

ANNUAL REPORT

FOOTPRINTS 4 SAM
TRUST

2022/2023
ANNUAL FINANCIAL
REPORT

Purpose

The Trust's six key initiatives aim to serve underprivileged children, their families and the health professionals that serve them in tangible and measurable ways.

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

www.footprints4sam.org



**Footprints
4 Sam**



Footprints 4 Sam is about

Dignity and Hope

The Trust's six key initiatives offer hope, dignity and connectedness to underprivileged children with a chronic or life limiting illness. These meaningful initiatives also transform the lives of health professionals and the spaces in which they work in government hospitals.



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Fred Platt

CHAIRMAN'S REPORT

I am pleased to present the Chairman's report for the Footprints 4 Sam Trust, covering the period ending 28th February 2023. This report provides an overview of our achievements, challenges, and future plans as we continue our mission to make a positive impact on the lives of children in need.

“

I slept and I dreamed that life is all joy. I woke and I saw that life is all service. I served and I saw that service is joy.

– KAHLIL GIBRAN

”

The tragic passing of Samuel John Frederick Platt in 2016 has inspired the Footprints 4 Sam Trust to impact the lives of countless underprivileged children suffering from chronic and life-limiting illnesses and their families, leaving indelible footprints within paediatric healthcare in South Africa and globally. The year under review is no exception and we have again seen excellence reflected in the operation and impact of this extraordinary organisation.

Fundraising Success:

During this period, we have experienced a high level of commitment from our donors, allowing us to expand our initiatives and reach more beneficiaries. The funds raised have enabled us to deliver on and grow our identified six key initiatives while at the same time securing and growing our endowment reserve.

The areas of need become more evident daily as families struggle to balance the challenges of dealing with sick children within a hostile psycho/social environment that places greater strain on the limited resources available to these families and the healthcare environment that services them. With the support of the donor community, the Footprints 4 Sam Trust can expand its operations and help marginalized children and their families. We invite you to join our Footprints 4 Sam donor community in making a meaningful and sustainable difference in the lives of these families.

Partnerships and Collaborations:

We believe in the power of collaboration, and during this period, we continued to forge meaningful partnerships with like-minded organizations and individuals. These collaborations have allowed us to leverage resources, expertise, and networks, amplifying the impact of our initiatives and associated programmes. We extend our gratitude to our partners and the individuals who have supported and promoted our work.

Governance and Compliance:

Governance and compliance remain the cornerstone of the Footprints 4 Sam Trust. Our robust Governance and Oversight framework gives donors and stakeholders assurance that funds raised are managed transparently and accurately for the benefit of the beneficiaries. The challenge of sustainability and succession is also currently under consideration – To future proof the Trust and Sam's Legacy is always front of mind and a key cornerstone of all initiatives and programmes launched.

Key Achievements:

During the period under review, substantial funds were spent on our six key initiatives:

1. Super Sam Hero Vehicle Initiative

This initiative provides exclusive chauffeur-driven transport for children suffering from chronic and life-limiting illnesses and their caregivers, ensuring they receive the highest level of care with dignity. Over 1000 children (over 2100 including caregivers) have directly benefited from this initiative.

2. Super Sam Hero Bucket Initiative

In a country where poverty is endemic, we are proud to have supplied over 47,000 meals to children suffering from chronic illnesses. We have also provided much-needed toiletries for both mother and child.

3. Super Sam Wi-Fi Initiative

Access to data has become a basic necessity, especially for isolated children in hospitals and their families. Our pilot project at Rahima Moosa Mother and Child Hospital has been successful in providing communication, entertainment, and learning opportunities through Wi-Fi. We aim to expand this initiative and urge donors to consider making data available to these families.

4. The Beautiful Memories Initiative

The Trust continues to create spaces conducive to holistic healing. During the period under review, we renovated two Registrar rooms at Rahima Moosa Mother and Child Hospital (RMMCH), providing a five-star rest area. We are also developing plans for the renovation of the NICU and associated wards at RMMCH as a legacy project in honour of their 80th Birthday.

5. Sam Support and Training Initiative

This initiative provides support and training to address the problems identified during Sam's life. The Trachease programme, in partnership with the Zayn Cajee Children's Warrior Fund, trained 61 health professionals in the basics of Tracheostomy care during this period. We have also provided bursaries for two students enrolled in the Post Graduate Diploma in Paediatric Palliative Medicine at UCT.

6. Advocacy Initiative

Advocacy remains at the heart of the Footprints 4 Sam Trust. Presentations at medical conferences, hospitals, academic institutions, and the press have promoted the "Samuel Generation of Healthcare." Notably, Melissa presented at the Maruzza International Congress on Paediatric Palliative Care in Rome.

“

You have not lived today
until you have done
something for someone
who can never repay you.

– JOHN BUNYAN

”

Future Plans

Looking ahead, we remain dedicated to our mission of creating a positive impact on the lives of children in need and their families. We will continue to expand our programmes, reach more communities, and provide comprehensive support. We will explore new avenues for fundraising and engage with our supporters to ensure our initiatives are impactful and aligned with their expectations.

Gratitude

I would like to express my gratitude to Melissa, Sam's Mum and Managing Trustee, for her dedication to the success of the Trust. Without her tireless work, none of the mentioned successes would be possible. We recognize the need to build additional support for Melissa to ensure the growth and sustainability of the Trust.

To the Trustees who have selflessly given their time, thank you! We appreciate your contribution and look forward to harnessing your professional skills for greater impact and growth.

Finally, to our donor community, thank you for your incredible support. Without you, none of this would be possible. We recognize you as a critical and integral part of the Footprints 4 Sam family.

In conclusion, I reaffirm our commitment to the children we serve. Together, we can make a lasting difference in their lives and create a world where every child has the opportunity to thrive. Thank you for being a part of the Footprints 4 Sam community and for your ongoing support.

As the "Bokke" so brilliantly reminded us all recently – we are always #strongertogether and joy and service when shared builds a lasting legacy.



Fred Platt
Sam's Dad

TRUSTEES



Fred Platt
(Sam's Dad)



Melissa Williams-Platt
(Sam's Mum)



Dineo Molefe



Kelly Robinson



Mitch Morrison



Sophie-Marié van Garderen



MANAGING TRUSTEE REPORT



Melissa Williams-Platt

MANAGING TRUSTEE REPORT

(Operations)

“

Giving children a healthy start in life, no matter where they are born or the circumstances of their birth, is the moral obligation of every one of us.

– NELSON MANDELA

”

The years are entwined. Each one is woven from the year that was, that is and that has been before. We are not always aware of it, sometimes not until we experience a defining moment, the kind that changes your life irrevocably, that splits your life into a 'before' and 'after.' For my husband, Fred, and me, Footprints 4 Sam is our profound 'after.'

It began six years ago, a simple dream on a serviette as a tribute to the too-short life of our son Sam. Today, that dream has grown into a trusted paediatric healthcare charity, known for making a meaningful difference every day.

FINDING PURPOSE AND MEANING

The loss of Sam upended our world. Grappling with grief, and struggling to find the will to live, we sought purpose and meaning in our suffering. The thought of starting a charity surfaced – why not? We had little idea of the dedication and effort it would need. Starting a charity is not for the faint-hearted, and ours would have been impossible without the incredible support of our trustees and donors. We could not have done this without them. Thank you so much.

HOW IT BEGAN

In 2017, driving back from the Kruger, a dear friend and colleague called and set our course: 'Fred...I have some money for you, but I need a governance plan'. It was unexpected and came with some urgency: he needed a proposal the next day. As a perfectionist, the thought of a 24-hour turnaround was daunting; we had to start immediately, which we did - on a serviette - driving home. We brainstormed and scribbled the changes we believed children's healthcare needed.

We reimaged paediatric healthcare and how it is practised. We dreamt of a chronic and end-of-life journey for families, caregivers, and health professionals that was life-giving rather than soul-destroying. We then narrowed our ideas into six key pillars; sustainable initiatives that would save lives and revolutionise healthcare by becoming human-centred, rather than just diagnosis and treatment-centred.

I then crafted a proposal with the help of our incredible graphic designer, Karen Nysschen. We met the 24-hour deadline, but instead of sending our proposal, I accidentally sent a photo of our brainstormed serviette! Our dear friend, eager to help us get Sam's legacy going by presenting our proposal to his funders, politely requested, 'I may need a little more than this Melissa to motivate a donation'. With kindness and gentle humour, our journey had begun.

Six years later, Sam's legacy has become a recognised brand. Footprints 4 Sam has supporters worldwide, many of whom proudly wear Sam Gear and share photos while engaging in activities #sweating4sam, especially as our World Giving Series continues to be a key fundraising, marketing and advocacy vehicle for us.

Daily we get images of rainbows, Sam's enduring symbol of hope, kindness and dignity, sent to us from all over the world and continuously receive messages of thanks from paediatric wards across the Country and from grateful beneficiaries.

THE IMPACT OF SAM'S JOURNEY

Sam's 15.5-month hospital journey was where we saw the best, the worst and the somewhere-in-between of both public and private healthcare systems in South Africa. Despite our privileged journey, so much went wrong that left us feeling isolated, unheard, and helpless. For the majority of Sam's healthcare journey, we were not even given a choice in how his care was managed. And yet, even in that space, we experienced joy and received support from remarkable individuals we met along the way – despite the restrictions placed on them. It was this part of our journey that gave us enough hope to think it could be better and that we could honour Sam and make a difference.

Our experience shed light on the stark realities for the underprivileged in healthcare, where poverty magnifies every hardship. The underprivileged can't just hop into their own car, go home, shower and eat a warm meal. Their journeys are incredibly difficult, lacking in so many of our comforts, and their bravery epitomises what resilience truly is in South Africa.

Imagine this: Four children under the age of 10. No family support, no income, and a dad in jail. The youngest child goes in for a routine operation and ends up with Cerebral Palsy. Their mother, illiterate yet fiercely brave, fights for their survival and care against all odds. These are the resilient families Footprints 4 Sam stands with. Our work is to keep hope alive when faced with what feels like relentless need and heartbreak.

This report honours all these amazing families: the bravery of the children and the courage of their incredible parents, siblings, caregivers, and larger family circles.

Sam's legacy champions the values of community, kindness, empathy, dignity, mutual respect, humanity and hope. Without these in healthcare, true healing cannot exist.





KEY INITIATIVES

Our six key initiatives have, over this financial year, made a significant and positive difference in government paediatric wards. Their influence has gone beyond the wards, touching the lives of children, their families, and the healthcare professionals who serve them.

The Super Sam Hero Initiatives have seen significant investments in the following areas:

Super Sam Hero Vehicle Initiative: Expenditure increased to **R605,034** from R523,001 in the previous year.

Super Sam Hero Bucket Initiative: Spending rose to **R249,202** from R198,303 previously.

The Beautiful Memories Initiative: Allocation was **R287,343** compared to R62,999 last year. This excludes extensive at-risk professional services for the feasibility and architectural plans of the Rahima Moosa Mother and Child Neonatal ICU renovation, a cornerstone of our 80/80 Campaign.

Sam Support and Training Initiative: Increased to **R134,219** from R79,810 in the prior year.

In total, **R1,296,498** was invested this financial year across these initiatives, marking an increase of R410,350 from last year. It's been a year of substantial impact and activity.

1. VEHICLE INITIATIVE HIGHLIGHTS

Our 'Super Sam Hero Vehicles' are affectionately named 'Sam se bussies'. These two minivans, operated by two dedicated Cape Town-based drivers, transport children from their homes to follow-up and clinic appointments. They also bring families together for hospital visits and, in the most heart-wrenching situations, offer private and dignified transport for families coping with the loss of a child. It's important to note that these are not ambulances or taxis, but a means of coming alongside families in very difficult circumstances.

Being a Footprints 4 Sam driver is not just about being a driver. It's also about being emotionally present and supportive of all the families and patients they transport, treating both with kindness, love, and compassion always. It is a job of contrasts for our drivers, both fulfilling for the hope they bring and draining for the losses they go through too. It demands enormous compassion and resilience.

This financial period saw:

- **1,060 children** transported, an increase of **64** from last year.
- **2,108 caregivers** transported, **133** more than the previous year.
- **60,828 kilometres** covered, **581 kilometres** more than last year.

Passenger numbers have slowly increased this financial year, but we are still lagging our pre-COVID-19 numbers by about 348 passengers per annum. Our approach has been cautious as we are mindful of the vulnerability of our patients; the balance between need and safety is always our priority. Despite lower passenger numbers than in 2020, our mileage has increased by almost 500km, indicating our expanding reach. Our goal is to grow this initiative with Gauteng vehicles being our priority. Rising fuel and operational costs pose ongoing challenges.

Our partnership with Paedspal, an NGO that provides administrative support in Cape Town, has been invaluable. Thank you Paedspal.

Sadly, increasing safety concerns in certain areas have forced us to adapt our pickup locations. This impacts the care we provide and our service delivery. More and more, families have to meet our drivers at their closest police stations as many of them live in areas that threaten the safety of our drivers. Ambulance hijackings in Cape Town have increased, as have 'no-go' locations, otherwise known as 'red zones'. Exhausted families and patients suffer for it.



Our two drivers, Humbert Kordom (Driving Supervisor) and Sonwabo Mandindi driving hope in their Footprints 4 Sam Gear. Their hard work is testimony to the positive difference Sam's legacy brings.



Sam se bussie – this should be a song if it isn't already! The wheels keep on turning!

This is an area of deep concern for us. It is a staggering burden to add when you are already fighting for the life of your child who has a life-threatening or life-limiting illness. In response to these challenges, we have equipped our vehicles with additional panic buttons and outfitted our drivers in new, well-branded Footprints 4 Sam uniforms. Our drivers also have access to emotional support for debriefing purposes in support of their overall well-being.

Thank you to our key donors who make this initiative possible, and our individual donors, who with additional fuel support, help us travel the longer distances.

2. FOOTPRINTS 4 SAM SUPER HERO BUCKET INITIATIVE

This initiative brings much relief to the government hospitals we work in each year, particularly since the onset of COVID-19, which exacerbated the poverty faced by our beneficiaries. We have focused on two bucket types, food, and toiletries, which were identified as key needs. This is over and above our Love Buckets and other knitted gifts such as jerseys, blankets and cuddly toys.

The details of this initiative are as follows:

Primary Aim: To alleviate the increased poverty among our beneficiaries by providing essential food and toiletries, and to contribute to the ongoing care and well-being of our young beneficiaries. (This initiative also ensures that they know they are not alone!)

Content of Buckets:

- **Super Sam Hero Food Buckets:** Filled to the brim with basic non-perishable food items.
- **Toiletry Buckets:** Packed with essential hygiene products for Mum and Child.

Delivery Partner: Triton Express has generously delivered our buckets pro bono since the Trust's inception.

Impact Since 2017:

- Over 152,000 meals provided through food bucket deliveries.

Current Reporting Period Deliveries:

- **Cape Town:** 110 food buckets and 25 toiletry buckets distributed via our Super Sam Hero Vehicles and Paedspal.
- **Nelson Mandela Children's Hospital:** 60 food buckets and 10 toiletry buckets.
- **Rahima Moosa Mother and Child Hospital:** 110 food buckets for patients and parents across the wards and 45 toiletry buckets for their Kangaroo Mother Care Ward.



Since 2017, our food bucket deliveries have provided over

152 000 meals.

This year, our 280 food bucket deliveries add up to approximately

47,000 meals & 80 toiletry buckets.

Rising Costs: Despite delivering the same number of buckets as the previous financial year, with the same contents, an additional R50,899 was required due to rising costs of food and toiletry products.

Broader Impact on Families:

- Rising costs mean the average South African family is struggling to care for and clothe their families.
- These financial challenges are compounded by the costs and care demands associated with a child suffering from a life-limiting or life-threatening illness.
- The cost and time demands of being a caregiver often severely limit the parents' ability to gain or retain employment.

This initiative continues to work towards easing some of these pressures, even as economic challenges continue.



3. THE BEAUTIFUL MEMORIES INITIATIVE

Our Beautiful Memories Initiative reached a significant milestone with the completion of two registrar rooms in August 2022 (you may well remember these, as I couldn't help but mention them in our previous Annual Report). These rooms provide a space where health professionals can rest and recharge. The impact of these rooms is captured in a heartfelt message received from the spouse of a registrar at the Rahima Moosa Mother and Child Hospital:

“

‘Kelly, I have seen that you are a Trustee of the Footprints 4 Sam Trust, and I just wanted to mention that my wife is a registrar at the Rahima Moosa Mother and Child Hospital. Knowing now that my wife is safe when she works overnight shifts and has a place to rest, study and sleep has not only put my mind at ease that she is safe, but has also given her such hope, dignity and support. Thank you all so very much!’

”

This kind of feedback gives us much joy and affirms our commitment to the Samuel Generation of Healthcare. We believe that supporting the well-being of both patients and healthcare professionals is vital. A well-rested and emotionally supported healthcare professional is better equipped to look after their young charges. By enabling self-care, we can support improved patient outcomes.

The newly completed rooms offer:

- Two areas for sleeping
- Two study spaces
- Individual kitchenettes
- A shared modern bathroom with a shower and toilet

This smaller project is part of our ambitious 2023-2025 project celebrating the 80th birthday of Rahima Moosa Mother and Child Hospital (RMMCH): Our ‘Dare to Dream’ campaign aims to raise R80 million for renovating the neonatal ICU at RMMCH. The plans are ready, but significant funding and proposals are on hold due to outstanding government guarantees. It is imperative that we are responsible when allocating the R80 million and that we get approvals and assurance that the wards will be maintained and future-proofed in terms of overall government plans. While approvals are still outstanding, progress has been made. Funds raised are being meticulously tracked and reserved for this purpose.



Additional highlights include:

- We had a celebratory zoo-themed birthday party for young ‘R’ with fellow children and healthcare professionals. It was a day of joy, hope in community and an acknowledgement of the life-saving difference knowledge can make. Young ‘R’ has thrived for the past year with her Trache – a life-saving intervention that Sam only got too late in his journey. This beautiful little girl was the first recipient of our Trachease Programme – see more under our Support and Training Initiative.
- A thank you spa day for the health professionals at RMMCH to celebrate their hard work and passion. This day, a gentle reminder of the importance of self-care, is now an annual tradition.

The Beautiful Memories Initiative is just that – creating memories of joy and care in the midst of pain. It is also about building a supportive community and building and renovating sacred spaces that hold hope for a more compassionate and brighter future.

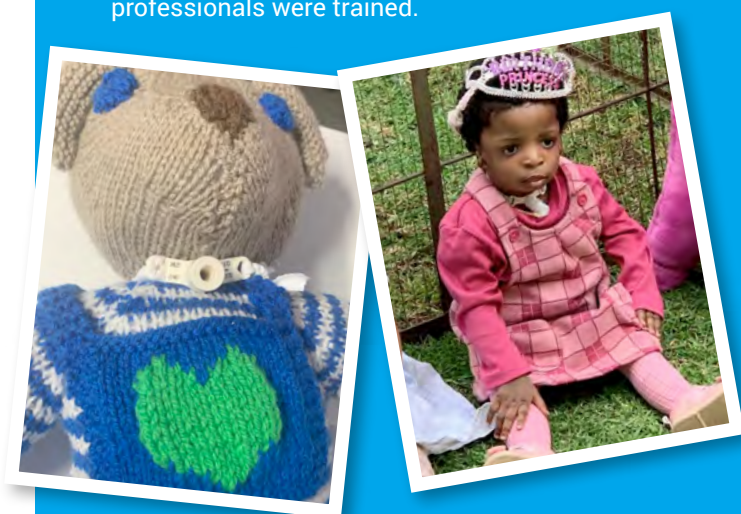
4. SUPPORT & TRAINING INITIATIVE

During the last reporting period, our Support and Training Initiative, which includes our Trachease programme and scholarships among other supportive endeavours, saw significant growth:

- **Overall spend:** R134 219
- **Postgraduate Scholarships:** R52,570 was allocated to award part scholarships to two candidates pursuing their Postgraduate Diplomas in Paediatric Palliative Care at the University of Cape Town.
- **Trachease Programme Expansion:** R40,155.85 was invested in expanding our Trachease programme, which included supplying supportive equipment, Trache bears, and bags and training for state hospital families. This life-saving programme teaches parents and caregivers how to manage their child's tracheostomy care at home, as well as providing training workshops for health professionals. During this reporting period, we ran training programmes in the basics of tracheostomy care for health professionals at the Rahima Moosa Mother and Child Hospital, Charlotte Maxeke Hospital and Steve Biko, led by the esteemed Sister Jane Booth. Sixty-one health professionals were trained.

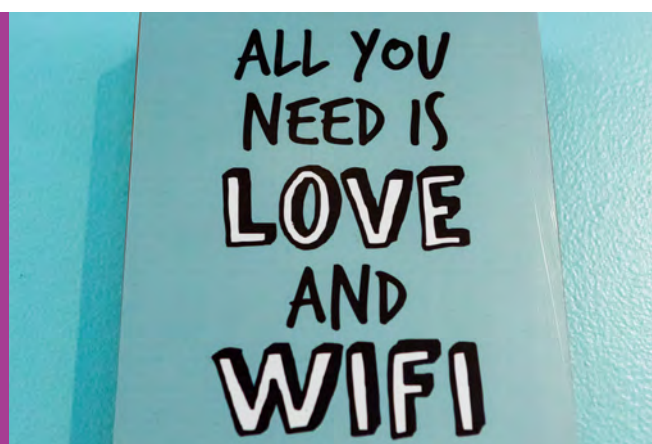
The **Trachease programme** was developed in collaboration with the Zayn Cajee Children's Warrior Fund. It was driven in response to the journeys of Sam and Zayn, and a doctor at Rahima Moosa Hospital who recognised a significant need while caring for young 'R': 'We need training to give this little girl the best chance possible'. Young 'R' was the first beneficiary of the Trachease programme, which had been on our hearts to do for a very long time.

- **Emergency Relief Initiative:** As a special intervention post-COVID-19, funds were donated by an overseas funder for emergency relief to support a particularly vulnerable family. This effort is normally outside our area of support but was worth supporting under the circumstances.
- **Well-Being Workshop:** A workshop was hosted for the staff at the Empilweni Clinic, focusing on their emotional well-being due to the critical support they give to so many vulnerable families.
- **Charities Collaborative:**
 - A highlight was facilitating the donation of a wheelchair for a young tracheostomy patient, generously provided by the **Zayn Cajee Children's Warrior Fund**. This has given the patient's Mum enormous relief as she no longer has to physically carry her son everywhere.
 - Sadly, we announce the departure of our partner charity, the **Conor James Foundation**, co-founders of the Angels of Africa Gown programme. Having emigrated, they generously passed on their remaining gowns and a donation of R6,500 to Footprints 4 Sam to continue the programme. They have been an incredible organisation to partner with over the years. Truly, thank you – we miss you.



5. WIFI INITIATIVE

We have not yet expanded this service, but we have provided relief and comfort to mothers at Rahima Moosa Mother and Child Hospital through WIFI access. They often have to stay for weeks, even months, in this key ward. This service allows them to stay in touch with their families, access entertainment, and use WIFI for study purposes.



6. ADVOCACY EFFORTS

Our Advocacy for the Samuel Generation of Healthcare is constant. It is a daily process and practice of compassion, kindness, mutual respect, dignity, and human-centred care. We share it in the hospitals we work in, the corridors we walk along, the conferences we attend and the presentations we give. Footprints 4 Sam has become synonymous with a professional community of care – one that puts the human first in all things.

The impact of our work was highlighted by my invitation to speak at the 5th Maruzza International Congress in Rome, sponsored by the Maruzza Foundation. Interviewed by Dr Michelle Meiring, CEO of Paedspal and the Chairman of PatchSA, I spoke on the importance of listening to parents in paediatric palliative care. It was an honour and privilege and points to a growing awareness of the importance of the work we do.



A RAINBOW HAS NO END

Over this past year, Fred, myself, and our Trustees have been really touched by the incredible support we have received from our donors and health professionals. Thank you for joining us in honouring Sam and taking forward the message of his Life Lessons.

Sam's lessons have helped health professionals be more intentional around their own emotional well-being and that of the children. They've been a reminder that care for a human being needs to happen on both sides of the stethoscope. This shift alone makes our hearts smile.

We are humbled and inspired to hear people say that the 'Samuel Generation of Healthcare' is transforming paediatrics every day. A community of care can make an extraordinary difference in the life and healthcare experience of a child and their family. The Footprints 4 Sam community of care began because of Sam.

Melissa Williams-Platt
Managing Trustee (Sam's Mum)

“

AS FRED OBSERVED,

It is often said that it takes a village to raise a child, but in Sam's case it took a child to raise a village - one filled with rainbows, humanity, mutual respect, kindness, community, dignity and above all hope.

”

A word from two of our Trustees



As I reflected on my personal journey this year I acknowledge that it has been a difficult and challenging year and yet I have none of the challenges facing children and families within the Palliative Care environment. It is very humbling to be exposed to the dire need in our South African Healthcare system for resources, care, connection, support, understanding, advocacy and upliftment.

It has been my privilege to serve again this year as a Trustee for Footprints 4 Sam. The greatest joy is witnessing the tangible improvements in patients' lives, through the delivery of our 6 key initiatives. The meaningful impact of these initiatives physically helps not only the patients and their families, but connects our donors to the very real difference that their money makes to the lives of children suffering from life limiting illnesses.

Committed, thoughtful and planned resource allocation by the Trust, has lent more connection, understanding, and solace to healthcare providers, patients and donors, knowing that someone cares, there is support and improved quality of life and access to healthcare for those needing specialised care. For our donors, knowing that their personal or CSI spend reaches the intended recipients gives confidence that their giving is helping to change the South African healthcare landscape.

The growth and impact of our 6 key initiatives reflects Footprints 4 Sam's commitment and that of our donor community to making a positive difference and leaving lasting footprints in the lives of those in need.



I am incredibly blessed to be part of the work that the team at Footprints 4 Sam is doing in our Country. It is through this work that one is reminded of the gift that life is, and the gift that good health is. The children and families that are receiving help are not in a position of their own making, it just happens to be where they find themselves. When as a partner you join us and our work, you help these children and families experience a glimpse of what most of us experience as ordinary, and you create an extraordinary for them. That is a gift.

“

“What are you going to be when you grow up?”

“Kind, said the boy.”

– CHARLIE MACKESY, THE BOY, THE MOLE, THE FOX AND THE HORSE

”



GOVERNANCE REPORT

GOVERNANCE REPORT

The Footprints 4 Sam Trust ("the Trust") prides itself on its' high standards of governance and compliance with applicable legislation and voluntary codes where appropriate, to ensure the sustainability of the Trust.

Professionalism and integrity are always front of mind. The board and the Trust's service providers are committed to the principles enshrined in the trust deed and the Trust's policies to ensure that the Trusts' donors can rest assured that not only the objects of the Trust are adhered to, but that their donations are utilised for the purposes intended in a transparent manner.

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. Decisions taken by the board of trustees always have good governance principles, integrity, and accountability in mind at every stage.

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 of the Trust. The trust deed is often re-read and considered to ensure the board is acting within the trust's own governance principles and structure.

The daily responsibilities for management of the organisation are overseen by the managing trustee, who reports regularly to the board, both formally and informally such that the board is always current with the activities of the Trust. 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 adhered to an investment policy to ensure that donations are fully integrated into the Trust's investment and accounting processes. This ensures 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.



The board consists of the following six trustees:

Name	Qualification	Designation	Attendance	Investment Committee member
Mr Fred Platt	BA, MBA	Chairman	3/3	3/3
Mr Mitch Morrison	BCom, LLB	Deputy Chairman	3/3	3/3
Ms Sophie-Marie van Garderen	MCom, CFA	Trustee	3/3	3/3
Ms Kelly Robinson	BPharm MPharm Dip LC IFMCP	Trustee	3/3	3/3
Ms Melissa Williams-Platt	BA, Postgraduate Diploma in Palliative Medicine & Certified Professional Coach (ICF/PCC)	Managing Trustee	3/3	3/3
Ms Dineo Molefe (Recently joined)	MCom, CA (SA)	Trustee	0/1	0/1

The Trust met three times during the financial year. Additional informal meetings were convened regularly to consider specific issues which arose between scheduled meetings.

Each of the trustees were selected on the basis of their diverse skill sets and experience. This enables them to provide balanced independent advice and judgement in all decision-making processes.

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 specific "ring-fenced" projects from time to time.

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 John Frederick 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 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. Although now that the Trust has moved through its initial "establishment phase" and has all the required checks and balances in place, the trustees still participate regularly in debate to ensure

the maximum benefit and impact of the Trust towards its stated objectives. The board's contributions now extend beyond mere compliance and administration and is actively involved in sharing ideas and contributing to the direction and implementation of the various projects undertaken by the Trust in the furtherance of its objectives.

All trustees have unrestricted access to all trust information at all times. All committees and their activities are transparent with the defined areas of expertise; however, all trustees review the actions and work done by these committees to ensure a cohesive and well-informed board.

Conflicts of Interest

During the year ended 28 February 2023, 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.

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 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.

Fundraising and Commitment to Governance Principles

The Trust continues one of its largest projects to date, namely, raising funds for the purpose of revamping the NICU at Rahima Moosa Mother and Child Hospital. The funding raised for this project will be set aside and ring-fenced specifically for this project by forming a separate special purpose vehicle to manage the potential risk and to provide further comfort to donors that the funds raised will only be utilised for this project. This will ensure that with every project, the needs or requirements of all stakeholders are met.



M J Morrison



“

Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around.

– LEO BUSCAGLIA

”





HOW YOU CAN HELP

HOW YOU CAN HELP



Donate your time, your skills, your money, your sporting abilities (humble or great), and through your 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 or chronic illness. The Super Sam Hero vehicles offer door to door collection, giving hope and dignity to families in need. Access to transport also ensures that children are able to stick to their care regimes and attend clinic appointments far more regularly, thus improving patient outcomes. This initiative is currently only in Cape Town and we would love to expand to other cities.



CSI COMMITMENT:

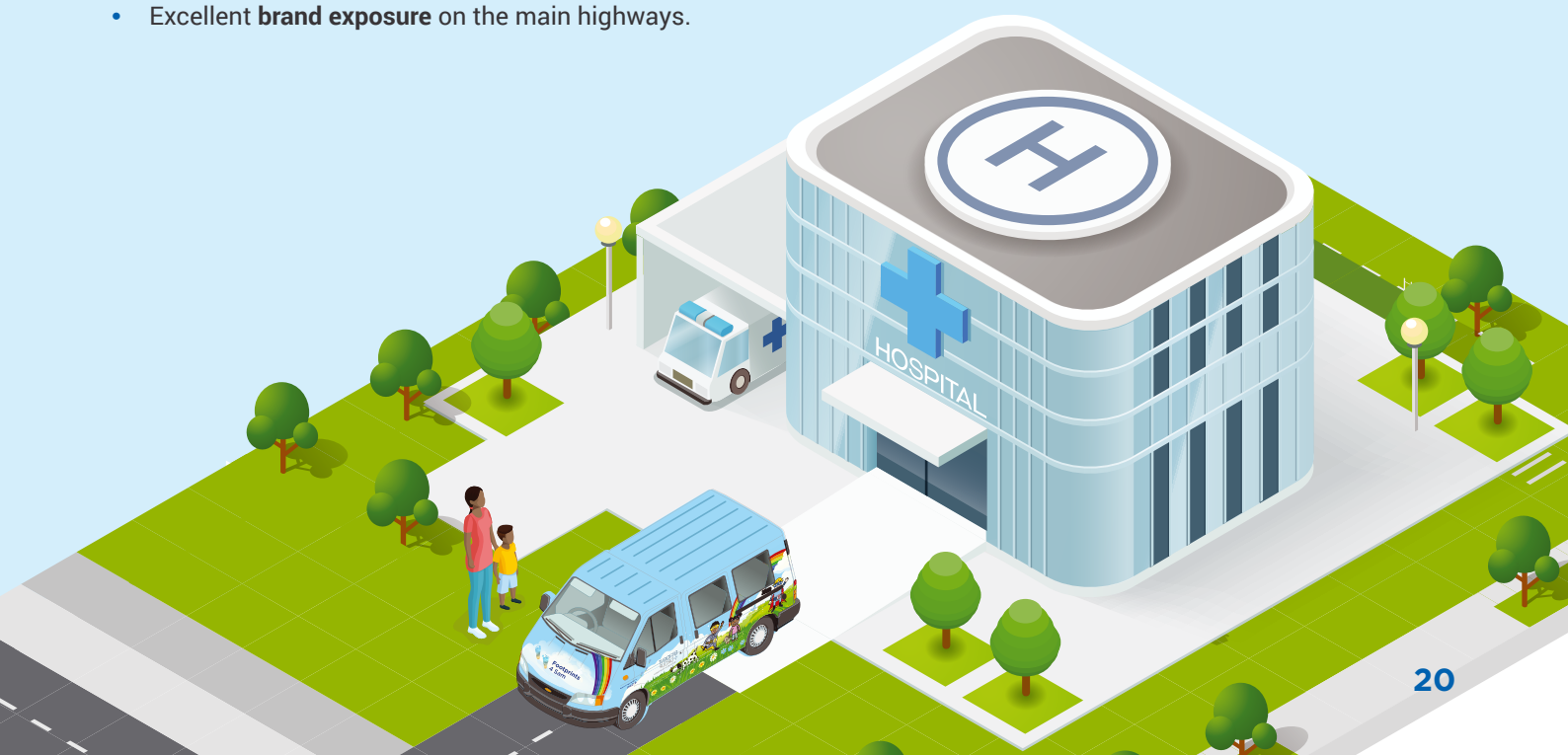
R550k per annum (minimum project commitment: 3 years).

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 and 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.
R750 per bucket.
- Care Bucket – a bucket filled with toiletry products for mother and child.
R780 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 programme.
- Days of celebration and fun!

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 an approach that is whole person centred where the focus is both on healing and curing rather than simply a clinical one. Building towards the Samuel Generation of Healthcare.



CSI COMMITMENT:

Varies, depending on donor's priorities.

KEY FOCUS AREAS:

- Promoting a care approach in which 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 basic humanity, caring and clinical treatment.
- Level 1 B-BBEE recognition.
- Section 18A.
- Branding on education materials.

Footprints 4 Sam **Support & Training Initiatives**



NEED:

Both parents and health professionals are faced with traumatic events on a daily basis when supporting chronically ill children. Support groups, debriefing, coaching, other care initiatives, scholarships and additional training around palliative care and some of the softer skills not taught in medical school, are key in promoting emotional wellness and self-care for all. These key interventions also support improved patient outcomes.



CSI COMMITMENT:

Programmes will be tailored according to the donation. Previous support initiatives have included scholarships, specialised training (Trachease Programme), well-being workshops and equine therapy for health professionals, monthly support groups for parents, telephonic support, coaching and training interventions.

BENEFITS:

- Opportunity to impact vulnerable lives.
- 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 whole person centred care approach.
- Providing essential emotional support to parents and health professionals.
- Providing essential education to health professionals on topics not covered in depth in their training.
- Level 1 B-BBEE recognition.
- Section 18A

Sweat 4 Sam – Become a sponsor or participant in our Footprints 4 Sam World Giving Series #f4samwgs

A virtual APP driven multi-sport challenge series



NEED:

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

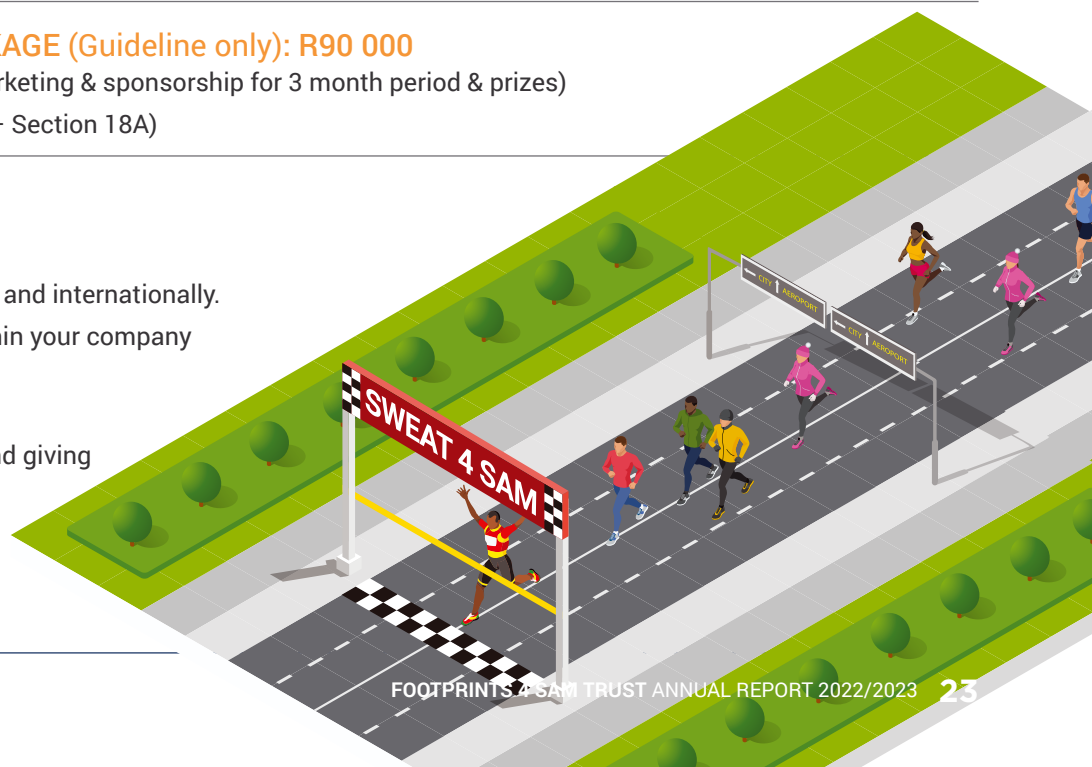


#F4SAMWGS PACKAGE (Guideline only): R90 000

- R30 000 (set up, marketing & sponsorship for 3 month period & prizes)
- R60 000 (Donation – Section 18A)

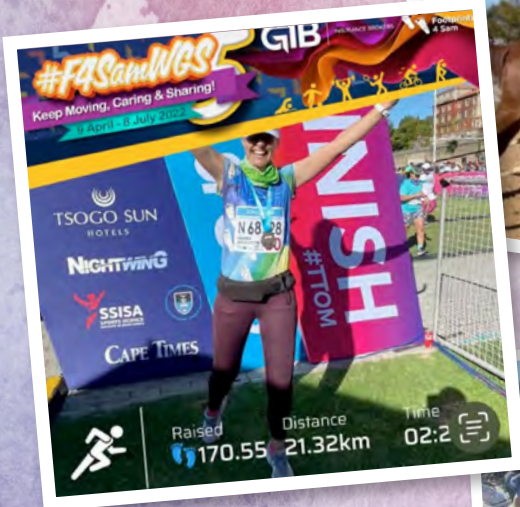
KEY FOCUS AREAS:

- 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.



Footprints 4 Sam World Giving Series and Sweat 4 Sam Events

#F4SamWGS #Sweat4Sam





FINANCIAL & INVESTMENT REPORT

FINANCIAL & INVESTMENT REPORT

Comparing the Trust's current financial year's performance against the 12-month figures of the prior year, fundraising revenue has decreased from R702 268 in FY22 to R203 229. This was offset by a meaningful increase in Other Income, with income from donations increasing to R1 232 322 from R776 401 in the prior year. Investment income rose to R158 577 from R92 062 in FY22 benefitting from higher average interest rates as well as higher cash balances on the endowment reserve. **Gross income has increased to R1 498 771** from R1 380 552 in FY22, representing 8.5% growth over the reporting period.

The Trust utilised these funds by spending R1 296 498 (FY22: R886 148) to deliver projects that make a meaningful difference to the lives of children who suffer from life-limiting diseases and their families. This represents a 46% increase in total disbursements relative to the disbursements of the previous financial year. (A further R2 900 was spent on Advocacy (FY22: R1 403))

During the year funding mainly focused on the following initiatives:

1. The Super Sam Hero Vehicle Initiative

which received nearly **47%** of total distributions.

2. Super Sam Hero Bucket Initiative

Given the immediate need for food and other essentials, the Bucket initiative saw an increase in distributions, increasing to **R249 202** from R198 303 in FY22 and represents **20%** of total distributions. During the year around 280 food buckets and 80 toiletry buckets have been delivered.

3. The Beautiful Memories Initiative

Rahima Moosa Mother and Child Hospital saw the completion of the two registrar rooms in August 2023. This accounted for **22%** of total distributions.

4. Sam Support and Training Initiative

R134 219 (FY22: R79 810) was spent on supporting the Trachease programmes and on our scholarship programme.

5. Super Sam Wi-Fi Initiative

The Trust spent **R20 700** (FY22: R22 035) on a WIFI project at the Rahima Moosa Mother and Child Hospital, where unlimited WIFI is offered to mothers in the Kangaroo Mother Care Ward, enabling them to stay in touch with loved ones during their stay.



The financial results reflect the Trust's continued prudent financial management and principles. Operating expenses saw an increase from R81 279 in FY22 to R125 035 in the current year. The increase was driven largely by the Trust having to pay for Company Secretary support which in previous years had been provided on a pro bono basis. There were also higher marketing costs over this period with the main cost here being updates and programming on our website and donor reporting. Despite this increase, operating expenses as a percentage of disbursements are 9.6%. This remains largely in line with the prior year of 9%. Going forward operating expenses will start to increase as we look at bringing on staff to support the day to day running of the Trust, given the many important initiatives which now require dedicated attention and support. Melissa Williams-Platt has been running the operations of the Trust single-handedly and on a pro bono basis for the past 6 years and she now needs more permanent support given the significant growth of the Trust and the daily demands of the various initiatives and the many impactful programmes that fall under our 6 key initiatives.

The net surplus of the Trust at the financial year end reduced to R74 338 vs R411 722 in the previous year, as outstanding spend on projects from the previous year was fully caught up.

An objective of the Trust is to manage its finances in a way that provides for a perpetual legacy. 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 R1 794 700, up meaningfully from the prior year (FY22: R1 420 007). 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 aftereffects of the Covid-19 pandemic on the economy have impacted the Trust's ability to raise funds. A decision was made to postpone the annual gala dinner once again. However, the Trust has introduced various new and innovative online fundraising activities which are proving

very successful, one example being the thriving Sweat 4 Sam virtual APP driven sporting series (known as the Footprints 4 Sam World Giving Series). To ensure that the Trust manages to weather the current economic climate and continues to provide much-needed support to children with life-limiting diseases and their families, the trustees have decided to remain focused on key initiatives and associated projects that will deliver the most benefit during this time. These initiatives are the Super Sam Hero Buckets, the Super Sam Hero Vehicles and our Support and Training initiatives. This year the Trust has spent R52 570 on part scholarships for two candidates completing their post graduate Diplomas in Paediatric Palliative Medicine. The SAM Support projects continue with providing invaluable support to parents who are bereaved or who have critically ill children, as well as to health professionals facing the daily trauma of their chosen profession.

The trustees continue to apply caution in respect of continuing capital-intensive projects such as the Rahima Moosa NICU legacy project. Funding has been delayed despite the project being shovel ready. This will only go ahead once the necessary government approvals are in place to make sure that the investment will be future proofed.

As always, we would like to express our enormous gratitude for your continued support, this makes all the difference in sustaining our mission and Sam's legacy.



SM van Garderen





ANNUAL FINANCIALS

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 K J Robinson D Molefe – appointed 20 October 2022
BUSINESS ADDRESS	12 Sparrow Drive Magaliessig Sandton 2067
ACCOUNTANTS	Viljoen Nel Randburg
BANKERS	Nedbank Ltd Current Account Account Number: 1158556756 Sandton
PREPARER	Digby Foster Business Accountant In Practice (SA)

NOTE: Page references mentioned in this section refer to the pages of the annual financial statements and not those of this annual report.

REPORT OF THE TRUSTEES

in respect of the year ended 28 February 2023

The trustees have pleasure in submitting their report for the financial year ended 28 February 2023.

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 designated 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, K J Robinson served as Trustees throughout the period under review with L J Green's resignation being received dd. 4 July 2022.

D Molefe was officially appointed in terms of the revised Letters of Authority as of 20 October 2022.

Approval

The above report and the annual financial statements set out on pages 4 to 6 were approved by the trustees.



M J Morrison



F C Platt

THE CHARTERED ACCOUNTANT DECLARATION (South Africa)

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 4.

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 INDEPENDENT ACCOUNTANTS

11 August 2023

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 28 February 2023 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 3 to 6, 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)

STATEMENT OF FINANCIAL POSITION

AT 28 FEBRUARY 2023

	Notes	2023	2022
ASSETS			
Current assets		2 789 689	2 715 351
Cash and cash equivalents	(2)	2 789 689	2 715 351
Total assets		R 2 789 689	R 2 715 351
EQUITY AND LIABILITIES			
Capital and reserves		2 789 689	2 715 351
Trust capital	(3)	100	100
Endowment reserves	(4)	1 794 700	1 420 007
Distributable reserves		994 889	1 295 244
Current liabilities		–	–
Trade and other payables	(5)	–	–
TOTAL EQUITY AND LIABILITIES		R 2 789 689	R 2 715 351

STATEMENT OF COMPREHENSIVE INCOME AND RETAINED INCOME

FOR THE YEAR ENDED 28 FEBRUARY 2023

	2023	2022
GROSS PROFIT FROM FUNDRAISING	107 872	512 089
Fundraising Revenue	203 229	702 268
Fundraising Costs	95 357	190 179
OTHER INCOME	1 390 899	868 463
Donation Income	1 232 322	776 401
Product Sales	–	–
Investment Income	158 577	92 062
GROSS INCOME	1 498 771	1 380 552
PROJECT DISBURSEMENTS	1 296 498	886 148
Vehicle Project	605 034	523 001
Bucket Project	249 202	198 303
Beautiful memories Project	287 343	62 999
Support Groups, clinics and training	134 219	79 810
Wifi Project	20 700	22 035
GROSS SURPLUS AFTER DISBURSEMENTS	202 273	494 404
ADVOCACY EXPENSES	2 900	1 403
GROSS SURPLUS BEFORE OPERATING EXPENSES	199 373	493 001
OPERATING EXPENSES	125 035	81 279
Accounting and administrative Fees	41 600	38 501
Bank Charges	4 900	4 327
Call Handling	5 796	5 796
Courier and postage	264	–
Marketing expenses	32 725	13 977
Printing and stationary	–	678
Secretarial expenses	15 750	–
Telephone	8 000	6 000
Travel and Accommodation v	16 000	12 000
NET SURPLUS for the year	74 338	411 722
Transfer to endowment Reserve	-374 693	-345 138
Accumulated Surplus at Beginning of year	1 295 244	1 228 660
ACCUMULATED SURPLUS AT THE END OF YEAR	R 994 889	R1 295 244

NOTES TO THE ANNUAL FINANCIAL STATEMENTS

AT 28 FEBRUARY 2023

1. SUMMARY OF ACCOUNTING POLICIES

The following are the principal accounting policies of the trust which are consistent in all material respects with those applied in the previous year. The financial statements have been prepared on the historical cost basis. The trust adopted a cash basis of accounting.

1.1 REVENUE

Donations received are recognised when received in cash 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.

1.3 EXPENDITURE

Expenditure incurred are recognised in the period in which they are paid.

	2023	2022
2. CASH RESOURCES		
Nedbank Current account – 1158556756	117 332	171 749
Nedbank Invest – Moneytrade – 66957196 (009997)	500 000	500 000
Nedbank Invest – Elec 32 Day – 66957196 (009998)	2 172 357	2 043 603
	R 2 789 689	R 2 715 351
3. TRUST CAPITAL		
Donation on formation of Trust	R 100	R 100
4. ENDOWMENT RESERVES		
Balance 1 March	1 420 007	1 074 869
Transfer during the year	374 693	345 138
Balance 28 February	R1 794 700	R1 420 007
5. TRADE AND OTHER PAYABLES		
Accruals at year-end	R NIL	R NIL
6. TRUSTEES REMUNERATION		
Services as trustees	R NIL	R NIL
Management services	R NIL	R NIL
7. 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.		

11 AUGUST 2023

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 28 February 2023:

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

MINUTES OF THE MEETING OF TRUSTEES HELD AT THE REGISTERED OFFICE AT RANDBURG

ON 21 SEPTEMBER 2022

PRESENT	M J Morrison F C Platt M W Platt S M van Garderen K J Robinson D Molefe
FINANCIAL STATEMENTS	The annual financial statements of the trust for the year ended 28 February 2023 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 28 February 2023, 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



DONORS & BENEFICIARIES

With
**SPECIAL
THANKS**

Hertz South Africa

Fullard Mayer Morrison

Foundation Family Wealth

Bridge Capital

Juba Statutory Services

Triton Express

Bidvest Prestige Toilet Hire

The Disrupt Agency

Emit

Incredible companies providing
their professional services *pro bono* to the Trust.



WORDS FROM SOME OF OUR BENEFICIARIES



GAUTENG PROVINCE
ECONOMIC DEVELOPMENT
REPUBLIC OF SOUTH AFRICA

Date: 15 November 2023

To: Melissa Platt / Footprints 4 Sam trust

We express our deepest gratitude for the unwavering support you have provided to the Neonatal Unit at Steve Biko Academic Hospital. Your generosity has had a profound impact on the quality of care we can offer to patients with tracheostomies.

The Trachease program has significantly enhanced our ability to provide comprehensive training on tracheostomy care to our healthcare staff. Your commitment to covering all associated costs has ensured that our team is well-equipped with the knowledge and skills necessary to offer the best care possible.

In addition to the invaluable training, your provision of tracheostomy care bags and informative booklets directly benefits patients with tracheostomies. The inclusion of ambubags and manual suction machines, essential components of tracheostomy care in the home environment, further demonstrates your commitment to the holistic well-being of our patients.

Regrettably, public health institutions lack the financial means to provide such essential training for healthcare staff and to supply these crucial items to patients in need. Your support has become indispensable to our activities, emphasizing the critical role that Footprints 4 Sam plays in advancing healthcare in our community.

As we continue our mission to deliver the highest standard of care, we emphasize the necessity of ongoing support for Footprints 4 Sam from private donors. Your contributions make a tangible and lasting difference, enabling us to address the needs of our patients with the utmost dedication.

Thank you for being an invaluable partner in our pursuit of excellence in healthcare.

Yours sincerely,

A handwritten signature in blue ink, appearing to be 'M Coetzee'.

Melantha Coetzee

Head of Clinical Unit Neonatology, Dept. Paediatrics & Child Health

Faculty of Health Sciences, University of Pretoria

MBChB (Pret), FCPaed (SA), MMed Paeds (Pret), Cert Neonatology (SA)

Email mel.coetzee@up.ac.za

Steve Biko Academic Hospital, P.O. Box x169, Pretoria, 0001



UNIVERSITY OF THE
WITWATERSRAND,
JOHANNESBURG



FACULTY OF
HEALTH
SCIENCES

12 November 2023

To Whom it may concern

Re: Footprints 4 Sam contribution to the University of Witwatersrand undergraduate medical students' curriculum

On behalf of Wits University, I would like to express our deepest gratitude to Fred and Melissa Platt who have contributed with both their time and invaluable insight to the development of the new Paediatric Psychosocial Care module for the Wits medical students. Sam's life and his medical journey has really touched our lives and inspires our team to ensure that his life lessons are remembered, and that Sam's life is honoured and his death was not in vain.

The concept for this module began when Fred and Melissa gave an outstanding presentation to the MSc Child Life and Psychosocial Care students in 2022. Their message resonated so deeply with all those that attended, that we decided that the concepts of family centered care, empathy, working as a team and recognizing burn-out in health care providers, were key issues that should be addressed at an undergraduate level as well.

The plan was to do an interview with Fred and Melissa and have the recording made available to the students to listen in their own time and then have a face-to-face session with the whole class of fifth year medical students, where they would have the opportunity to ask questions and have a discussion. The recording was made earlier this year, and the live session was held in September at the medical school campus. Fred's book "Lessons from a rainbow unicorn" was recommended as supplementary reading material for the module. The feedback from the students was exceptionally positive and our

hope is to continue to grow the content for this psychosocial care module. The knowledge from this module will not just benefit families and children in the future, but also their healthcare providers who will remember the salient messages learnt from Sam's legacy.

Our future plan with Fred and Melissa, include the Sam's angels project where high school students can volunteer in the Charlotte Maxeke paediatric wards.

We are very grateful to the Footprints 4 Sam Trust for their commitment to improving the paediatric care of future generations. It is our honour to work together to build and share the lessons of the "Samuel Generation of Healthcare", each student coming together to change the face of paediatric healthcare forever.

Kind regards



Dr Jacqui Bezuidenhout

Neurodevelopmental Paediatrician; MSC Neurodevelopment Coordinator

MBCHB; DCH; FCPaed; Cert Development; MSc Neurodevelopment

011 481 5194

15 November 2023

To whom it may concern

Footprints 4 Sam Trust

I am writing to you to express our gratitude for your continuous support of our paediatric oncology unit, and of paediatric patients in the country as a whole. We want to specifically thank you for the following services that you have provided over the past financial year (March 2022 – Feb 2023):

- ✓ Provision of training on tracheostomy care for everyone involved in caring for these patients in our hospital, and providing models and booklets that can be used to train parents for tracheostomy care
- ✓ Advocacy for paediatric palliative care on many platforms, improving palliative care knowledge and communication skills awareness for all medical professionals working with vulnerable children and families
- ✓ Supporting our registrars and junior doctors with self-care information and support, and empowering them to seek help when in trouble

We are so grateful for your Trust's willingness to get involved in the care of our patients and doctors, ultimately improving health care for children in the country on so many levels. We are looking forward to many more years of this very special partnership.

Kindest regards



Dr Ané Büchner
Paediatric Oncologist
Steve Biko Academic Hospital Paediatric Oncology and Haematology Unit

Dr Ané Büchner • Paediatric Oncology • MBChB, DCH, FCPaed(SA), Cert Med Oncol(Paed)(SA)

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• Ane.buchner@up.ac.za

November 2023

Dear Melissa,

Thank-you for everything you have done through your organisation, Footprints4Sam, in continuing the legacy of your beloved son Sam. He lives on through you making a difference in so many lives of children every single day.

We can call on Footprints 4 Sam in so many ways. Transport for indigent patients, support to bereaved families, support groups for parents of children with chronic illness, bursaries for nurses to continue learning through ongoing education at UCT, support for new patients with your special care packages delivered with such loving care and individualised to that child.

You have grown and developed in such a valuable way to support and help children. Sam had a tracheostomy and so you have made an extra special effort to ensure especially in your geographical area that those children receive a tracheostomy manual specialised tracheostomy bag, teddy bear with a tracheostomy tube to help with education and comfort.

Advocacy on many different platforms has also brought awareness of problems that healthcare professionals and parents face with children with chronic conditions and has made a profound difference in the attitudes and management of families in ICUs around the country and abroad.

You have shown such innovation in pulling people together to support various causes of importance with sport and other means. Building individuals and teams!

Thank-you for your sustained efforts and ongoing inspiration.

Warm regards,

A handwritten signature in dark ink, appearing to read 'Jane Booth', with a stylized, cursive script.

Sister Jane Booth



Ms Melissa Platt
Footprints 4 Sam

Dear Ms Platt

Thank You

On behalf of Red Cross War Memorial Children's Hospital, I wish to acknowledge the wonderful work that Footprints 4 Sam does to support child health.

Many families struggle to find and pay for transport to bring children back for follow up appointments. Your provision of transport for stable children and families really fills a gap that many families are unable to bridge. The 'Super Sam Hero' vehicles are a sign of hope and optimism to many families.

We appreciate the collaborative approach that your organisation uses in a way that supports the strengthening of child health. We are appreciative of your donor base who enable this important work to be done.

Thank you for your continuing support to our patients and their families.

Kind Regards

DR AN PARBHOO
CHIEF EXECUTIVE OFFICER
RED CROSS WAR MEMORIAL CHILDREN'S HOSPITAL
DATE: 15 November 2023



Mrs. Melissa Platt
melissa@footprints4sam.org


10 October 2023

Dear Mrs. Platt,

Thank you for the opportunity to share what the support from the Footprints 4 Sam Trust meant to me. The bursary that partially covered my fees for the PGDip Palliative Medicine (Paediatrics) at UCT in 2022 allowed me to pass with a distinction. As the breadwinner for my family, with significant work responsibilities, I would have had to take on extra contracts to be able to generate the extra funds for the study fees. This would have left me with no after hour time to use for the punctual submission of my assessments, if I had to study without the bursary.

The road that took me to this course formed part of a personal journey for me. Getting to a time in my life where my two sons were finishing off their own studies and me being at a difficult cross-road in my career, I found myself for the first time seeing no plan for my future. As a felt the tentacles of empty-nest syndrome curling around me and having limited opportunity for change in the role I occupied at the time, I saw a life coach as a burnt-out professional. As someone who got my doctorate degree at 31 and achieved promotion levels I set my mind on during my career, I lacked motivation and could not see the next step that will change things for me.

After coming across palliative care (PC) in a rather strange way, it became an area that peeked my interest for further study, for the first time since 2009. I was beyond excited when I learned that UCT offers a paediatric speciality which is more in line with my area of expertise in social work. From the start the course stretched me into learning more about the medical side and it strengthened the sense I got of how my own discipline can contribute more to this field. My biggest challenge to be successful in this PGDip was time and funds (there was no shortage in excitement about the topics I was learning about). I did not think a funder will look at a student over 45 years to consider supporting. I cannot explain the relief felt when I realised I can complete my study year because I received the F4Sam bursary. From what I learned about your cause, I don't think I will ever stop thinking of how I can add my own footprints.



Because I was so excited to learn that more people from my discipline is needed to fully provide holistic end-of –life services, I absorbed all I could from the diploma as well as webinars done by partners in paediatric palliative care (PPC). To fully make use of what I was learning, I wanted to start making an impact even during my study year (2022). To also inform my programme focused portfolio of evidence I conducted a research study on palliative care at a child and youth care centre which led to a conference poster our course coordinator took with her to the Maruzza conference in Rome (containing recommendations around delivering PPC services at these centres). The year after I also coordinated a presentation with 5 other graduates from my year of study, to reflect on the hidden curriculum in a multi-disciplinary PPC course. I have also worked on increasing publications within the field of including PPC into the social science curriculum, to ensure that social workers and child and youth care workers get exposure to this area as part of their undergraduate studies.

After promising myself in 2006, when I completed my doctorate, that 'I am done studying', I am very relieved that my entry back into studying was a pleasant one, where I truly learned new things, but also how to expand my existing qualifications into a new practice area. In my personal dealings at my church, I had the confidence to offer my assistance with their bereavement services. While I was a qualified therapist already before the diploma, this space of dealing with people's grief always felt sacred to me – making me weary to not offer superficial platitudes. The course has filled this void, where I understand nuances around medical care not being the only support families with terminally ill children need and how to navigate the sharing of difficult information. My professional skills have been stretched to look at bereavement differently and to particularly understand that it is preceded by anticipatory grief. I can see where my profession can contribute to this field and can also recognise how much more is needed to fully develop the multi-disciplinary team in this space. The experience has left an undeniable impression in my life.

With appreciation

Dr. Rika Swanzen
swanrika@gmail.com



14 October 2022

Ms Melissa Platt
Footprints 4 Sam
Email: Melissa@footprints4sam.org
Johannesburg

Dear Melissa,

Acknowledgment of Donation of food parcels and toiletries

The Nelson Mandela Children's Hospital (NMCH), the parents and patients of NMCH would like to acknowledge, with deep gratitude the continuous support received from Footprints 4 Sam to-date. Your donation of beautifully branded buckets of food and toiletry packs was received on Monday 10 October 2022.

Our donors are essentially the lifeblood of our work and individuals and organisations like yours make it a lot easier for us to embrace a holistic healing approach to improve the health outcome of the children that we serve – thank you for your generosity.

Yours sincerely

Agnes Kambira
Fundraising Officer

Nelson Mandela Children's Fund

Non-Profit Organisation: Reg. No: 004-638

Web address: <http://www.nelsonmandelachildrensfund.com>

P.O. Box 797, Highlands North, 2037. 21 Eastwold Way, Saxonwold, 2196. Tel: (+27 11) 274-5600 Fax: (+27 11) 486-3914

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13 November 2023

Dear Melissa

RE: THANK YOU FOR YOUR WONDERFUL SUPPORT

On behalf of all at PatchSA, I would like to express our enormous gratitude to Footprints 4 Sam and Melissa for their continued partnership with us.

Melissa is a most valuable member of the PatchSA Board. She has supported PatchSA through assisting with content material for our PatchSA academy online courses, sound business advice, participation in PatchSA webinars and immense support through her knowledge and contribution to our family stream within PatchSA.

She is always willing to provide help through Footprints 4 Sam, offering transport, fundraising, and any other collaborative support she can.

Her assistance in providing continued learning to people who are working with very sick children needing palliative care is making a difference and her ongoing support allows us to continue this important work to ensure that children with life limiting illness and their families are cared for holistically and with compassion.

Thank you so much.

Yours sincerely

Aimee Kinsley
Treasurer: PatchSA

People who care supporting people who care

SOME DONOR MESSAGES



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Reg. no. 2016/522494/07 | VAT no. 4520181092

20 November 2023

Dear Melissa

LETTER OF SUPPORT – EFFICIENT GROUP

Since 2019 Efficient has been a key donor to the Footprints 4 Sam Trust and we just want to say what an honour it is to be involved in supporting your key initiatives.

One of the key initiatives of Footprints 4 Sam is the Super Sam Hero Vehicle initiative. The vehicle drives underprivileged children who are chronically ill or are living with life-limiting illnesses, and their families, to hospital and to their clinic appointments in Cape Town. The minibus initiative helps to ease the burden of these families needing to travel back and forth between scheduled rehabilitation and clinical follow-ups.

Efficient Group is the proud sponsor of the Super Sam Hero Vehicles and as a company, we really believe in the life changing work that this initiative does.

We also support the Footprints 4 Sam World Giving Series #F4SAMWGS, an app-driven sporting event that raises funds to support the trust's key initiatives. This event also helps to ensure that Footprints 4 Sam remains sustainable for years to come. At Efficient Group we believe in healthy finances as well as healthy bodies: so staying active for a good cause is just a bonus!

During the almost four and a half years of our donor partnership, we have developed a genuine care and concern for the work that Footprints 4 Sam does. For the reporting period July 2022 to June 2023, the Super Sam Hero Vehicle initiative was able to increase its tangible and measurable impact, using the donations received from The Efficient Group.

The trust was able to fund its second minibus for another year and made it possible to:

- + Transport 527 children - 78 children more than the last reporting period.
- + Transport 1 065 passengers, including children and their caregivers - 161 more passengers than the last reporting period. With the percentage of black beneficiaries being 91,41%.
- + Travel 30 187 kilometres – 1 669 kilometres more than the last reporting period.

One of the goals of the Super Sam Hero Vehicle initiative is to give the children, their families, and all the trust's beneficiaries a bit of hope in their challenging healthcare journeys. It is great to see that passenger numbers have increased during this financial period, as we slowly find our way back to pre-covid transport numbers.

The Efficient Group team engages with Footprints 4 Sam in meaningful and genuine ways to think of different methods to support the trust outside of simple funding. We included Footprints 4 Sam in Efficient's 20th Anniversary year-end celebrations in November 2022 by sponsoring an exhibition stand. We ensured that our team and other stakeholders visited the stand, personally escorted by some of our Exco members. Our 20th Anniversary celebration was a spectacular event and we are so grateful that we could share this with Footprints 4 Sam! When we receive the vehicle reports and latest impact figures, it is incredible to see how many children and families' lives are touched daily by this wonderful initiative. We are so proud of what the initiative has achieved.

Thank you for the wonderful work that Footprints 4 Sam is doing. Being part of the family and the legacy of Sam is, for us at The Efficient Group, a privilege.

Sincerely,

Aléle Roux
Group Marketing Manager



13 November 2023

Ultra Care and Footprints for Sam is a collaboration that has flourished over numerous years. We are proud to be associated with the incredible Melissa and Fred Platt. They embody resilience, epitomising the spirit of never giving up and constantly seeking ways to enhance situations and assist the most vulnerable. Melissa and Fred's innovative thinking, consistently venturing beyond conventional boundaries, has been instrumental in finding solutions to the most challenging situations.

Recently, one of our own staff members had a firsthand experience that shed light on the profound values upheld by Footprints for Sam on a daily basis. The organisation's incredible network played a pivotal role, ensuring that the emotional outcome was as positive as it could be. This experience underscored the vital role that Footprints for Sam plays in the lives of those they touch.

At Ultra Cares, our mission is aligned with the ethos of Footprints for Sam – to ensure every child, whether healthy or on a healing journey, receives the care and support they deserve to lead a full and meaningful life. This partnership allows us to contribute to this mission, and we are grateful to be part of this journey.

We extend our heartfelt thanks to Sam and the entire Footprints for Sam team for allowing us to play a role in making a difference in the lives of these children. Together, we are making strides towards creating a brighter future.

Warm Regards

Kim Robinson

Ultra Cares - Division of Robinson Liquors (Pty) Ltd 426 Main Rd Wynberg Cape Town 021 797 4340

13 November 2023

Attention: Melissa Williams-Platt
Footprints4Sam

Dear Melissa

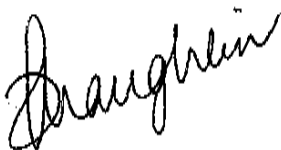
FOOTPRINTS4SAM | GIB

GIB have partnered with Footprints4Sam for over 5 years. What started as a BBBEE SED initiative has turned into an alignment of values, a desire to make a difference where it counts and mutually beneficial relationships. We remain in awe at Melissa and Fred's commitment to keeping Sam's legacy alive and are very proud to be able to play a small part in this.

The team loves receiving the monthly updates showing exactly how our funds are used and the personal stories are very heart warming.

I would encourage anyone wishing to make a difference in this crucial space, and wishing to partner with an organization that speaks to the values of integrity, courage and caring to contact Melissa to help make a difference.

Kind regards



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PO Box 101
Northriding, 2162

Universal Paints SA

13 November 2023

Mrs. Melissa Platt
Footprints 4 Sam
12 Sparrow Drive,
Magaliessig,
Johannesburg,
South Africa,
2067

Dear Melissa

We would like to thank you for the work you and your team has done over the past few years. The impact you make on people's lives makes it an absolute privilege for us at Universal Paints to be part of your organisation's contribution to those that are less fortunate than ourselves. Your goals align very well with our CARES initiative contributing to worthy causes.

The use of our UniShield product in children's health facilities is the perfect product for hygiene critical environments where the highest levels of cleanliness and the most powerful defence against bacteria are required. The product was developed for hospitals, medical facilities, schools, housing, food processing and wherever else hygiene is a key consideration.

Through your organisation's projects we are able to ensure that children and their mothers have access to the benefits our products in a safe and hygienic environment.

Giving back is a privilege, an opportunity, and a responsibility and in the spirit of Ubuntu, Footprints 4 Sam has allowed us an opportunity to make a difference where it is so desperately needed.

We look forward to growing our partnership with Footprints 4 Sam and to continue making an impact, one footprint at a time.

Yours faithfully

Siva Pillay
Universal Paints

Directors: R.G. Diab (CEO), R.B. Patmore (Chairman), E.P. January, G.A.A. Bashele, N. Dennis (Non- Executive*)



20 November 2023

Dear Melissa and Footprints4Sam Team,

I am writing to express our heartfelt support for the commendable work that Footprints4Sam is doing to assist paediatric patients with tracheostomies. At SleepNet-BreatheNet, we are inspired by your commitment to enhancing the lives of children facing unique medical challenges.

As a medical device supplier, we share a common goal with Footprints4Sam's Trachease Program in striving to improve the quality of life for paediatric patients with tracheostomies. Our company is dedicated to the supply and aftercare support of innovative medical devices, and we have witnessed firsthand the profound impact these technologies can have on patients and their families.

Tracheostomy care is a complex and sensitive aspect of paediatric healthcare, requiring specialized attention and support. We understand the challenges faced by healthcare providers, caregivers, and most importantly, the children who bravely navigate life with a tracheostomy. It is with great admiration that we acknowledge the Trachease Team's efforts to provide compassionate assistance to these young patients.

Our company is committed to advancing medical device technologies that directly contribute to the well-being and comfort of paediatric tracheostomy patients. We are grateful for the opportunity to collaborate with Footprints4Sam and the Trachease Program to amplify the positive impact on the lives of these children. Together, we can make a meaningful difference.

Thank you for your unwavering dedication to this vital cause.

Sincerely,

Patricia Gerth van Wijk

The Disrupt Agency: Supporting Footprints 4 Sam

Our Commitment to Social Impact

At The Disrupt Agency (TDA), we are more than a marketing and events agency; we are catalysts for positive change. One of our most cherished commitments is supporting the remarkable work of Footprints 4 Sam, a trust dedicated to transforming the lives of children with life-limiting conditions and their families.

Why Footprints 4 Sam Matters to Us

Following the tragic loss of Sam, Footprints 4 Sam was born from a vision to turn grief into hope and support. This aligns deeply with TDA's ethos of creating meaningful impact. We believe in the power of change, dignity, and connectedness in healthcare, especially for the most vulnerable. Footprints 4 Sam's mission resonates with our core values – to make a real difference in the world.

Our Role: Amplifying the Voice

As TDA, we dedicate our expertise to amplifying the voice of Footprints 4 Sam. By managing their social media and advertising, we aim to spread awareness, mobilize support, and inspire action. Our approach is tailored to echo the trust's ethos, ensuring that every message we craft and every event we promote deeply connects with the audience and garners the support these families desperately need.

How We Do It

Our team at TDA employs a blend of innovative marketing strategies, creative communication, and heartfelt storytelling to bring the mission of Footprints 4 Sam to life. We leverage our skills in branding and digital communication to create compelling narratives that not only inform but also move people to be a part of this noble cause.

The Outcome: A Ripple of Change

Through our partnership, we've seen incredible outcomes. Increased awareness, growing support, and a community rallying to make a difference. Every post shared, every event held, and every story told adds to the footprints of change that this initiative is creating across neonatal and paediatric wards nationwide.

Sincerely,

Zikayla Erasmus
CEO & Founder

Samuel John Frederick Platt

09 April 2015 - 22 July 2016

Creating a legacy of meaning for others through his life and tragic death.





Contact

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248-516 NPO
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www.footprints4sam.org

**A BIG
THANK
YOU**

