

Dear Abbeyfield circle of friends,

It's that time of year again when we review the successes of the past year and make plans for the future. As we do this, our ultimate goal that we are working towards is ever present in our minds - to have an Abbeyfield house in every community and suburb of every city in this country!

We are living in a society where older people, who traditionally were respected, often land up being invisible, marginalised and neglected. It is this neglect, homelessness and loneliness amongst older people that we respond to at Abbeyfield, by working with community volunteers to set up small 'family-style' homes - safe friendly spaces where elderly men and women can live in ordinary houses, in ordinary streets, and remain involved in their own communities for as long as possible.

We started this past year by doing just this - making our older folk feel valued and cared for on our annual "Wellness Day." Residents from most of our houses, together with their committee members, enjoyed a well-deserved day of pampering: foot massages, facials and even some dancing. It was a refreshing and inspiring start to a year that would see the opening of three new Abbeyfield homes! In October 2009 two new Abbeyfield Homes: "Ebenezer" in Strandfontein and "Ethembeni" - Place of Hope - in Gugulethu opened their doors to 15 very excited new residents.

The opening of "Ethembeni" was a particularly memorable day, as it was our first Abbeyfield home in a black urban poor community - we hope the first of many!

To celebrate this historical occasion we had dignitaries, including the Executive Mayor Dan Plato, and delegates from Abbeyfield International in England, join us. What a celebration! There was singing by learners from Fezeka High School Choir, and lots of delicious traditional food cooked by women from the community.

Our international guests stayed on after the opening for our AGM. We spent time showing off our beautiful homes to them, where our residents made them feel welcome with some special South African hospitality, which included home-baked melktert and koeksisters. Needless to say they were impressed. **Out of 16 international member countries, South Africa is coming in a strong 4th in the number of houses we have opened.** That's definitely something to be proud of - but no excuse to rest on our laurels! The need amongst the elderly for safe, friendly homes is huge, especially in vulnerable communities, and we need to keep growing, and opening more houses.

The pace didn't let up and 2010 started on a high note with the opening of our 3rd Masonic Abbeyfield house, "Andy's House" in Bothasig, Cape Town. The beginning of the year not only saw a new house, but two new faces became part of the Abbeyfield team. In January Zoë Paul joined us in the first couple of months, working alongside Sue Sims-Handcock. Sue sadly left us in March. She had spent 16 years devoted to the Abbeyfield cause and felt it was now time to move to the UK with her husband, and spend some quality years enjoying their children and grandchildren.

Just before we waved goodbye to Sue, we welcomed Henriette van Rooyen to the team, as our new Bookkeeper/Admin Assistant. In May, Carryn Whittaker joined us in KZN as a new Development Officer. She is already working on getting us more homes in the region. So, with new energy in the team, we're back in business and ready for the challenge of expanding into new areas with new houses for the elderly. Our short-term target is to have two more homes opened by the end of 2011.

We're also incredibly proud and excited to announce that the local society of Macassar have, after 5 years of fundraising and saving, finally got enough money to buy their first Abbeyfield house. So before summer is upon us - and it's already nearly spring - we should have yet another remarkable home providing an affordable, secure and companionable space for 8 older people.

Looking to the future, two exciting new projects are on the horizon:

The first is a new house in Walkerville, Joburg. Abbeyfield Society of Walkerville has two beautiful homes, "Khutsong" and "Stoneacres" both accommodating 9 residents in each. They have a 99 year lease and are looking to build a 3rd house with the help of council, the Abbeyfield Head office, and through their own fundraising initiatives.

The second project could pave the way to a whole new area of work for Abbeyfield. We've already proven, through opening houses from Claremont to Gugulethu and Wellington that the "Abbeyfield" concept works in all areas - from the more affluent suburbs to the urban poor communities. We've opened doors, now we need to show that our rural communities can

also enjoy the benefits of having an Abbeyfield home, that takes care of its elderly in a dignified and caring manner. We are currently exploring the possibility of establishing an integrated community-based Housing and Health project for fit social pensioners living in a rural farm-working community up the West Coast.

For Abbeyfield SA this new project offers the possibility of extending our existing footprint of homes into rural communities, where we believe there is a huge need for decent housing that takes care of pensioners.

What we've realised during this last year is that community partnerships are very important, from working with government to partnering with other organisations in the same sector that face similar challenges. We believe that working with other organisations increases our wealth of knowledge, expertise and experience, which can be harnessed to make a project, like the rural Abbeyfield homes, a reality. It's how we remain connected and up-to-date with the best practise models in the sector. In this regard we have been supported by the Dept. of Social Development, who believe in the work that we do - and it's our obligation to make sure that we're implementing and following the new Older Person's Act, 2006.

We look forward to the endless possibilities that the year ahead brings.

Kinds regards,

Director
Abbeyfield South Africa

Abbeyfield highlights of 2009 and 2010:



9th May 2009 - Wellness Day

"It's the first time somebody has touched my feet in 61 years!" These were the words of one of our residents, enjoying a foot massage on "Wellness Day." Consultants from beauty salons across Cape Town treated our residents to pedicures, manicures, massages and facials, to great appreciation and delight. It was an opportunity for residents to meet up and re-connect, talk about family and what it's like living in an Abbeyfield Home. Refreshed and beautified after their treatments, residents took part in Line Dancing and Nia Dance which got them on their feet, and the blood pumping! Well done to our Development Officer, Michelle, for working so hard to make this special day happen.

1st October 2009

Our AGM with International members

We were delighted to welcome our international Abbeyfield guests to our 2009 AGM and the opening of our 20th Abbeyfield Home, "Ethembeni" - Place of Hope. Our guests: Allan Snowie (Chairman of Abbeyfield International), Richard Seamen (Executive Director of Abbeyfield International) and his wife Elizabeth, and Christopher Buxton (Personal Director and one of the founders of Abbeyfield International), took time out to support this momentous occasion with us. They have supported and encouraged the work that we do and are proud to have us as international affiliates.



Our English entourage stayed on a few more days enjoying the sun and visiting some of our other Abbeyfield Homes.

24th October 2009 - Opening of "Ebenezer House" in Strandfontein

It was a big day for Strandfontein local society when we opened our 19th Abbeyfield Home. A hundred community members attended the ceremony in the community hall, including the councillor for the area. After the ceremony members walked, or drove down to their first Abbeyfield home, "Ebenezer" house where they cut the ribbon of their new home and accepted a cheque for R250 000 for the renovation of 3 extra rooms to bring the total number of residents to 7. There were delicious eats and even some entertainment in the way of spiritual dancing was enjoyed by all.



October 2009

"Ethembeni" - Place of Hope

"Ethembeni" - Place of Hope - in Gugulethu has been a special project for us as it was our first Abbeyfield home in a black urban poor community in Cape Town - this project has been ongoing since 2003. You can imagine the elation once we had finally finished building, completed the furnishing and were able to open the door to 10 social pensioners who otherwise wouldn't have a place to stay. Blood, sweat and 7 years of hard fundraising went into the building of this house - but boy was it worth it in the end! We were blessed at the opening with the attendance of our Mayor Mr. Dan Plato, members of our international and national Abbeyfield family, significant staff and supporters of Abbeyfield over the years, and members of the Gugulethu community, who were all incredibly proud of our achievement.



Jan / Feb 2010

Two new staff members joined the team: Zoë Paul and Henriette van Rooyen

In January 2010 Zoë Paul took over from Sue Simms-Handcock as Director. Zoë is a social worker by profession. She has worked in the UK and for the past 7 years for NGO's in the field of development in rural and urban poor communities in South Africa. "What a fabulous organisation to work for! The challenge now, but also our obligation, is to grow this organisation. With the need for this kind of accommodation so great we have no excuse but to establish more homes in more communities."

Henriette van Rooyen joined the team in February as our new Admin / Bookkeeper. Henriette has



over 20 years of work experience in corporate bookkeeping, and decided she'd like to try something new. "I'm at a stage in my life now where I'm needing a change, something positive and uplifting to be a part of. Working for Abbeyfield provides me with the opportunity to use my skills and give back."



1st March 2010 – Opening of “Andy’s House” in Bothasig

The opening of our 21st Abbeyfield Home, “Andy’s House” in Bothasig, coincided with a visit from our Abbeyfield International friends, John and Anne Turnbull. John not only is a Personal Director on the Abbeyfield International Board, but also the Abbeyfield New Zealand alternate.

“Andy’s House” is the 3rd Abbeyfield Masonic House, and has provided a home to eight social pensioners. We’ve been fortunate enough to have worked well with the Masons over the years and have, as a result, built a good relationship with them. We were treated to a lovely lunch at the opening, and had various members of the Masonic Society say a few words. The area councillor showed his support by joining us for the occasion.



May 2010 Our new Development Officer in Durban

Carryn Whittaker was employed in May. Her focus is to grow Abbeyfield in the KZN region. This is no easy feat, but is something that we need to do urgently as we only have one house in Durban and we simply need more!

The real challenge for us is to establish more societies, societies that are active, committed and share our vision - to see our older people being supported in a kindly and dignified way.

Our grateful thanks

It is impossible to thank you all, but just to say that your generous donations are making a huge impact on the lives of older people. We’re in the business of expanding. We need more Abbeyfield houses in more communities and your donations help us so much to do that.

A very big thank you goes out to the Lotteries Board for helping the Macassar Local Society purchase their first house. It will bring our total number of Abbeyfield houses to 22! We’ve also been incredibly fortunate to receive support this year from the Dept. of Social Development, who believe in the quality of our work, and want to see our residents assisted in living a decent active life in their community for as long as possible.

The list of Trusts, Foundations, Corporates and generous individuals who have helped us over the past year is extensive, and we are grateful and humbled. We thank you all and hope that you know how much we appreciate your support.

A special thanks needs to go out to those people who have already bequeathed money or their houses to us in their wills, or who have decided to do so. What a remarkable gift- one that ensures generations of elderly people a dignified life. We thank you for your great act of kindness.

We must never forget that the success of the Abbeyfield model relies greatly on our volunteers, who start the process off by forming local Abbeyfield societies in their communities - something we need to see more of across the country! Thank you to all our committee

members for giving up your personal time and energy to seeing older people supported and cared for in a kind and dignified way.

It breaks our hearts to have to put people on a Waiting List, knowing that we have no idea when something will open up. We have so many community champions out there - we just need to find more of them. All we need is a committed group of volunteers who believe that older people in their community deserve a better life. Then we can do it - we can start a new Abbeyfield house. We’ve already proven, through opening houses from Claremont to Ocean View and Gugulethu, that the “Abbeyfield” concept works in all areas.

We are dedicated to continuing to work in vulnerable communities where the need for Abbeyfield houses is huge, and are also exploring the possibility of establishing an integrated community-based Housing and Health project for fit social pensioners living in a rural farm-working community up the West Coast.

Even if we are far from elderly today, we will be one day, and right now we certainly have parents, family and friends who are. Ageing is something we all need to think about, particularly as demographically the percentage of elderly people in our society is growing fast. If you care about older people in your area, or if you have parents and family, who you are worried about, why not come and talk to us about forming a local society.

Thank you again for all your support.

Financial Summary:

Total Income:	R1, 544,411.00
Less Expenditure:	
Auditors	R11, 400.00
Fundraising Expenses	R62, 545.00
Admin.	R72 760.00
Donations distributed to affiliates	R778, 486.00
Salaries	R399, 767.00
Rent/Electricity/Security	R71, 500.00
Travel	R22, 823.00
Surplus for new houses:	R132, 130.00

Auditors

Hobbs Davids Incorporated
Address:
P.O. Box 44764,
7735

Abbeyfield Staff

Zoë Paul - Director
Michelle Solomons - Development Officer - WC
Henriette van Rooyen - Admin / Bookkeeper
Carryn Whittaker - Development Officer - KZN

Useful information about Abbeyfield:

How to Contact Us

Abbeyfield Society of South Africa
P O Box 13252, Mowbray, 7705
8a Alma Rd, Rosebank, 7700
Tel: (021) 689 3252
Fax: (021) 689 3252
Email: abbeyfld@netactive.co.za
Website: www.abbeyfield.co.za

Non-Profit Organisation Number: 003-393
Section 18A Number: RG/0018/04/05
PBO Number: 930 004 509

Banking Details

Account Name: The Abbeyfield Society of South Africa
Bank: Standard Bank
Branch: Mowbray
Branch Code: 024909
Account Number: 070864071

ANNUAL REPORT 2009/2010



Welcome to the Abbeyfield Society of South Africa...

“Where older people
are a priority”

