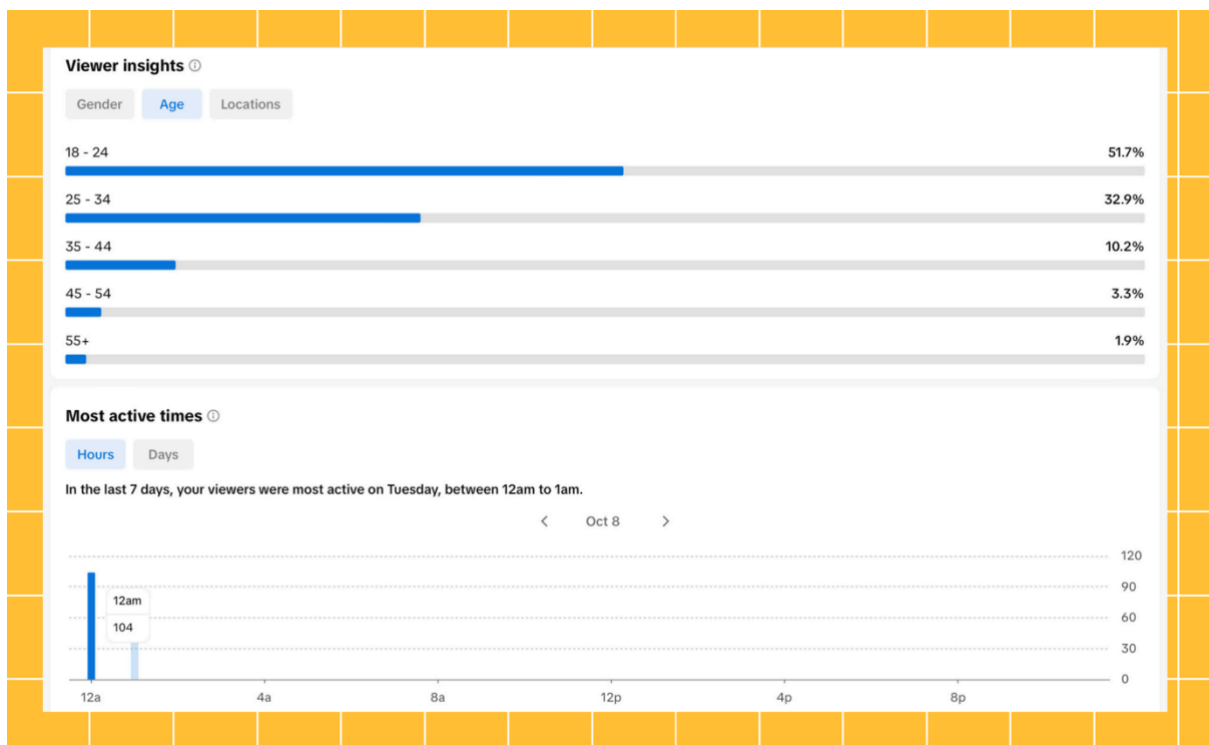
In September, we ran a five-week *#Just Facts* campaign, taking our archives of the Constitutional Assembly to the unruly social media streets. We used visual materials and publications to show how the Constitution was written in two years. This allowed us to encourage our followers to learn about the 490 and engage with the timelines of our online exhibition and the materials in our archive.



While the engagement in September and October was a good start, in November, we switched gears from static posts from our archive to developing more interactive content on the 490. Therefore, we launched a video series called “Untold Stories: The History They Never Taught Us.” This form of education through storytelling in short-form videos is already performing better with our audience. These insights are from only the first two weeks of November.



As of the submission of this report, we have crossed the 200 followers threshold, and the number is increasing daily. The chart below shows we are reaching our target audience of 18 – 25. However, we anticipate an increase in engagement with young people under 18 by the end of December 2024.

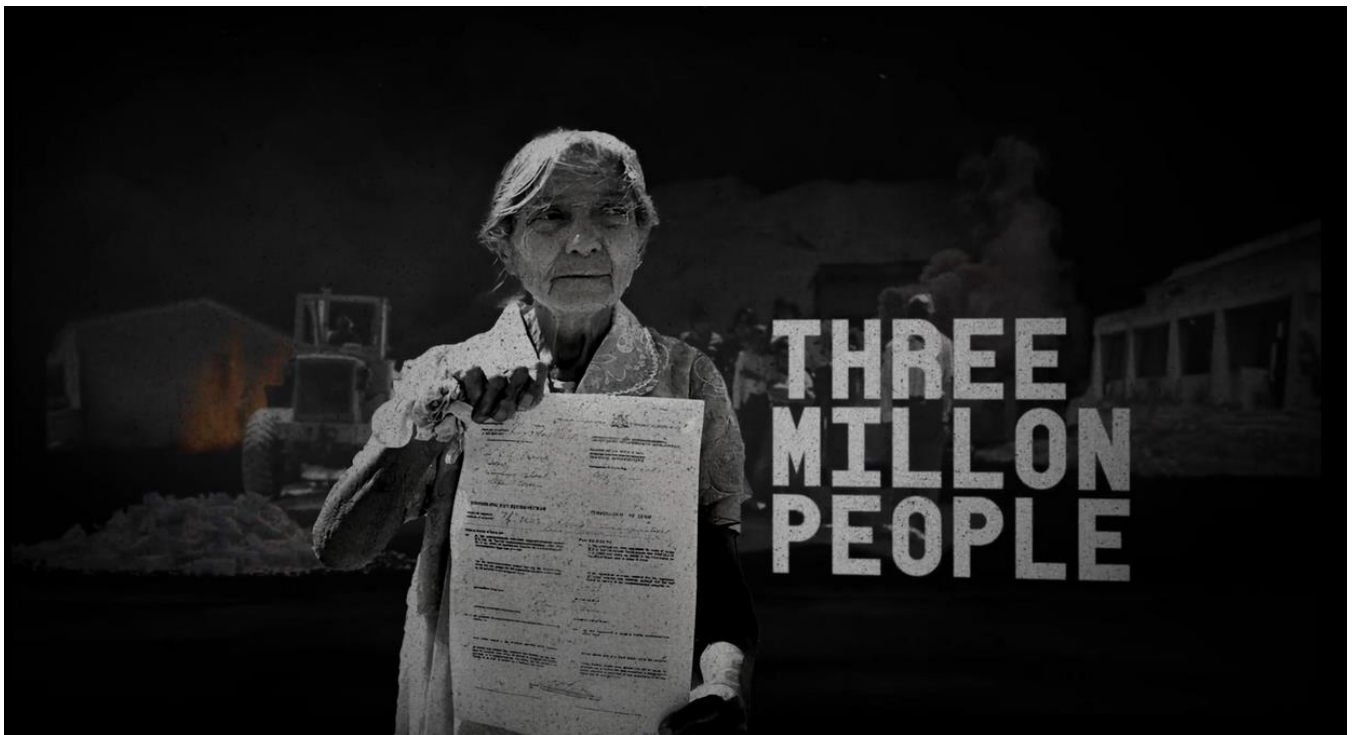


1.3. Life Orientation Curriculum

We want to thank Adv. Gumbi, for her time and effort in reviewing the scripts and contents of the curriculum. The meeting in October provided us with deep insight and an opportunity to reflect on the orientation and tone of the curriculum.

The curriculum is 85% completed. Unforeseen delays have extended the expected delivery of the full assets by the end of December 2024. However, our partner, Kingdom Kome, is due to deliver the animation component of the curriculum on 29 November 2024. Here are a few stills for your viewing pleasure:





We have spent some time mapping out what the distribution of the curriculum will look like in 2025. We have opted for a multi-prong distribution model driven primarily by a teacher training-centric model as the main distribution model in up to six events in the year across provinces. This will be followed by the content made available on WhatsApp to make the quiz and video materials available to students at low data costs. We also met with the IEC in October thanks to our networking at Investec in Cape Town the previous

month, and we have identified a handful of Gauteng and Western Cape-based schools to pilot our course from January 2025 to launch in March 2025.

1.4. Media Partnerships

MultiChoice

We previously reported on our exciting partnership with the MultiChoice Group in developing their six-part series titled *DStv Presents 'What's Next?'* following the elections. As reported, they had received two nominations for the 2024 New Generation Awards: one for the best use of a podcast/vlog to promote a brand or event and another for the best use of social media to research and evaluate. On 27 September, the results were announced, and they won a silver trophy at the awards ceremony. We are so proud of this achievement as it showcases the value of our content on the Constitution and its impact on society. The MultiChoice Group celebrated this award on their social platforms and gave WeThePeopleSA recognition of our joint efforts in producing this content. Such public recognition further positions us as a trusted content source for leading media houses on the Constitution.

We look forward to continuing working with MultiChoice in the coming year and reaching a wider audience through their networks. Ultimately, through our joint efforts, we hope more South Africans will learn about the Constitution and develop a curiosity to explore its contents further.

1.5. Social Partnerships

1.5.1. Futurelect

Our relationship with Futurelect continues to grow and deepen. In November, we arranged for the Futurelect Southern African Public Leadership Programme Seminar One to be hosted at Constitution Hill on 24- 27 January 2025. This event will be part of their seven in-residence seminar weekends held at various locations across Southern Africa. As a site of memory and learning, now a World Heritage Site, this is an opportunity to make Constitution Hill an essential part of Futurelect programme delivery to develop a new generation of ethical, political leaders in the Southern African region. The attendees will be 21 individuals aged 18 to 45 of diverse ethical and innovative young leaders across Africa. We aim to provide constitutional education and content at the workshops and market WeThePeopleSA through physical and digital co-branding opportunities.

1.5.2. Be The Future Foundation

Be The Future Foundation continues to receive our support. We couriered 100 copies of the Constitution to Bekkersdal in early September for their school outreach efforts.

1.5.3. The Electoral Commission of South Africa

We met with the National Office of the IEC Outreach Department in October. The officials expressed their interest in collaborating with us and taking our curriculum to their network of schools. We were informed that the IEC has an MOU with the Department of Basic Education and are interested in exploring how our constitutional games and curriculum can be incorporated into that partnership.

To our surprise, despite being a Chapter 9 Institution, the IEC struggles to access copies of the Constitution, which they identified as a gap in their outreach programme. Due to our relationship with the Department of Justice and Constitutional Development, we have secured 2,000 copies of the Constitution to donate to the IEC for distribution to their office in each province. We will continue to work with the IEC to distribute Constitutions and constitutional content and seek further partnerships with other Chapter 9 institutions.

2. DEVELOPING CONSTITUTION HILL AS A HERITAGE SITE

The Public Artworks project continues to progress. The current forecast is that all the artwork will be completed by April 2025. We have also agreed with Constitution Hill Development Company that as long as the Visitors' Centre remains incomplete, the artwork will have a home as a temporary exhibition at Number 5 on Constitution Hill.

In early November, Trinity Session hosted an adjudication of the artwork under phase 1, including the Drum, the Sharpeville Tapestry, the Bill of Rights pieces, and the We The People Portrait Wall. The adjudication team comprised the Chairperson of VANSAs, Ms Koketso Molope; the Project Manager from FirstRand Foundation, Mr Lesego Ndlala; a representative from Constitution Hill Development Company; and the management from WeThePeopleSA. We are very excited about the expression by various artists of the elements that tell the story of the making of the Constitution. We are encouraged by the

response from our donor, who has advised that we develop a communication strategy around this process to bring the public along with us for the project.

In phase 2, we are holding focus groups on the artwork of the three Charters—the Freedom Charter, the Women’s Charter, and the Azanian Manifesto. On 28 November, we discussed this with Mr Pandelani Jeremia Nefolovhodwe, who served as President (1990–1992) and then Deputy President of the Azanian People's Organisation (AZAPO) from 1992 to 2010. During Apartheid, Mr Nefolovhodwe was a leading member of the Black Consciousness movement and was imprisoned on Robben Island from 1976 to 1982.

In December, we will meet with Prof Saths Cooper, Vice President of AZAPO in 1983. We will also meet Prof Shireen Hassim, an author and Historian who has produced work on the Women's Charter, and Zeenat Sujee, a feminist attorney from SECTION27 who will give us insights on women's rights and the impact of the Women's Charter.

We look forward to seeing how these recorded discussions will inspire the artists to develop artworks that not only display history but also allow museum visitors to fully immerse themselves in the footstones of the journey to our constitutional democracy.

3. ARCHIVE: THE MAKING OF THE CONSTITUTION

3.1 Archive strongroom: Leak Protection

During the second week of September, the facility team at Constitution Hill Development Company successfully repaired the roof leaks in the archive. The issue had been a significant concern for both the physical space and the collection. After months of effort and numerous attempts to address it, the team finally completed the repairs.

Despite heavy rainfall between October and early November, no leaks have been detected, and no materials in the archive have been damaged. In October, wrap sheets were purchased as a precautionary measure. These sheets will cover the mobile storage shelves should there be any future weather-related issues.

3.2 Storage



Figure 1: the Archive before and during update

A mobile shelf was purchased in August, but delivery and installation took place in September. This shelf will store both processed and unprocessed collections. Previously, the collections were kept on open metal shelves, which increased the risk of damage from dust and potential leaks. Nonhlanhla Mgedesi led the installation and material management from September through November.



Figure 2: Updated and Cleared Archive



The purchase has enabled us to create more workspace for processing collections. It has also helped us complete the ongoing decluttering process, making our archive more presentable. We have purchased new acid-free archival boxes and other preservation materials and await delivery.

3.3 Additions to the archive repository

The ongoing 490 Oral History Project has resulted in new materials being deposited into the archive by the interviewees. Pre-emptively, we created a donation form for interviewees and cleared additional storage space. As a result of these measures, the acquisition process has moved smoothly. Most of the donated materials consist of books for digitisation and one Constitution Assembly poster. The processing of materials received in November has been completed; however, the project is ongoing and will result in more records being deposited into the archive.

3.4 Disaster Management Training and Archival Networking

In November, Kerry Skinner participated in the prestigious *Emergency Response for Documentary Heritage Course*, a highly competitive five-day workshop on safeguarding cultural heritage in crises. The program was organised by Cultural Emergency Response, the British Library Endangered Archives Programme, and the International Council on Archives. Of the 130 applicants invited to apply, 20 were selected.

Archivists, conservation specialists, and emergency management professionals used SAQA standards to conduct training. Nikki Crowster, Director of Information Systems and Resources, presented case studies on her experience as a leader during the University of Cape Town Special Collection Fire, and Marcie Hopkins, Director of International Programmes at the British Library, on recovering from their digital ransom attack.

An exercise that simulated an emergency and decision-making under pressure lasted over six hours and included testing our handling and preparing wet books for emergency preservation freezing.

Skills acquired during this week include writing and implementing a disaster management plan and the basic preservation skills needed to prevent or reduce damage should a disaster occur. These skills help our institution build a resilient and stable archive that will stand the test of time.



Figure 3: Emergency Response students and lecturer prepared for the disaster simulation exercise.

During training, students had several networking opportunities. The British High Commissioner to the Republic of South Africa hosted a dinner at his official residence, and funding organisations lectured on grant application processes.

Throughout the course, there were opportunities to build meaningful connections with colleagues with varying expertise. The student body included professionals from the National Institutions and Universities of Ghana, Uganda, Burundi, Eswatini, Nigeria, Ethiopia, Lesotho, Malawi, Botswana, Sierra Leone, Kenya, Namibia, and Mozambique.

With these new connections and training, we have gained the opportunity to build our prominence while developing resilience.

3.5 Archive Report on Unavailable Materials

A 350-page *Archive Report on Unavailable Materials* was produced in September and October. This internal report details the history of each collection, its condition, and what materials are not currently available for public access and why.

This report provides a clear overview of the entirety of our holdings and can be used to help direct further preservation efforts and areas requiring future attention.

4. COMMUNICATIONS

We are happy that we are winners...again! Our #BillOfTweets campaign on the social media platform X was nominated in two categories for the Assegai Awards:

- Campaign Under R500K, and
- Non-Profit

We won the Bronze award in both categories. This is only the start of the influence and impact of the #BillOfTweets. Watch this space.