Message from the CEO/Founder

November 2015

From my first days in conservation I was told that you can't afford to be emotional, but emotion is what makes ME who I am and makes US who we are. We are only human. As we come to the end of yet another action-packed year that has been filled with lots of challenges both good and bad, I do compile this Annual Report with an incredible sense of pride of what has been achieved so far and what will be achieved in the near future. I consider myself extremely blessed to be able to do what I love to do daily.

My on-going goal is to inform people about the global conservation crisis. Attacks on Rhinos and Elephant are multiplying at an alarming rate. Did you know we are losing up to 3 rhino a day, and even more extreme up to one elephant every 15 minutes. More recently a documentary was released about the canned lion industry in SA called "Blood Lion", there are to date over 200 facilities holding anywhere between 6,000 and 8,000 predators, mostly lions, in cages or confined areas. In 2013, close to 1,000 lions were killed by canned hunters.

The stats are SHOCKING and Devastating. In the past three years we have lost over 30 000 elephants per year and last year 1215 rhinos – this is a genocide. The tipping points have been reached and it's up to us to now do something. If this carries on we won't have any elephant or rhino in the next 10 to 20 years.

So this year my main focus was on launching my "Elephant Ignite Expedition", registering BSST as a verified NPO that can issue IBA certificates to assist with the corporate BBBEE (Broad-Based Black Economic Empowerment) scorecard, and to carry on with raising funds for my "One in a Million" Project.

In a world troubled with eco-apathy the time is right for us to get out there and make a small difference in Mama Africa. We have the future generation in our hands and it's now time to help spread the word and educate them to care. In the conservation word we applaud every small victory, but in the real world we are running out of time and that is the reality.

Please join me and become part of the solution. Go out there and tell people what is happening to our animals. If you see an organization that you think is doing good work – support them. They are always looking for volunteers. If you are in a good financial place – donate money; if you can't donate money donate your skills or time. Help spread the messages through social media. There is ALWAYS something you can do.

Stand up and speak out for those animals that have NO voice. We have to do something and we have to do something NOW. In the words of **Malcolm X – "the future belongs to those who prepare for it today."**

Astante Sane, Siyabonga and Thank you

Regards

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Blue Sky Society Trust IT/389/2012/PMB
NPO 118-708 | PBO Registration 93004615

2015 FUNDRAISING PROJECTS

Blue Sky Society Humanitarian:-

The work we do at BSST is so much more than just conservation (although we are really proud of that too!). There is a whole other side of the organization dedicated to making a difference in the lives of the less fortunate, and we feel very strongly about the work we are doing to improve the living conditions of the people of Southern Africa. That being said, we can't do it on our own. A huge part of our work here at BSST is dependent on the generosity of both private individuals and organizations who are looking to give of their time and/or money in order to help us create meaningful and sustainable change in the lives of those in need.

The good news is that we've made it easier than ever before to become a donor, and we've made sure that your business can benefit from giving back. We are very pleased to inform you that upon receiving a donation from your corporate, BSST can supply you a **Tax18A certificate** and therefore claim the donation as a tax exemption. Furthermore, our IBA registration allows us to provide you with points that go towards your organization's scorecard ratings for your BBBEE status, making us a highly attractive partner with which to collaborate. Besides these incentives, however, we would like to highlight the fact that we have the ability to make it really worthwhile to get involved purely because of the genuine and tangible difference we are making through our various projects throughout the communities of Southern Africa. The sky is the limit, and we have very big plans.

Matabetulu Primary School 'Soul 2 Sole' Project

In South Africa there are over **7 million children** who have never owned or worn a pair of brand new school shoes. These children have become accustomed to walking barefoot through our rough Africa terrain.

At its core the Blue Sky Society Trust's 'Soul 2 Sole' project is simply about providing a pair of shoes to as many of these children as possible. We strongly believe that this small and simple gesture can have a ripple effect, bringing hope, pride and dignity to our future leaders.

The BSST is working in connection with The Lion Match Company to provide much needed footwear to **Matabetulu Primary Schoo**l, which is an underprivileged school located in the iNanda community. We will then take part in a 'shoe drop' on a chosen day. Mr. Simon Mqadi is the Principal of this school which is a co-ed school ranging from grade R to grade 7. The ages of the children range from 5 years to 14yrs.

BSST also firmly believes in paying it forward, so we are going to do a wildlife conservation talk with the children and encourage them to clean up litter on the day as a gesture of looking after nature and to reduce their environmental impact. This will be facilitated by Siya Mkhize who is an environmental educator in the area and works with schools in this area.

Each scholar will be provided with a sling bag, Lion Match Shoe Polish and a pair of brand new Bata Shoes. This project allowed 290 children to receive new school shoes for the 2016 year. Simplicit-e has also come on board to donate to Soul 2 Sole instead of giving their customers Christmas presents. Thank you for coming on board we value your support.

THE LION MATCH COMPANY (PTY) LTD

Cherubs

Blue sky SOCIETY TRUST

Umbimbilethu Crèche and Day Care Project 2015/2016

The Umbimbilethu Daycare Centre can be found within the Msazazane Location near Umzumbe which is about an hour's drive from Durban. This crèche was started by Mrs Gumede in October 2013, with 12 children from 'child-mothers' and orphaned little ones through HIV parents that had passed away. The center offers a VERY basic facility whereby the children are nursed by four local ladies from the community that help out as 'care-givers'. The number of toddlers has risen to 77 this year.

The Lion Match Company has come on board to assist the Blue Sky Society Trust with a much needed facility upgrade and to establish an outdoor play area. This upgrade will happen in various stages and is an on-going upliftment and skills development project. We would also like to eventually fund workshops for the caregivers ; provide playground & indoor equipment for the crèche; Supply educational development kits and toys for the caregivers and children, and then finally also ensure that the children are getting at least one nutritious meal a day by building a sustainable vegetable garden.

Stage one will commence in November 2015. This consisted of upgrading of the existing facilities which includes building a proper ablution facility, upgrading the kitchen/cooking facilities, building a shed as a classroom, installing two Jojo tank for water, building a fire pit for the rubbish and then clearing the yard.

We will also purchase Educational Toys for the children along with better sleeping mats for their nap times. The Blue Sky Society Trust will purchase Cherub Stock from The Lion Match Company which will be given to the crèche in controlled stages. The Blue Sky Society will facilitate this entire project from start to completion. We thank you for your support and look forward to working with you.

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Vega Brand Challenge

BSST was chosen this year to be a part of the Vega School of Branding 'Brand Challenge'. This sort after event happens annually and each year they choose one NPO to be a part of the process. The Challenge involves a 5-week intense process that involves 3 separate teams of students dedicating their efforts to creating the most amazing creative work for the Blue Sky Society Trust Brand.

Thanks to the hard work and commitment of the very talented Vega students we have decided to rebrand our Corporate Identity. So BSST has had a much needed face-lift and some of the students will be actively involved in BSST projects for 2016.

One in a Million SMS Campaign:-

Our SMS campaign is an initiative geared towards raising funds for our 'One In A Million' campaign, and is part of our effort to make getting involved as easy as possible. Every SMS is only R10 and that goes towards various Wildlife Projects that we support. The Fundimvelo Thula Thula Rhino Orphanage is one of the main beneficiaries where some fantastic work is being done to counter the horrific effects of rhino poaching that is ravaging South Africa's rhino population.

We can't emphasize enough how important your contribution is, however small you think it may be. It all adds up, and every little bit counts towards rebuilding the lives of the baby rhinos that have been left without their mothers as a result of poaching activities.

This is an ongoing campaign, and you are invited to send through as many SMS's as you like in order to make as big an impact as possible.

We are really grateful for the participation of those who refuse to sit back while our heritage is being attacked right beneath our noses, and we are determined to be at the very forefront of the battle.

SMS the words "OIAM" to **38448** to support the campaign (R10 DONATION)

To date this year through funds raised from OIAM and through BSST contacts we have managed to raise close to **600k** for the Fundimvelo Thula Thula Rhino Orphanage which is a huge achievement in itself. We also donated 3 x camera traps to the Sivikela Carnivore Project on Mayibuye Game reserve.

Elephant Ignite Expedition

"The Elephant Ignite Expedition is a catalyst for re-connecting individuals, communities, animals and the environment with the focus on conservation awareness and education - 10 000km. 10 countries. 1 incredible mission"

I am leading the first **all-female** group of explorers through 10 countries from South Africa to Kenya. The 'ELEPHANT IGNITE expedition' will see a group of passionate females, from all walks of life, travel a distance of over **10 000kms through 10 southern African countries,** visiting African organisations dedicated to the preservation of elephants that need our ongoing support. Connected by a common goal to make a difference to Africa's elephants, the group will embark on a journey with a purpose. I have been working with Kingsley Holgate for the past two years and have fortunately learnt such a lot from him and now it's time for me to make my mark in Africa. Our main objectives are:-

- **Community upliftment.**
- **Youth conservation education.**
- **Public awareness for the plight of Africa's declining elephant population.**
- **Fundraising support for the non-profit organisations working to protect the elephants.**

We are filming the event for a series of on-line documentaries and will have a huge international, local and online media presence throughout the trip

I will be departing on **9th August (Woman's Day)** heading out from Durban. It is all systems go now and we need to commence our fundraising campaign in earnest so any support will be greatly appreciated.

CORPORATE PARTNERS

Throughout 2015 I have established some incredible working partners that have supported Blue Sky Society in the work that it does. I would like to thank all the donors for their generous support (there are too many to mention) but I would also like to give a special thank you to the below companies for partnering with BSST. Thank you for caring.

WHITEHART
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