

ANNUAL REPORT

2019 / 20

Supporting Footprints 4 Sam means
changing lives one footprint at a time.



**Footprints
4 Sam**

www.Footprints4Sam.org



Footprints 4 Sam is about

Dignity and Hope

Creating initiatives offering hope, dignity and connectedness for underprivileged children with a life-limiting illness.

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Never underestimate a simple idea. It carries the blessing to impact and uplift the lives of families beyond your understanding.



Fred Platt

They say it takes a village to raise a child, but in this instance, we have seen a child raise a village to action. The legacy of Samuel John Frederick Platt inspired the establishment of the Footprints 4 Sam Trust (the Trust), an organization that has as its central focus the support of families with children suffering from chronic and life-limiting illness.

CHAIRMAN'S REPORT

Throughout his short life on earth, Sam inspired many around him to address the challenges faced by so many children and their families and, on his passing, the Footprints 4 Sam Trust was established to honour his memory and to drive change through constructive interventions.

The valuable support from so many people has seen the Trust achieve incredible success, impacting countless lives, providing support and leaving indelible footprints of change within paediatric healthcare. From its inception, the Trust has adopted the highest level of governance and transparency, providing donors with the comfort that the funds donated will be applied to the benefit of the identified need and with the necessary independent oversight.

The impact of the Trust has been, to say the least, astounding. Through its six key initiatives, the Trust has been able to impact the lives of countless children with

chronic illness and their families, restoring dignity and providing hope.

The year under review has seen the Trust expand its reach with the launch of the second 'Super Sam Hero Vehicle'; upgrades to a counselling and bereavement room, a breastfeeding space and a Kangaroo Mother Care ward at Rahima Moosa Mother and Child Hospital; hosting of a unique equine therapy intervention for healthcare professionals; as well as the continuation of the feeding, support and advocacy initiatives. Financially, the Trust has shown remarkable growth, notwithstanding the broadening of its initiatives and interventions, thereby displaying its foundational strength and resilience.

The success of the Trust was again celebrated at the annual gala dinner, which was a roaring success thanks to the dedication of our donors and support team under the guidance and leadership of Melissa.

The COVID-19 pandemic has highlighted the structural inequality within the South African economy and has shone a spotlight on the challenges facing the healthcare system. This has reiterated the need for the services offered by the Trust, often at the basic level of food, transport and support. It has also strengthened the resolve of the trustees to make a meaningful and sustainable difference in these areas with the help of the donor community.

I would like to take this opportunity to thank the trustees, who selflessly give of their time and expertise to make this a reality. Of course, without our amazing and loyal donors, we would not have been able to do any of the incredible projects highlighted in the Managing Trustee's report.

On behalf of the Trust I would like to formally thank each donor who has, through their generous donations, changed so many lives.

It would be remiss not to make special mention of the person who makes all of this a reality through her personal dedication and commitment to the Trust.

Melissa is not only a founding trustee and Sam's mom, but she also gives selflessly of her time and effort to make the projects a reality and to raise the funds necessary to ensure the sustainability of the Trust. Her attention to detail and drive for perfection is clearly reflected in everything that the Trust does. We appreciate your sacrifice and want you to know that Sam could not have chosen a better Mom or a more effective ambassador for his legacy.

If you have not been part of this community, I urge you to get involved and assist us to bring hope and dignity to so many in need. It was Sophocles who said, "to be doing good deeds is man's most glorious task".

On a personal note, I would like to thank Sam for teaching us so many lessons, for opening our eyes to the need out there, and for continuing to be the guiding light that directs the Footprints 4 Sam Trust. We pledge to honour your amazing legacy by changing lives, one footprint at a time.



Fred Platt

Chairman (Sam's Dad)

FOOTPRINTS 4 SAM
TRUSTEES



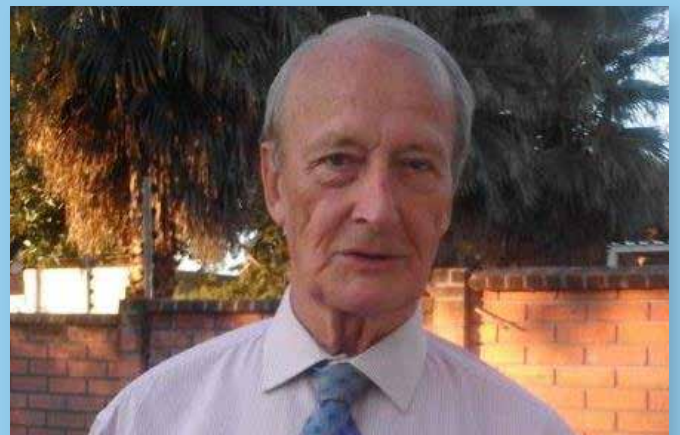
Fred Platt (Sam's Dad)



Melissa Platt (Sam's Mum)



Liesel Green



Timothy May



Mitch Morrison



Sophié-Marié van Garderen

MANAGING TRUSTEE REPORT (OPERATIONS)

2019 / 20

MANAGING TRUSTEE REPORT

The Footprints 4 Sam Trust (“the Trust”) was established on 23 October 2017 in memory of Samuel John Frederick Platt. Our aim in founding the Trust was to ensure that we could offer hope and dignity to underprivileged children suffering from chronic illness and to support them and their families, together with the health professionals caring for them.

Our goal is to have tangible initiatives that are both easy to measure and sustainable. Projects therefore need to keep on giving to a large group of beneficiaries long after the original spend.

Our Footprints 4 Sam six key initiatives are:



SUPER SAM HERO TRANSPORT INITIATIVE

These vehicles transport chronically ill children to their follow-up clinics and appointments. This service also aims to ensure that no child is alone when in hospital for long periods of time or, even worse, at the end of life. The vehicles are also available to take parents home with dignity if their child passes away. The vehicles are not ambulances nor taxis – they are a specialised chauffeur service, offering an essential service to needy families.



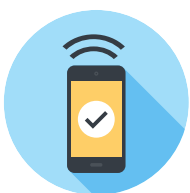
SUPPORT GROUP INITIATIVE

This initiative includes monthly meetings for parents who are bereaved or who have chronically ill children. Secondly, it offers debriefing and coaching for healthcare professionals to promote self-care and the key values of humanity in healthcare and heart-centred care. We also provide equine therapy through an NGO called Shumbashaba to further support our self-care drive, as we fundamentally believe that health professionals cannot care for others if they do not care for themselves.



SUPER SAM HERO BUCKET INITIATIVE

This initiative includes Love Buckets, Food Buckets and Care Buckets. Our Love Buckets contain a blanket, a jersey and a knitted toy, together with a Sam bracelet, so that all children and families know that they are not alone and that someone cares. Our Food Buckets are filled with non-perishable foods and last families approximately two weeks (depending on the size of the family) and our Care Buckets are filled with toiletries for mum and child. Each bucket also has a blessing card from Footprints 4 Sam with a welcoming message to the Footprints 4 Sam family.



OUR WIFI PROJECT

This project provides data packs for those in need. In the long-term, we aim to develop smart rooms where children can be virtually connected with their parents and families as many children spend months in hospital far from their loved ones.



ADVOCACY PROGRAMMES

These programmes aim to promote human-centred care and a focus on healing of mind, body and soul rather than simply being clinically focused on patients, as patients are far more than just the sum total of their physical symptoms.



OUR BEAUTIFUL MEMORY INITIATIVES

This initiative involves renovation of essential hospital areas for counselling, breastfeeding, bereavement and essential care. The aim is to ensure that ICU spaces become sacred spaces where children and parents are cared for holistically. This initiative also includes our Angels of Africa Robes project which provides beautiful robes for babies that are not long for this world, allowing parents time to make beautiful memories and to say goodbye with dignity and love. (This project is done in conjunction with the Conor James Foundation). Lastly, under this initiative we also create lasting memories and fun occasions for children, parents and health professionals on special occasions and public holidays.

Over the past year our key focus in terms of the initiatives above has predominantly been on our transport initiative and our beautiful memory initiative.

During this period Footprints 4 Sam has transported 1195 children and 2456 passengers in total (including children and caregivers). Our vehicles have travelled over 60 000 kilometres. Our goal is to ensure that we truly support children in need, and we have done so by ensuring more than 99% of the children assisted in the initiative are previously disadvantaged. All these children suffer from a life-limiting illness and their families face the daily rollercoaster of managing a chronic illness as well as the challenges of their dire socio-economic circumstances.

During this period we also launched our second Footprints 4 Sam vehicle. Owing to the support for this vehicle, we have been able to increase the reach of our programme by 45%, with our second vehicle transporting a total of 1110 passengers during this period. We collaborate very closely with Paedspal, another incredible NGO based in Cape Town, and their administration team works with

our Footprints 4 Sam drivers to ensure that all our passengers are treated like VIPs.

In terms of the beautiful memory project, we have renovated three key areas in the Rahima Moosa Mother and Child Hospital. This hospital is the only mother and child hospital in South Africa and delivers more than 14 000 babies annually. It is also a WITS academic training site for undergraduate and postgraduate students. Our relationship with this hospital is very special and we aim to partner with them into the future by upgrading their spaces to mirror the humanity and love held within its walls.

The bereavement and counselling room at this hospital, which Footprints 4 Sam renovated, has had a profound impact on the doctors' ability to provide psycho-social support and heart-centred care to their young patients and their families. Many of the medical team have said it has allowed for dignified counselling and compassionate care, which has brought true humanity, kindness and genuine comfort to families at the most difficult time in their lives.

The refurbished breastfeeding room off the neonatal ICU has given mothers a space for community, bonding and sharing, which has really supported them in their psycho-social needs while caring for their children in the harsh and often scary environment of an ICU.

And finally, we were involved in the Kangaroo Mother Care Ward, a newly renovated blank canvas provided by another donor which then needed to be fitted out and made beautiful for the mothers and children to move in. Due to the generosity of our donors, we were able to make this space extremely welcoming and warm for these mums and their tiny babies. It was a privilege to be able to provide a welcoming space filled with tender love and care, where babies and mums can truly heal and thrive.

The 2020 financial year was also a time of key support and our various support initiatives helped us to reach out to parents and medical professionals alike. Nine SAM support groups were held for parents of children with a chronic illness or who are bereaved. These groups were facilitated by Melissa Williams-Platt, an integral and palliative coach, and Dr Johan Ferreira. Both professionals give of their time pro bono. Twenty-eight coaching sessions were also given pro bono to doctors and nurses in a government hospital as

well as two debriefing sessions.

Another key area of support provided was through our Super Sam Hero Bucket initiative. This financial year most of the buckets were packed directly by our donors and over 130 buckets were distributed, of which 53 were food buckets. Buckets packed by Footprints 4 Sam can last a family for up to two weeks of meals and we would therefore expect those packed by our donors to be similar in impact, which would equate to approximately 8900 meals.

During this reporting period we also had a very successful conference in the United Kingdom where Footprints 4 Sam was invited to include 700 badge pins on all the delegate lanyards at the Risky Business Conference. Footprints 4 Sam presented at this event and raised our profile abroad, spreading the value and principles of human-centred care on a very important platform. Many prestigious hospitals from all over the world were represented at this international event.

As a result of this trip, international donations of R200 000 were secured, for which we are most grateful, and an auction item was donated that raised R80 000 at our charity dinner.



Footprints 4 Sam hosted a very successful second Annual Charity Dinner, where more than R430 000 was raised, and we are immensely grateful to all our incredible donors for their support. Each year this event has had a multi-faceted impact, where we not only get to thank our donors and raise money, but we also get to build awareness around Footprints 4 Sam. It has been an ideal platform to build our donor base and showcase what the Trust has achieved and what projects we have planned. Our annual Trust video captures our work in the most beautiful and meaningful way, allowing donors to hear directly from our beneficiaries how their donations are impacting on lives.

Finally our #Sweat4Sam campaign has also been a wonderful initiative that is growing each month, allowing people from all walks of life to participate in the multi-faceted world of Footprints 4 Sam and offer support through exercising or volunteering for Footprints 4 Sam.


The year ahead will definitely see each of these campaigns grow. We will be putting more effort into our bucket campaigns, especially our Food and Care buckets, to ensure that we meet the ever-increasing daily challenges that our beneficiaries face in terms of basic survival. Without a focus on hygiene and nutrition,

our beneficiaries will always struggle to meet their care goals or live a life of real quality.

We also aim to broaden our platform for fundraising and are looking to increase our offshore donations. We will continue to strive to ensure that our donations touch those to whom they are given and that we maintain strict controls on daily expenses.


Footprints 4 Sam is supported by incredible companies and individuals who give of their time pro bono, as do our trustees. In so doing we are able to contain our operational costs and yet still deliver impactful projects that make a difference in the lives of those who most need our support.

We offer a big thank you to all our donors, without whom we could not continue to change lives one footprint at a time. Real, tangible and impactful change to many thousands of lives is what each one of you brings, helping us to build a legacy that will continue to echo through time.



Melissa Williams-Platt

Managing Trustee (Sam's Mum)



Connectedness is vital to the well-being of people. It brings with it a responsibility of caring and providing relief

GOVERNANCE REPORT

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2019 / 20

GOVERNANCE REPORT

The Footprints 4 Sam Trust (“the Trust”) aims to achieve high standards of governance and ensure compliance with relevant legislation, regulations and voluntary codes where appropriate, to ensure the sustainability of the Trust.

The Trust and all its trustees are committed to the highest standards of business practices and ethics. The Trust recognises that it is essential to adhere to social, governance and ethics considerations in all its decisions in order to ensure the Trust’s long-term sustainability.

The Trust subscribes to the highest levels of professionalism and integrity. The board and the Trust’s individual employees and service providers are committed to the principles enshrined in the trust deed and the Trust’s policy documents developed to ensure its obligations to donors, beneficiaries, employees and suppliers.

Governance processes are regularly considered to align with relevant legislative and regulatory changes and to reflect best practice.

BOARD OF TRUSTEES

The Trust has a unitary board structure with six non-executive trustees. The specific powers and duties of the trustees are stipulated in the trust deed which is the founding document of the Trust.

The board of trustees is the highest decision-making body. Day-to-day responsibilities for management of the organisation are overseen by the managing trustee, who reports regularly to the board. The chairperson of the board and the chairpersons of the committees of the board play an active role in all governance matters and regularly interact with one another.

The board has adopted an investment policy which was reviewed during the reporting period, to ensure that

donations are fully integrated into the Trust’s investment processes and to ensure consistent and transparent consideration of all its investments and the use of its funds in accordance with the objectives of the Trust. The policy provides guidance to all stakeholders involved in the investment process and in the allocation of its funds to the various projects undertaken by the Trust in order to ensure and enhance accountability and compliance with legal requirements and governance best practices.

Each of the trustees were selected on the basis of their skill set and belief in the importance of sustainability, governance and finance. This enables them to provide balanced independent advice and judgement in all decision-making processes.

The board consists of six trustees (see page 11).

During the reporting period, Mr Timothy May resigned and was replaced by Mr Pieter Veldtman.

The Trust met twice during the financial year and intends to meet on a quarterly basis. Additional informal meetings were convened regularly to consider specific issues which arose between scheduled meetings.

CUSTODIANS OF GOVERNANCE

The trustees accept their responsibilities as the custodians of the Trust’s corporate governance and are accountable to stakeholders in ensuring donor funds are utilised in accordance with the objects of the Trust and/or for a specific “ring-fenced” projects.

The trustees are independent, save for Mr and Mrs Platt, who are the founding members who constituted the Trust in order to give effect to an enduring legacy in the name of the Trust’s namesake, Samuel Frederick John Platt (“Sam”). Mr and Mrs Platt conceived of the need for a trust having the aims and objectives set out in the trust deed, which were identified during the course of Sam’s life and the realities and the needs that

FOOTPRINTS 4 SAM TRUSTEES

Name	Qualification	Designation	Attendance	I.C.M.*
Mr Fred Platt*	BA, MBA	Chairman	2/2	2/2*
Mr Mitch Morrison*	BCom, LLB	Lead Independent Trustee	2/2	2/2*
Ms Sophié-Marié van Garderen*	MCom, CFA	Trustee	2/2	2/2*
Ms Liesel Green**	BCom(Hons), CFA	Trustee	2/2	2/2**
Ms Melissa Platt	BA, Postgraduate Diploma in Palliative Medicine & Certified Integral Coach	Managing Trustee	2/2	-
Mr Timothy May	47 Years as Consultant on Stock Market Investments	Trustee	1/2	1/2

* Investment committee member ** Investment committee chairperson

were observed by them during the course of Sam's treatment.

I believe the board of trustees functions in accordance with the highest fiduciary and ethical standards that ought to apply to a fundraising non-profit organisation. The trustees participate in vigorous debate to ensure the maximum benefit and impact of the Trust towards its stated objectives. The Trust is managed according to the highest ethical standards which go above and beyond mere legal compliance.

CONFLICTS OF INTEREST

During the year ended 29 February 2020, none of the trustees had any interest in any contract or project or undertakings entered into by the Trust.

All trustees are required to inform the board timeously of any conflicts or potential conflicts of interest that may have arisen or may arise in the future. Trustees are obliged to recuse themselves from such discussions or decisions in respect of conflicted matters. Conflicts of interest is a standard agenda item, reminding members to declare any conflicts or potential conflicts of interest. This is minuted accordingly.

COMMITMENT TO GOVERNANCE PRINCIPLES

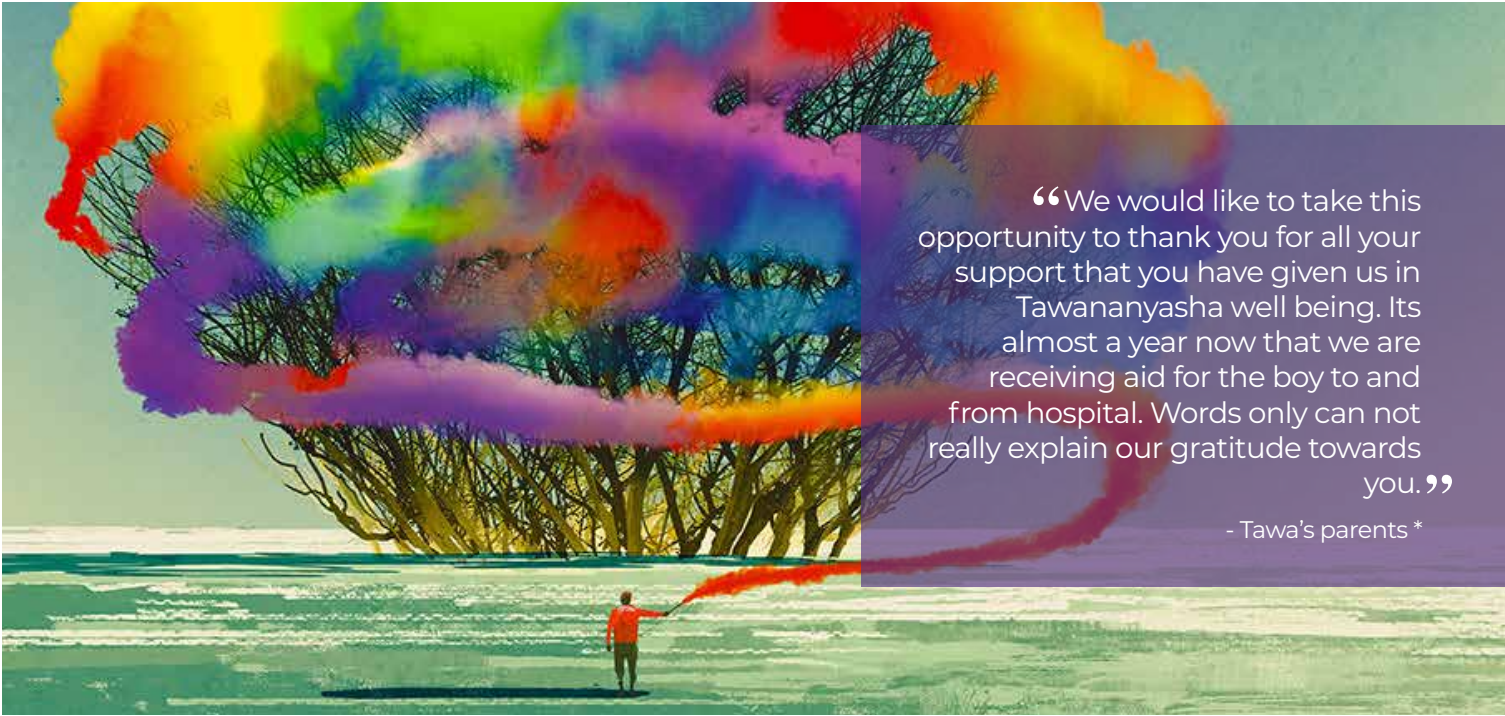
The Trust is committed to the principles of the King IV Code that are relevant to its operations and in

accordance with the nature and needs of the Trust in order to ensure accountability to all its stakeholders. The Trust will continue to identify areas where application can be enhanced in the best interests of the Trust.

INTEGRATED EFFECTIVE CONTROL

As the custodians of governance, the board is responsible for ensuring the effective control of its fundraising activities and the implementation of its projects and objectives. The board ensures effective control through a number of mechanisms, including compliance with applicable laws, regulations and governance practices, adherence to the terms and provisions of the trust deed and the implementation of governance structures and delegation. Due to the nature of the Trust and the composition of the board of trustees, appropriate structures providing for the delegation of authority, while enabling the board to retain effective control, are implemented. This enables informed oversight.

The Trust delegates authority to established trust committees, as well as the managing trustees, with clearly defined mandates. A separate finance and investment committee functions with delegated authority and in accordance with formally documented policies. The chairperson of the investment committee reports at each scheduled meeting of the board of trustees. Trustees and members of the investment



“We would like to take this opportunity to thank you for all your support that you have given us in Tawananyasha well being. Its almost a year now that we are receiving aid for the boy to and from hospital. Words only can not really explain our gratitude towards you.”

- Tawa's parents *

committee are supplied with full and timely information that enables them to properly discharge their responsibilities. The finance committee ensures responsible investment practices and the creation of value to achieve long-term sustainability. Investments are undertaken in line with the Trust's overall strategy, both on a short-term and long-term basis. Where appropriate, the committee will recommend action or improvement in order to ensure that policies and standards ensure that investments are maximised and projects are adequately funded.

The board will consider additional committees from time to time, where appropriate.

All trustees have unrestricted access to all trust information.

M J MORRISON

“ Being a parent to a special needs child we know we will spent alot of time in a hospital. I started my hospital journey when my son was only two weeks old. His admissions was always just high care. This month, God-willing, my son will be 6 years old and we still take it day by day. The only difference is now my hospital stays don't need to be depressing and lonely on my journey. I came to know Melissa and Footprints 4 Sam. How you have changed my journey. Having to attend my son's hospital appointments with his buggy is not a nightmare anymore. At first I had to leave home before 05h00 just to be on time for his 08h00 doctor's appointment. And then I had to carry my son as public transport did not accommodate for my son's buggy and I could never afford private transport. People say super-heroes have super powers, well to me Footprints 4 Sam is that super-hero... you never met me or my son personally, but you are making such a huge difference in our lives. Thank you so very much for the #LoveSupportRespect that you all are showering on us. ”

- Rachel *

* Grammar was not changed to retain authenticity.



HOW YOU CAN HELP

HELPING FOOTPRINTS 4 SAM
GROW ONE STEP AT A TIME

HOW YOU CAN HELP

Donate your time, your skills, your money, your sporting abilities (humble or great), and through the sweat and tears, come and lay footprints with us for Sam. Each footprint is an imprint of change in these precious lives. We encourage donors and suppliers to choose a project that speaks to their hearts and to consider allocating their financial contributions or time to a selected project.

FOOTPRINTS 4 SAM SUPER SAM HERO VEHICLE INITIATIVE



NEED:

Parents and children need access to hospitals and clinics on a regular basis when faced with the rollercoaster of living with a life-limiting chronic illness. The Super Sam Hero vehicles offer door to door collection, giving hope and dignity to families in need.



CSI COMMITMENT:

R485 000 per annum (minimum project commitment: 2 years).

BENEFITS:

- Your own branded Footprints 4 Sam vehicle changing lives one kilometre at a time.
- Opportunity to give underprivileged children with a chronic illness hope, dignity and support.
- Tangible identification and return from a meaningful project that is successfully running and changing thousands of lives.
- Level 1 B-BBEE recognition.
- Section 18A.
- Excellent brand exposure on the main highways.

RESEARCH HAS SHOWN:

- Up to 3000 people will see your vehicle per day.
- 91% of all people notice vehicle branding.
- 79% reported that they developed a favourable impression of the company and its message.
- 29% of people said they would base a buying decision on these impressions.
- 80% specific ad recall rate.
- 96% of respondents thought mobile advertising more effective than traditional outdoor advertising.



FOOTPRINTS 4 SAM SUPER SAM HERO BUCKET INITIATIVE



NEED:

Food, toiletries and love – the basics needed for support during long hospital stays and when returning home with a chronically ill child. This initiative offers assistance to those with little to no money to support a family, let alone a chronically ill child.



CSI COMMITMENT:

Varies depending on the number and type of bucket chosen.



THE SUPER SAM HERO BUCKETS:

- **Food Bucket** – a bucket filled with non-perishable food. The average bucket can provide approximately 168 meals. R650 per bucket.
- **Care Bucket** – a bucket filled with toiletry products for mother and child. R750 per bucket.
- **Love Bucket** – a bucket packed with love and filled with knitted items such as toys and jerseys. R550 per bucket.

BENEFITS:

- Providing essential provisions to families in desperate need.
- Your company logo as a sticker on the bucket.
- Message from yourselves and Footprints 4 Sam with each bucket.
- Goodwill as your brand becomes associated with compassion, love and care towards underprivileged communities.
- Level 1 B-BBEE recognition.
- Section 18A.

FOOTPRINTS 4 SAM BEAUTIFUL MEMORIES INITIATIVE



NEED:

Government hospitals in South Africa are largely run-down and in desperate need of repair. The buildings and equipment need to be upgraded to ensure that patient outcomes are protected and that health professionals are able to work in an environment that promotes care and respect for human dignity. This initiative is about creating spaces that heal and that help all to thrive within these essential buildings of care.



CSI COMMITMENT:

Projects range from R80 000 upwards.

KEY FOCUS AREAS:

- Counselling and bereavement areas.
- Neonatal and paediatric wards
- Kangaroo Mother Care wards
- Breastfeeding rooms
- Essential paediatric equipment.
- Health professional rest areas.
- African Angel Robe initiative with the Conor James Foundation.

SOME OF THE BENEFITS:

- Opportunity to save lives through modern equipment and modern spaces.
- Promoting emotional well-being for all in their most desperate time of need.
- Branding and acknowledgment.
- Level 1 B-BBEE recognition.
- Section 18A.



FOOTPRINTS 4 SAM WIFI INITIATIVE



NEED:

Children living with a chronic illness spend long periods in hospital, separated from their families who are often far away and cannot visit regularly. Data packs, tablets, smart play areas and WIFI can assist in bringing some much needed connection to these young patients. Contact with loved ones provides critical emotional support to both patients and their parents.



CSI COMMITMENT:

Solutions will be tailored depending on the donor partner.

BENEFITS:

- Providing essential emotional support to children and their parents.
- Level 1 B-BBEE recognition.
- Section 18A.



FOOTPRINTS 4 SAM ADVOCACY



NEED:

Transforming healthcare to becoming human- and heart-centred and to offer a holistic approach rather than simply a clinical one. Building towards the Samuel Generation of Healthcare.



CSI COMMITMENT:

Varies, depending on donor's priorities.

KEY FOCUS AREAS:

- Building education programmes, workshops, policy and thought change to ensure that health professionals are taught the fundamentals of palliative medicine and the importance of a holistic care approach.
- Promoting a care approach in which the whole person is treated in paediatrics and the family is respected and included in all aspects of the child's healthcare journey.
- Ensuring a healthcare approach where all domains of care are included namely: psycho/social; physical and spiritual for patient, parent, caregiver and health professional.

BENEFITS:

- Saving lives through caring and clinical treatment.
- Providing essential education to health professionals on topics not covered in depth in their training.
- Level 1 B-BBEE recognition.
- Section 18A.
- Branding on education materials.

FOOTPRINTS 4 SAM SUPPORT GROUP INITIATIVES



NEED:

Both parents and health professionals are faced with traumatic events on a daily basis when supporting chronically ill children. Support groups and other care initiatives are key in promoting emotional wellness and self-care.



CSI COMMITMENT:

Programmes will be tailored according to the donation. Previous support initiatives have included equine therapy for health professionals, monthly support groups for parents, telephonic support and coaching.

BENEFITS:

- Opportunity to impact vulnerable lives.
- Providing essential emotional support to parents and health professionals.
- Level 1 B-BBEE recognition.
- Section 18A.

SWEAT 4 SAM – BECOME A SPONSOR OR PARTICIPANT IN OUR WORLD GIVING SERIES



NEED:

Bringing attention to the plight of healthcare in South Africa and raising funds to support and sustain all Footprints 4 Sam projects.

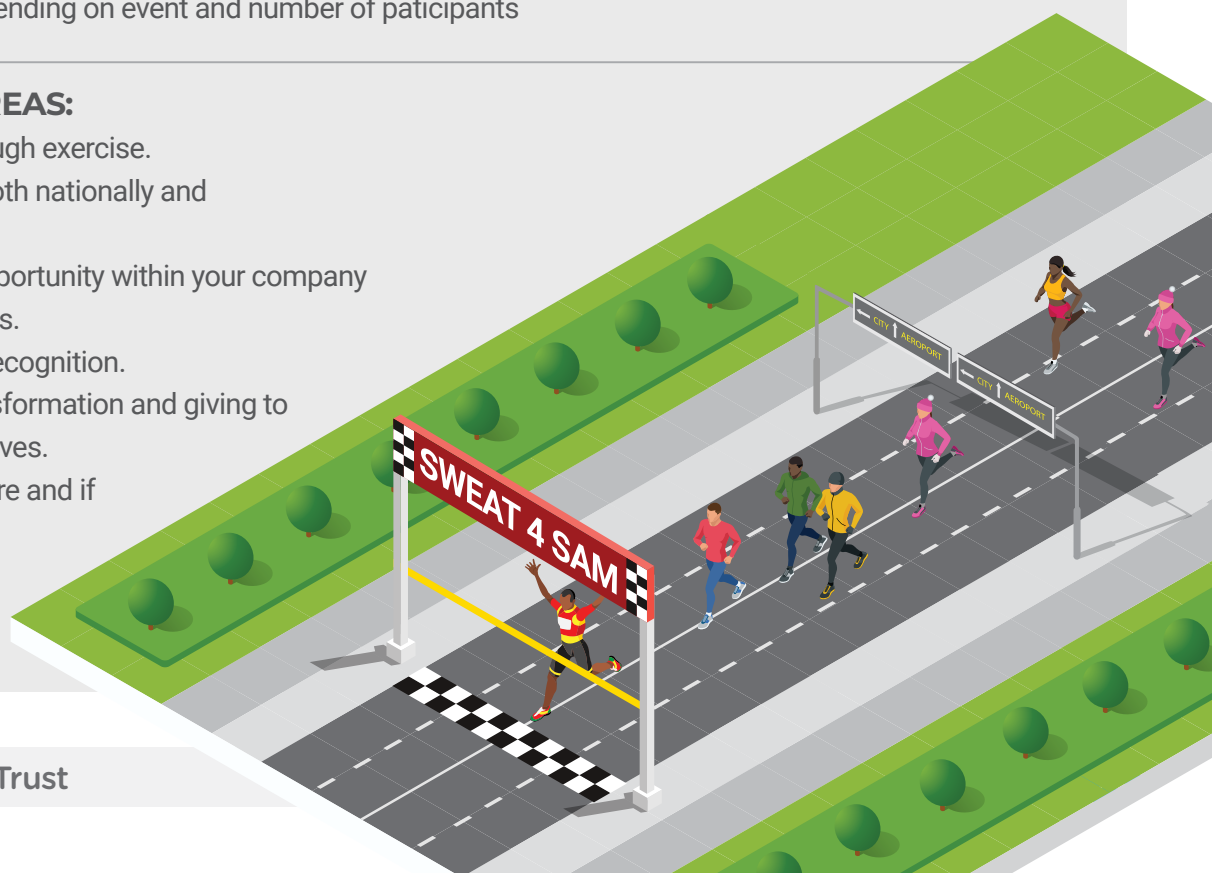


SPONSORSHIP COMMITMENT:

Varies depending on event and number of participants

KEY FOCUS AREAS:

- Saving lives through exercise.
- Brand-building both nationally and internationally.
- Teambuilding opportunity within your company and with suppliers.
- Level 1 B-BBEE recognition.
- Sustainable transformation and giving to healthcare initiatives.
- Section 18A where and if applicable.



FINANCIAL & INVESTMENT REPORT

2019 / 20

FINANCIAL AND INVESTMENT REPORT

Footprints 4 Sam financial results for the second full year of operation are noteworthy given the challenging economic environment. The 2019 figures are not comparable to the 2020 figures since they represent a 17-month period, from inception of the trust on 23 October 2017. Comparing the current financial year against the 12-month average figures for the previous financial year, fundraising revenue increased 35% to R941 714 (12-month average 2019: R698 581). The largest contributor being the enormously successful annual gala dinner which, net of costs raised R432 500. Once again, we are extremely grateful for the generosity of our donors. Donation receipts increased by 45.5% to R969 546 (12-month average 2019: R666 209).

The trust utilized these funds spending R664 199 to deliver projects that make a truly significant difference to the lives of children, and their families, who suffer from life limiting diseases. This represents a 3-fold increase in project disbursements relative to the annualized disbursements for the previous financial year. The two Super Sam Vehicles received 64% of the distributions and the Beautiful Memory Project received 33% with most of the funds being used to upgrade a breastfeeding room and a counselling and bereavement room at Rahima Moosa Mother and Child Hospital.

The financial results reflect the Trust's continued prudent financial management and principles. Operating expenses of R82 329 were incurred which represents 12% of total trust expenditure and was of a similar magnitude to the operating expenses for the previous financial year (12-month average 2019: R71 624).

The net surplus of the Trust at the financial year end was R739 578, 43% lower than the surplus at the end of the 2019 financial year (R1 290 950) solely due to the Trust's funds being used to deliver and meet the trust's objective.

An objective of the Trust is to manage its finances in a way that provides for a perpetual legacy. In order to achieve this the Trust deed specifies that a minimum of 25% of all income and donations received annually are to be invested in a long-term endowment. The endowment funds balance at the financial year end was R779 663, almost double the balance at the end of the 2019 financial year (R401 548). The Trust's Investment Policy provides for endowment funds to be invested in a long-term portfolio consisting of fixed income and equity instruments with specified limits to manage risk. Given the equity market volatility and the high real returns offered in the fixed income market as well as the preferential tax status the Trust enjoys the Trustees have elected to invest the endowment in fixed income instruments.

The 2021 financial year will be most challenging for the Trust. The COVID-19 pandemic and the resultant lockdowns have severely impacted the Trust's ability to raise funds, especially as the annual gala dinner was cancelled and is unlikely to be held in the 2021 financial year. The Trust has introduced new innovative fundraising activities which are proving successful.

“ I am Michelle’s mommy and I don’t have enough words to praise you. We have been patients at Paedspal for many years and the staff are the most humble and beautiful human beings we have met. I thank God for Paedspal staff who makes our lives so much easier. It is difficult travelling to the hospital, but now I can’t wait for the FOOTPRINTS 4 SAM vehicle. And what an amazing driver who is friendly and helpful and very humble. He is a real gentleman and a safe driver. Thank you very much to Paedspal and Footprints 4 Sam. God bless, from a grateful mom. ”

- Margaret *

* Grammar was not changed to retain authenticity.

In order to ensure that the Trust manages to weather the storm and continues to provide our much-needed support to children with life-limiting diseases and their families, the Trustees have decided to focus on two projects that deliver the most benefit in this particular time to our beneficiaries.

These projects are the Super Sam Hero buckets and the Super Sam Hero Vehicles. The trustees have decided to apply caution in respect of continuing capital-intensive projects, such as the refurbishment of key government hospital facilities in neo-natal and paediatric wards. This work forms part of the Trust’s Beautiful Memories initiative and has created both beautiful and healing spaces for these largely run-down institutions. In order to find ways to continue these important and life-saving projects, we are working on creating partnerships with suppliers and other charity organizations to limit the cash effect on the Trust assets whilst maintaining the momentum of these projects, which support improved patient outcomes and better quality of life for patients, families and health professionals.

We are enormously grateful for the continued support of donors and are acutely aware of the many worthy charities that compete for these funds.



L GREEN



S VAN GARDEREN

ANNUAL FINANCIALS

2019 / 20

FOOTPRINTS 4 SAM TRUST

REGISTRATION NUMBER IT 002433/2017 (G)

REGISTRATION DATE 23 OCTOBER 2017

BOARD OF TRUSTEES
M J MORRISON
F C PLATT
M WILLIAMS-PLATT
S M VAN GARDEREN
T S MAY
L J GREEN

BUSINESS ADDRESS
12 SPARROW DRIVE
MAGALIESSIG
FOURWAYS
2194

ACCOUNTANTS
VILJOEN NEL
RANDBURG

BANKERS
NEDBANK LTD
CURRENT ACCOUNT
ACCOUNT NUMBER: 1158556756
SANDTON

PREPARERS
DIGBY FOSTER
BUSINESS ACCOUNTANT IN PRACTICE (SA)

“ We want to give a BIG thank you to Footprints 4 Sam for your kindheartedness by providing us with transport whenever we are going to Red Cross Hospital for appointments. This transport is helping us a lot as we were struggling with public transport financially and also when it comes to the safety of our child. ”

- Parents of Phawoluhle *

* Grammar was not changed to retain authenticity.

REPORT OF THE TRUSTEES

IN RESPECT OF THE YEAR ENDED 29 FEBRUARY 2020

The trustees have pleasure in submitting their report for the financial year ended 29 February 2020.

STATEMENT OF RESPONSIBILITY

The trustees are responsible for the maintenance of adequate accounting records and the preparation and integrity of the financial statements and related information. The independent accountants are responsible to determine that the financial statements are in agreement with the accounting records.

The trustees are also responsible for the trust's system of internal financial control. These are designed to provide reasonable, but not absolute, assurance as to the reliability of the financial statements, and to adequately safeguard, verify and maintain accountability of assets, and to prevent and detect misstatement and loss. Nothing has come to the attention of the trustees to indicate that any material breakdown in the functioning of these controls, procedures and systems has occurred during the year under review.

The financial statements have been prepared on the going concern basis, since the trustees have every reason to believe that the trust has adequate resources in place to continue in operation for the foreseeable future.

NATURE OF THE TRUST'S BUSINESS

The trust's main object includes, without limitation, providing a fund for the benefit of children who suffer from life-limiting conditions, including the provision of palliative care and advocacy initiatives to improve knowledge and awareness of such children and their families.

TRADING RESULTS FOR THE YEAR UNDER REVIEW

The trust derives its funds from donations and utilises these funds as described in the Trust Deed. Full details are set out in the financial statements attached hereto and the directors have no further comment to make thereon.

DIVIDENDS DECLARED

The trust is precluded from declaring or distributing dividends in terms of its constitution.

TRUSTEES

M J Morrison, F C Platt, M Williams-Platt, S M van Garderen, T S May and L J Green served as trustees throughout the period under review.

FACT OR CIRCUMSTANCE SINCE 29 FEBRUARY 2020

The onset of the Covid19 pandemic since the Trust's financial year end has severely impacted the Trusts ability to raise revenue. The trustees are focused on ensuring that the trust operates in a responsible manner to ensure its long term sustainability in this environment.

APPROVAL

The above report and the annual financial statements set out on pages 5 to 7* were approved by the trustees.



M J MORRISON



F C PLATT

*Pages 5 to 7 refer to the pages within the annual financial statements.

THE **CHARTERED ACCOUNTANT** (SOUTH AFRICA) DECLARATION

The following Annual Financial Statements presented on pages 5 to 7 of FOOTPRINTS 4 SAM TRUST have been independently compiled by a Chartered Accountant (South Africa) CA (SA). Refer to the Independent Compiler's Report on page 25.

Use of the CA (SA) designation is governed by the Chartered Accountants Designation Act, 1993 (Act 67 of 1993), which regulates and permits the use of the CA(SA) designation exclusively by Directors of The South African Institute of Chartered Accountants (SAICA). Use of the designation without SAICA Directorship is consequently a criminal offence, and misuse is subject to legal action.

SAICA is the premier accountancy body in South Africa and one of the leading chartered institutes in the world and all Directors must comply with the Code of Professional Conduct which conforms to the code released by the International Ethics Standards Board for Accountants (IESBA). The SAICA code and definitions contained therein are consistent in all material aspects with the International Federation of Accountants' (IFAC) code.

The following fundamental principles are embodied in the Code of Professional Conduct and are to be upheld by all CAs (SA) at all times.

- Integrity - a duty to be straightforward and honest in all professional and business Relationships
- Objectivity - a duty to not allow bias, conflict of interest or undue influence of others to override professional or business judgements
- Professional Competence and Due Care - a duty to maintain professional knowledge and skill at the level required to ensure that a client receives competent professional services based on current developments in practice, legislation and techniques and act diligently and in accordance with applicable technical and professional standards.
- Confidentiality - a duty to respect the confidentiality of information acquired as a result of professional and business relationships and, therefore, not disclose any such information to third parties without proper and specific authority, unless there is a legal or professional right or duty to disclose, nor use the information for the personal advantage of the chartered accountant or third parties.
- Professional Behaviour - duty to comply with relevant laws and regulations and avoid any action that discredits the accountancy profession.

A distinguishing characteristic of Chartered Accountants (South Africa) is their responsibility and duty which extends beyond the needs to individual clients but also includes the public as a whole.

Accordingly, this declaration serves to confirm that the above mentioned financial statements have been prepared by a Chartered Accountant who has observed and compiled with the SAICA Code.

VILJOEN NEL

CHARTERED ACCOUNTANTS (SA)

REPORT OF INDEPENDENCE

ACCOUNTANTS

9 SEPTEMBER 2020

REPORT ON THE FINANCIAL STATEMENTS

We have determined that the annual financial statements of Footprints 4 Sam Trust, which comprise the Trustees' report, the Statement of Financial Position as at 29 February 2020 and the Statement of Comprehensive Income for the year then ended, a summary of significant accounting policies and other explanatory notes, as set out on pages 2 and 4 to 7*, are in agreement with the accounting records of the trust.

We confirm that:

- we have vouched that the bank statements are reconciled to the general ledger.
- the Section 18A tax certificates issued are in agreement with donations received.

TRUSTEES' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The Trust's trustees are responsible for the preparation and fair presentation of these annual financial statements in accordance with South African Statements of generally accepted accounting practice. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

AUDIT OPINION

The procedure carried out does not constitute an audit carried out in accordance with generally accepted auditing standards and we do not express an audit opinion on the financial statements.

VILJOEN NEL

CHARTERED ACCOUNTANTS (SA)

*Pages 2 and 4 to 7 refer to the pages within the annual financial statements.

FOOTPRINTS 4 SAM TRUST

STATEMENT OF FINANCIAL POSITION AT 29 FEBRUARY 2020

	Notes	2020	2019
ASSETS			
CURRENT ASSETS			
		2 082 839	1 291 050
Trade and other receivables	(2)	-	100
Cash and cash equivalents	(3)	2 082 839	1 290 950
TOTAL ASSETS		2 082 839	1 291 050
EQUITY AND LIABILITIES			
CAPITAL AND RESERVES			
		2 030 628	1 291 050
Trust capital	(4)	100	100
Endowment reserves	(5)	779 663	401 548
Distributable reserves		1 250 865	889 402
CURRENT LIABILITIES			
		52 211	-
Trade and other payables	(6)	52 211	-
TOTAL EQUITY AND LIABILITIES		2 082 839	1 291 050

FOOTPRINTS 4 SAM TRUST

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 29 FEBRUARY 2020

	2020 (12 months)	2019 (17 months)
FUNDRAISING REVENUE	941 714	989 657
FUNDRAISING COSTS	449 429	338 081
GROSS PROFIT FROM FUNDRAISING	492 285	651 576
OTHER INCOME	1 020 171	954 617
DONATION INCOME	969 546	943 796
PRODUCT SALES	6 866	840
INVESTMENT INCOME	43 759	9 981
GROSS INCOME	1 512 456	1 606 193
PROJECT DISBURSEMENTS	664 199	209 136
Vehicle project	424 838	128 796
Bucket project	8 412	79 790
Beautiful memories project	218 949	550
Support groups	12 000	-
GROSS SURPLUS AFTER DISBURSEMENTS	848 257	1 397 057
ADVOCACY EXPENSES	26 350	4 640
GROSS SURPLUS BEFORE OPERATING EXPENSES	821 907	1 392 417
OPERATING EXPENSES	82 329	101 467
Accounting and administration fees	33 159	-
Bank charges	3 778	3 180
Call handling	5 451	5 901
Courier and postage	167	-
Entertainment	-	1 317
Marketing expenses	21 839	76 069
Printing and stationery	665	936
Telephone	5 000	3 000
Travel and accommodation	12 270	11 064
NET SURPLUS FOR THE PERIOD	739 578	1 290 950

FOOTPRINTS 4 SAM TRUST

NOTES TO THE ANNUAL FINANCIAL STATEMENTS AT 29 FEBRUARY 2020

1. SUMMARY OF ACCOUNTING POLICIES

The following are the principal accounting policies of the trust. The financial statements have been prepared on the historical cost basis.

1.1 REVENUE

Donations received are recognised when received by the Trust.

Interest is recognised on a time proportion basis, taking account of the principal outstanding and the effective rate over the period to maturity.

1.2 FINANCIAL INSTRUMENTS

Financial instruments includes trade and other receivables, cash and cash equivalents, loans and trade and other payables. At the end of each reporting period date, the carrying amounts of assets held in this category are reviewed to determine whether there is any objective evidence of impairment. If so, an impairment loss is recognised.

2. TRADE AND OTHER RECEIVABLES

Debtor for Trust Capital Donation

	2020		2019
R	100	R	100

3. CASH RESOURCES

Nedbank Current account - 1158556756

Nedbank Invest - Moneytrade - 66957196 (009997)

Nedbank Invest - Elec 32 Day - 66957196 (009998)

	412 854		1 290 950
	500 000		-
	1 169 985		-
R	2 082 839	R	1 290 950

4. TRUST CAPITAL

Donation on formation of Trust

R	100	R	100
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5. ENDOWMENT RESERVES

R	779 663	R	401 548
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6. TRADE AND OTHER PAYABLES

Accruals at year-end

R	52 211	R	NIL
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The trust adopts a cash basis of accounting but an exception has been made due to a number of material payments which were processed on the last day of the financial year and reflected in the bank account in the subsequent year. These payments relate to the financial year under review thus a liability has been raised in order to reflect the associated expenses in the current financial year.

7. TRUSTEES REMUNERATION

Services as trustees

Management services

R	NIL	R	NIL
R	NIL	R	NIL

8. TAXATION

No provision for taxation has been made, as the trust is exempt from Income Tax in terms of Section 10(1)(cN) of the Income Tax Act.

9. COMPARATIVE FIGURES

The 2019 and 2020 figures are not comparable. The 2019 figures represent a 17 month period from inception of the Trust (23 October 2017) to 28 February 2019. 2020 figures relate to a 12 month period.

FOOTPRINTS 4 SAM TRUST

9 SEPTEMBER 2020

VILJOEN NEL
P O Box 3814
RANDBURG
2125

Dear Sirs

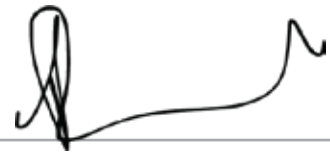
MANAGEMENT REPRESENTATION

Concerning the annual financial statements of the Trust, we certify to the best of our belief that at 29 February 2020:

1. All ascertainable assets and liabilities have been recorded in the books and that the assets are adequately insured.
2. The current assets, including stock, will realise not less than the value shown in the annual financial statements.
3. The fixed property valuation at year-end (according to the trustees) amounted to R N/A
4. At the Statement of Financial Position date, except as provided for or as noted in the financial statements, there were no material contingent liabilities.
5. Adequate provision, not considered excessive, has been made for all known material liabilities, other than contingent liabilities in respect of which no actual liability is expected to arise, which existed at the Statement of Financial Position date and all material losses expected to arise from events that had occurred by the Statement of Financial Position date.
6. Material commitments for future purchases are for quantities not in excess of anticipated requirements and are at prices that should not result in loss. Material losses are not expected to be sustained in the fulfilment of, or the inability to fulfil, any sales commitments.
7. At the Statement of Financial Position date, except as noted in the financial statements there were no material commitments under contracts placed for capital expenditure and there were no material amounts of capital expenditure authorised by the trustees that had not been contracted for.
8. Known events, subsequent to the Statement of Financial Position date, have been accounted for, or appropriately disclosed as far as they materially affect fair presentation in the financial statements.
9. No liability was secured on any asset of the trust other than those disclosed in the annual financial statements and except as indicated, the assets reflected in the Statement of Financial Position were owned by the trust at that date, free of any charge in favour of third parties and none of the liabilities was secured, otherwise than by operation of law, on any assets of the trust.
10. The Trustees are not aware of any accounts, transactions, or agreements not fairly described and properly recorded in the accounting records, having any material effect on the financial statements.
11. All the income and expenditure applicable to the current financial year was disclosed properly in the annual financial statements.



M J MORRISON



F C PLATT

30 November 2020

DATE

FOOTPRINTS 4 SAM TRUST

MINUTES OF THE MEETING OF TRUSTEES HELD AT THE REGISTERED OFFICE AT RANDBURG ON 9 SEPTEMBER 2020

PRESENT

M J MORRISON
F C PLATT
M WILLIAMS-PLATT
S M VAN GARDEREN
T S MAY
L J GREEN

FINANCIAL STATEMENTS

The annual financial statements of the trust for the year ended 29 February 2020 were tabled. Certain items appearing therein required the exercise of the discretion of the trustees and certain entries in the accounting records of the mission, referred to hereunder, required approval and ratification by the trustees, and after consideration;

APPROVAL OF ACTS OF TRUSTEES AND OFFICERS

That all matters, things and acts undertaken and discharged by the Trustees and Officers for and on behalf of the Trust and pursuant to the Trust's objects and policy during and up to the end of the period under review, be and they are hereby approved, ratified and confirmed.

FINANCIAL STATEMENTS APPROVED

That the annual financial statement of the trust for the year ended 29 February 2020, including the Trustees report, be approved and adopted and that any two trustees of the trust be authorised to sign the annual financial statements for and on behalf of the Board of Trustees.

READ AND CONFIRMED



M J MORRISON



F C PLATT



WORD FROM THE **SPONSORS** & **BENEFICIARIES**

2019 / 20

15 April 2020

OUR JOURNEY WITH FOOTPRINTS 4 SAM

Our journey started in March 2018 when we were introduced to Melissa and Fred Platt. Our first meeting was at the Red Cross Children's hospital. It was a very emotional experience to see where little Sam's Legacy started. As we walked through the hospital, we saw the impact Footprints 4 Sam had on both the doctors and children.

We decided to get involved with the Super-Sam Hero vehicle initiative and sponsored Footprints 4 Sam with their first Super-Sam Hero vehicle.



We are proud to be part of this initiative as no child should bear a journey like illness, or death alone.

It has been 2 years since inception and it is incredible to see how Footprints 4 Sam continues to go from strength to strength, making a difference one day at a time.

Yours faithfully,

Hertz Rent A Car

Nadia Maritz

Chief Legal and Human Resource Officer

Hertz Rent a Car a Division of CFAO MOTORS (PTY) LTD

Registration No. 1997/009861/07
VAT Registration No. 4230169692
Hertz International Franchise



Directors
B Stephenson (Managing)
NZ Kotze
K Govender
MS Jacobs

Company Secretary
A Lowes

Divisional Executives
WJ Raubenheimer (CEO)
J Visagie
N Maritz
B Greyling

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International Airport, 7525

Telephone: +27 (0) 21 935 4500
Facsimile: +27 (0) 21 935 3243
Website: hertz.co.za

14 April 2020

To whom it may concern

Footprints 4 Sam Charitable Trust

The Efficient Group proudly supports the Footprints 4 Sam Trust. The Trust is about creating initiatives which offer hope, dignity and connectedness to underprivileged children with life-limiting illnesses.

The Trust has six key initiatives to support both child and family:

- The Super Sam Hero vehicle initiative;
- The bucket initiative;
- The Support Group initiative for parents;
- Advocacy initiative;
- WIFI initiative; and
- The Beautiful Memory initiative.

The two main initiatives that the Efficient Group support, are the Super Sam Hero vehicle initiative and the bucket initiatives.

Efficient Group choose to support these two initiatives because it has a direct impact on the daily lives of so many ill children and their families.

The Super Sam Hero vehicle initiative enables underprivileged children that are chronically ill and their families to be chauffeured to hospital and their clinic appointments in Cape Town. Since the launch of the Vehicle initiative in June 2018, the Super Sam Hero vehicle has made 1 867 trips that helped 1 571 children.

In 2019, the Efficient Group supported the bucket initiative for Mandela Day in July. Both the Cape Town and Pretoria offices collected groceries, as well as blankets and soft toys, to contribute towards filling the love and food buckets.



Footprints 4 Sam provides us with a detail monthly report showing the month's activities. From a Corporate Governance point of view, it is important for us to know that our contributions are utilise as intended. This detail report provides us with that comfort.

We choose Footprints 4 Sam, a well-managed and transparent organisation, as our Social Responsibility partner because of the impact they make on the lives of the children and their families.

Regards,

A handwritten signature in black ink, appearing to read 'Anton de Klerk', written over a horizontal line.

Anton de Klerk
Chief Financial Officer



DR AN PARBHOO
Manager: Medical Services
Red Cross War Memorial Children's Hospital
Email: Anita.Parbhoo@westerncape.gov.za
Tel: +27 21 658 5430

Footprints 4 Sam
Ms Melissa Platt

Dear Ms Platt and Trustees

Thank You

On behalf of Red Cross War Memorial Children's Hospital, I wish to acknowledge the great work that Footprints 4 Sam does to uplift and support the quality of lives of many children.

We appreciate the collaborative approach that Footprints 4 Sam uses in a way that enables both patients & families. Your organisation ensures that families are supported in a holistic way, with mutual respect and dignity. As a children's hospital, we share these values.

Through your relationship with Paedspal, you have managed to support our patients with chronic illnesses, by providing transport to and from their medical appointments at the hospital. Your colourful Super Sam Hero vehicles are a sign of hope to patients who often have no other means to get to the hospital.

During this COVID pandemic, many social services have been disrupted and there is a huge need to support communities. Your Trust has forged a way to come onboard with your food parcels which have provided much needed relief to many families.

Thank you for your continuing support to our institution. We are extremely grateful for the collaboration with Footprints 4 Sam and we honour Sam's legacy towards enhancing child health through connection, dignity and respect.

A handwritten signature in black ink, appearing to read 'A Parbhoo'.

DR AN PARBHOO
ACTING CHIEF EXECUTIVE OFFICER
RED CROSS WAR MEMORIAL CHILDREN'S HOSPITAL

DATE: 13 July 2020



FOOTPRINTS 4 SAM CHANGING LIVES

—
ANNUAL REPORT 2019 / 20

www.Footprints4Sam.org



**Footprints
4 Sam**