



South Africa moved into the spotlight as the 2010 host of the soccer World Cup: the biggest single sports event on earth. However, South Africa is also known for much grimmer reasons: it has one of the highest HIV rates in the world, due in part to rape being a widespread phenomenon: every 17 seconds, a woman in South Africa is raped¹ and every 3 minutes, a child is raped². On average, approximately 1,300 women (1 in 2) can expect to be raped every day in South Africa³.

Colorado 501(c)(3) nonprofit organization **Ubuntu Now** launched **The South Africa Project** in 2009 as a way of furthering its mandate to facilitate healing for victims of trauma and violence, create opportunities for the underprivileged and support other social causes providing stability to our world.

In an anonymous 2009 study by the South Africa Medical Research Council, 1 in 4 men said they had raped someone, and nearly half of them admitted more than one attack⁴. Over 50,000 cases are reported each year and expert estimates of the total number of actual cases approach 500,000⁵.

In addition, the country has one of the world's highest rates of HIV infection, with 12.7 percent of South Africans infected, compared with 0.4 percent in the United States. And 1.4 million South African children have been orphaned as a result of the virus' devastation⁶.

South African Nobel laureate Desmond Tutu once said, "one of the sayings in our country is Ubuntu -- the essence of being human. Ubuntu speaks particularly about the fact that you can't exist as a human being in isolation. It speaks about our interconnectedness. You can't be human all by yourself, and when you have this quality -- Ubuntu -- you are known for your generosity. We think of ourselves far too frequently as just individuals, separated from one another, whereas you are connected and what you do affects the whole world. When you do well, it spreads out; it is for the whole of humanity⁷."

Ubuntu Now's The South Africa Project is dedicated to preventing rape and domestic violence through the promotion of gender equality among boys and young men. Additionally, we offer psychological support to victims, including those who have contracted HIV/AIDS as a result of these crimes.

We used the attention surrounding South Africa's 2010 Soccer World Cup to make our voices heard. We're still focused on making a difference, one life at a time.

Now is the time to join in the spirit of ubuntu and help the people of South Africa.



Mission

To provide stability in South Africa by curbing violence through rape prevention programs, supporting the healing of rape victims and orphans and assisting in the creation of economic opportunities for the underprivileged.

Vision

We envision the development of South Africa into a peaceful, non-violent nation that will be a positive example on the African continent.

Our Goals

- **Promote gender equality**

Through mentoring in the community, we foster positive qualities such as integrity, change, respect, passion and leadership in young men. Supporting and encouraging boys to become compassionate and responsible men plays a key role in rape prevention.

In addition, we partner with existing organizations to assist them with the following:

- **Prevent rape by empowering women**

Rape has been called the silent war on women, predicted to be the top contributor to the HIV/AIDS epidemic in South Africa. We aim to empower young women to overcome social oppression and develop self-confidence, life skills and leadership qualities.

- **Assist in the mental and physical healing of victims**

Rape victims are face long-lasting effects that prevent them from growing into the human beings they potentially could be. We have partnered with the Thohoyandou Victim Empowerment Program to directly assist South African victims of sexual assault and domestic abuse.

Get Involved

We have a lot we want to accomplish, and we are grateful for your help.

Individuals

Join our Wall of Supporters

Even the minimum \$10 donation to the South Africa Project goes a long way. A \$70 contribution provides a community with a rape prevention education and promotion kit, \$550 can put a community mobilizer to work, and \$1,500 sponsors a comprehensive community workshop on the subject. More information can be found at the website for One Man Can (<http://www.genderjustice.org.za/onemancan>).



Other ways to be involved

- Join our Facebook fan page (<http://www.facebook.com/southafricaproject>).
- Follow us on Twitter [@SAProject](#).
- Subscribe to our RSS feed.
- Subscribe to receive new blog entries via email.

Ubuntu Now is a 501(c)(3) nonprofit organization. Donations in the United States are tax-deductible to the extent provided by law. Our federal tax ID number is 80-0260558.

The funds we raise will be used to support select organizations in South Africa.

Corporate Sponsors

Customized programs are available for sponsors, such as "Carbona Cares". As part of this program, Carbona will sponsor community ambassadors that will interactively share, using videos and images, their progress and work experiences in South Africa.

Cause marketing is one of the best ways for any company to gain personality and tie a brand to positive message. We offer a unique way for businesses to gain profile, act authentic and become involved in something truly meaningful.

We combine creative cause marketing in Europe and the United States in unique ways with the requirements and challenges of local organizations in South Africa.

Current Sponsors

Delta Carbona LP

Delta Carbona LP, the oldest manufacturer of stain removal products in the United States, launched the "Carbona Cares" program in 2010. Carbona has been synonymous with stain removal for over a century; from the 1870s to present day. In 1994, Delta Carbona, L.P. was founded when the Carbona Products Company was bought by Delta Pronatura, a privately held German company that makes leading-edge stain removal products in Europe. Today, Delta Carbona LP is innovative in the areas of laundry care and household cleaning Products.



Partners

Our partners are established and successful organizations committed to the same ultimate mission. As part of our support, we use our expertise to teach congruent NGOs how to utilize social media and disseminate their message to the global audience.

Sonke Gender Justice Network

The Sonke Gender Justice Network engages men and boys around issues of gender, gender-based violence and HIV. The organization also works across Africa strengthening government, civil society and citizen capacity to support men and boys to take action to promote gender equality, prevent domestic and sexual violence and reduce the spread and impact of HIV and AIDS. Sonke is supported by Unesco and the Ford Foundation.

The One Man Can Campaign

The One Man Can Campaign supports men and boys to take action to end domestic and sexual violence and to promote healthy, equitable relationships that men and women can enjoy -- passionately, respectfully and fully. The Campaign is a partnership between the Sonke Gender Justice Network and many different local, national and international organizations.

Thohoyandou Victim Empowerment Program (TVEP)

TVEP's mission is to generate an attitude of zero tolerance towards all forms of sexual assault, domestic violence, child abuse and AIDS stigmatization in the Thulamela Municipality and raise awareness for social issues surrounding HIV/AIDS in South Africa by building a supportive, educational, and healing environment for the victims.

ABOUT UBUNTU NOW: **Ubuntu Now**, a Colorado 501(c)(3) nonprofit organization, supports programs to facilitate healing for victims of trauma and violence, create opportunities for the underprivileged and support other social causes providing stability to our world. **Ubuntu Now** strives to act in the spirit of Ubuntu as defined by Desmond Tutu, Nobel Prize Laureate. For more information, visit <http://ubuntunow.org>

ABOUT THE SOUTH AFRICA PROJECT: **The South Africa Project**, an endeavor of **Ubuntu Now**, provides stability by curbing violence through rape prevention programs, supporting the healing of rape victims and orphans and assists in the creation of economic opportunities for the underprivileged. Partners include the Sonke Gender Justice "One Man Can" Program and the Thohoyandou Victim Empowerment Program (TVEP). For more information, visit <http://southafricaproject.org>.



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¹ Gallup, Oct. 2009, "Rape Troubles Nearly All in South Africa" <http://www.gallup.com/poll/123800/rape-troubles->

² Solidarity Helping Hand, June 2009, "Report" <http://www.helpinghandfund.co.za/?p=1550>

³ Gallup, Oct. 2009, "Rape Troubles Nearly All in South Africa" <http://www.gallup.com/poll/123800/rape-troubles-nearly-south-africa.aspx>

⁴ South Africa Medical Research Council, June 2009, "Understanding Men's Health and Use of Violence: Interface of Rape and HIV In South Africa" http://www.mrc.ac.za/gender/violence_hiv.pdf

⁵ BBC, June 2009, "South Africa rape crisis" http://www.bbc.co.uk/worldservice/news/2009/07/090728_sa_rape_nh_sl.shtml

⁶ AVERT, 2007, "Rape Orphans" <http://www.avert.org/aidsorphans.htm>

⁷ Archbishop Emeritus Desmond Tutu, 2008

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