

IMPACT REPORT 2023



DARCEY
SUNSHINE.ORG

TABLE OF CONTENTS

- 1 A WORD FROM OUR FOUNDER
- 2 OUR TEAM
- 3 OUR STORY SO FAR
- 4 OUR 2023 GOALS
- 5 2023 STRATEGY
- 6 2023 HIGHLIGHTS
- 7 FUNDING THE SUNSHINE
- 8 THE FUTURE LOOKS BRIGHT
- 9 THE DARCEY SUNSHINE PROJECT - SCOTLAND
- 10 ACKNOWLEDGEMENTS



A WORD FROM OUR FOUNDER



Kirsty Doig

IT'S BEEN A RADIANT YEAR FOR THE DARCEY SUNSHINE FOUNDATION!

Thanks to our phenomenal fundraising success in 2022 and the support of our loyal sunbeams, in January 2023, we welcomed our first employed member of staff! Dr Bryony May joined the team as our Sunshine Co-ordinator, managing our on-the-ground projects and assisting The Darcey Sunshine Foundation to grow, supporting more children than ever before.

We were able to bring on 3 new schools to our programme (134 children), now reaching the communities of Hout Bay and Vrygrond, along with the creation of partnerships with 2 fantastic new swim schools, Hout Bay Swimming Academy and Swimmatix.

Our "Big Splash"- global campaign for World Drowning Prevention Day - saw supporters from all over the world swim more than 500,000m in memory of lives lost to drowning, highlighting the importance of water safety education and basic swim skills.

In December, I was honoured to share our story and project so far at the World Drowning Prevention Conference in Perth, Australia, an experience that won't be forgotten as we became part of the global strategy for drowning prevention.

Since our first students dipped their toes in the water back in 2021, The Darcey Sunshine Foundation has continued to spread sunshine in memory of our daughter, Darcey Elizabeth Sunshine Doig. It continues to be our mission that no other parent has to grieve for their child because of drowning.

Drowning is preventable, education is essential.

Here's to spreading even more sunshine in 2024...

Kirsty Doig



OUR TEAM



Director - Chair
Kirsty Doig



Director - Vice Chair
Lauren Scott-Rodger



Director - Research
Katrina Tyson



Director - Finance
Sandi Theron



Director
Lucy Gatinho



Sunshine Co-ordinator
Bryony May

OUR SWIM SCHOOLS

- STELLENBOSCH AQUATICS-
STELLENBOSCH
- JADE'S SWIM SCHOOL -
STELLENRIDGE
- HOUT BAY SWIMMING ACADEMY -
HOUT BAY
- MAKING WAVES SWIM SCHOOL-
GORDON'S BAY
- SWIMMATIX - MUIZENBERG

OUR BENEFICIARIES

- MARYKA EDUCARE - EERSTERIVIER
- LITTLE SMARTIES - SMARTIE TOWN
- BOTTELARY PRIMARY -
STELLENBOSCH
- HANGBERG PRIMARY - HOUT BAY
- SENTINEL PRIMARY - HOUT BAY
- FUNDIRAINBOW EDUCARE - STRAND
- COVENANT PRE SCHOOL - STRAND
- RAINBOW EDUCARE - VRYGROND

OUR STORY SO FAR



OUR MISSION

In South Africa, a nation blessed with an abundance of natural water resources, drowning remains a neglected public health crisis. With approximately 800 children losing their lives to drowning each year, the scale of this tragedy cannot be overstated. Factors such as **inadequate supervision**, **limited access to swimming education**, and **socio-economic disparities** exacerbate the risk for children, particularly those from marginalised communities. The need to equip children with survival swim skills emerges as a beacon of hope in the fight against drowning, and it has been The Darcey Sunshine Foundation's mission to remove any financial barriers that exist to enable all children to access this life-preserving education.

The impact of learning survival swim skills extends far beyond the prevention of individual tragedies. By investing in equitable, inclusive, swim education initiatives, we have the opportunity to break the cycle of drowning-related fatalities and empower future generations with the tools to thrive in and around water environments. Moreover, the ripple effects of these interventions extend beyond the immediate benefits, fostering a culture of safety, inclusivity and empowerment.

OUR PURPOSE

The Darcey Sunshine Foundation believes access to basic water safety and survival skills should be an essential life skill afforded to EVERY child.

Through the creation of partnerships between local swim schools and preschools from vulnerable communities, we are able to integrate water safety education into the grade R curriculum, providing every child with the means to learn, with costume, cap, towel and safe transport to and from each lesson.

98%

OF GRADE R CHILDREN
COULD MAINTAIN
AN ASSISTED STAR FLOAT
FOLLOWING OUR PROGRAM

OUR 2023 GOALS



1 EVALUATION

THE DARCEY SUNSHINE FOUNDATION SURVIVAL SWIM PROJECT IS 100% FUNDED BY GENEROUS DONATIONS, FOR THIS REASON CONTINUED EVALUATION IS ESSENTIAL TO ENSURE OPTIMAL PROGRAM DELIVERY AND OUTCOMES. IN 2023 WE MADE SUBSTANTIAL CHANGES TO OUR PROGRAM, CONDENSING LESSONS TO TWICE WEEKLY AND INCLUDING AN ENTIRE TERM OF WATER SAFETY THEORY BEFORE EVEN DIPPING A TOE IN THE WATER. THROUGH EVALUATION WE WERE ABLE TO PROVE SUBSTANTIAL IMPROVEMENTS IN OUTCOME.

2 FURTHER OUR REACH

THANKS TO OUR INCREDIBLE SUPPORTERS, IN 2023 WE WERE ABLE TO PARTNER WITH 2 NEW SWIM SCHOOLS, SWIMMATIX IN MUIZENBERG, AND HOUT BAY SWIMMING ACADEMY IN HOUT BAY, FURTHERING OUR REACH TO ANOTHER 130 CHILDREN AT 3 PRESCHOOLS.

3 PARENT EDUCATION

AT THE DARCEY SUNSHINE FOUNDATION WE KNOW THE FIRST LAYER OF PROTECTION IN DROWNING PREVENTION IN CHILDREN IS ACTIVE ADULT SUPERVISION. THIS IS WHY WE INTRODUCED ADULT EDUCATION DAYS FOR OUR SUNSHINE PARENTS, TEACHING BASIC WATER SAFETY AND CPR SKILLS.

4 IMPROVE OUTCOMES

IN 2022 WE SAW MARKED IMPROVEMENTS IN THE UNDERSTANDING AND SKILLS OF THE CHILDREN WE WORKED WITH, HOWEVER SINCE MANY OF THE CHILDREN HAD NEVER BEEN SUBMERGED IN WATER PREVIOUS TO THESE CLASSES, PROGRESS WAS SLOW. FOR THIS REASON, IN 2023, WE INCLUDED A TERM OF WATER SAFETY THEORY, INCLUDING CLASSROOM PRESENTATION AND WATER SAFETY WORKBOOK, FOLLOWED BY 13 WEEKS OF TWICE WEEKLY SURVIVAL SWIM LESSONS.

OUR 2023 STRATEGY

IN 2023 WE REMODELLED OUR DELIVERY, MAXIMISING RETENTION OF KNOWLEDGE BY:



- Introducing a term of water safety theory in school prior to attending the swimming pool, thus improving core water safety knowledge.
- Introduced two, fun, water safety creatures (Sunny the Seal and Sipho the Starfish) to highlight the importance of adult permission and supervision around water.
- Introduced classroom based, interactive, presentation and workbook to continue in class.
- Changed our 26 weeks of lesson, condensing into 13 weeks of twice weekly survival swim lessons, improving muscle memory and reducing time lost from winter holidays.
- Introduced parent education days, including basic water safety, beach safety and basic CPR.
- Partnered with Pebbles Kitchen, to make and store Sunshine Bites (peanut butter energy balls to fuel each child after their lesson.)

PROJECTS	DETAILS	OUTCOME
Classroom based water safety presentations	Interactive story with Sunny the Seal and new water safety workbook	<ul style="list-style-type: none"> • 85% of children were aware to ASK permission before going near water (8% pre program) • 86% of children knew not to go in the water to help a friend, rather call for help (5% pre program) • 91% knew the emergency number 112 (10% pre program)
Condensing survival swim lessons to twice weekly over 13 weeks	Moving from a once weekly class over 26 weeks to twice weekly classes over 13 weeks	<ul style="list-style-type: none"> • 98 % could manage assisted star float (95% in 2022) • 55% could fall in and turn to independent star float (46% in 2022) • 44% could fall in and self rescue 5m to safety (28% in 2022)
Parent Education Day	Parent education days held in each school, teaching basic water safety and CPR	<ul style="list-style-type: none"> • Further understanding of cultural and social barriers to learning to swim • Greater understanding of basic water safety and CPR

2023 HIGHLIGHTS

261 children, from 8 different preschools, from 6 different communities joined our 2023 survival swim program



Sunny and Sipho came to play

What better way is there for children to learn, than through the art of storytelling? Our fun new water safety creatures, Sunny the Seal Pup and Sipho Starfish came to every school to teach the children lessons on water safety.

Every child loved having a cuddle with the creatures, and were taught to “Float like a Starfish” if they fell in the water, and to call 112 if a friend found themselves in trouble in the water.



Interactive Workbooks for every child

To reinforce the understanding of water safety before stepping foot near the water, each child received an interactive workbook, with fun water safety activities to complete in their second term of Grade R. Their knowledge was then tested at the end of term 2 with profound improvement in understanding.



Parent Education Days

In 2023, we visited each preschool to offer parents water safety education and basic CPR. This was greatly received, with many parent’s stating they themselves had never had the opportunity to learn to swim or how to engage safely with the water.

Our DIY CPR dummies, made from recycled bottles and an old t-shirt, give the opportunity to learn an essential life skill in any community.





A day at the beach

At the end of every year, we take each child for a fun, yet educational, day the beach. We engage with the local lifeguards, and were supported by Sea Safe, an NPO teaching children how to stay safe near the ocean. With incredible volunteer support, and donations of lunch packs from local restaurants and supermarkets, this truly is a day for every child (and adult) to remember. Through fun beach games, the children learn about beach safety flags, never to go near the water without a grown up within reaching distance, and how to spot a lifeguard.

Teaming up with Pebbles Kitchen

Nutrition is a vital part of every child's development. For this reason, we ensure every child leaves their survival swim lesson with a healthy, nutritious snack, in the form of a Sunshine Bar lovingly made by local school children and families in Somerset West. However, this year, with 260 children attending 2 classes every week, we needed a whole load of bars and fast!

The incredible team over at Pebbles Kitchen stepped in, hiring a staff of school leavers gaining fabulous work experience, they made over 6,000 "Balls of Sunshine" to fuel our sunshine kids!

Find out more about Pebbles Project and the wonderful work they do at www.pebblesproject.org.



Big Splash For World Drowning Prevention Day 2023

Our Global "Big Splash" campaign for World Drowning Prevention Day saw people from all corners of the world go the distance in the water, honouring lives lost to drowning.

In total, we managed to clock up over 500,000m, raising awareness of the importance of safety when engaging with any body of water. Thanks to the many schools, swim groups and families who took part. We can't wait to see the SPLASH we can make in 2024!

Bag Packing with the Somerset West Family Shelter

The fabulous families of the Somerset West Family Shelter supported our program by packing over 260 swim packs, with costume, cap and towel, to be handed out to our Sunshine Kids in preparation for their survival swim lessons.

As a HUGE thank you to this phenomenal group of children and their parents, we funded a sea safe course with Sea Safe NPC, run by Martin Bester in Strand. This 3-day course gave the children and their parents the opportunity to understand how to engage safely with the ocean.



Sunshine “Splash n Dash” Galas

Our radiant Sunshine Co-Ordinator attended many school galas in 2023, educating children and their parents on the water safety code! Many children said they would jump in to save a friend in trouble in the water. Bryony was able to demonstrate exactly why they should NEVER go in the water to help a friend in need, and rather call 112 for help. These visits remind hundreds of children and parents that swim skills are just one layer in drowning prevention, a greater understanding of the water environment and parental supervision is still essential.



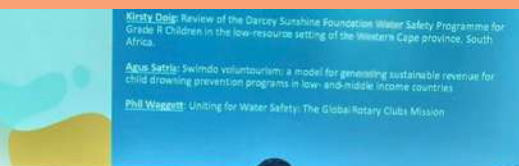
Sunshine @ Millhouse 23

For the second consecutive year, we were thrilled to host our spectacular Summer Auction at Millhouse Kitchen on the enchanting grounds of Lourensford Estate in November. The ambiance was radiant with a sea of yellow, as every guest went the extra mile to bring the sunshine. It was an exquisite evening, brimming with delicious wine, delectable cuisine, and lively dancing that carried on into the night.

The extraordinary generosity of local businesses from Somerset West and beyond ensured that our auction table was laden with an array of remarkable prizes. Guiding us through the excitement of the auction was the charismatic Dan Crowe of Proof Bar, whose spirited presence helped us raise an impressive R80,000 throughout the evening.

Boxes Of Sunshine

Each year, the Christmas “Sunshine” Elves, led by Chief Elf, Chrystal Gallagher, collect an incredible array of presents for local children. This year, 160 children from Little Smarties Grassroots Education Project, Smartie Town, Macassar, received a box filled with essential items such as hygiene products, stationary, clothing and most importantly, a lovingly chosen toy. This ensures EVERY child enjoys a special Christmas. The excitement and awe of each child as they heard their name, and received their specially chosen gift was really something to behold. Congratulations to all involved in Spreading the Sunshine this Christmas!



The World Conference on Drowning Prevention

Our Founder, Kirsty Doig, was delighted to be able to present our survival swim project at The World Conference on Drowning Prevention in Perth, Australia, in December this year.

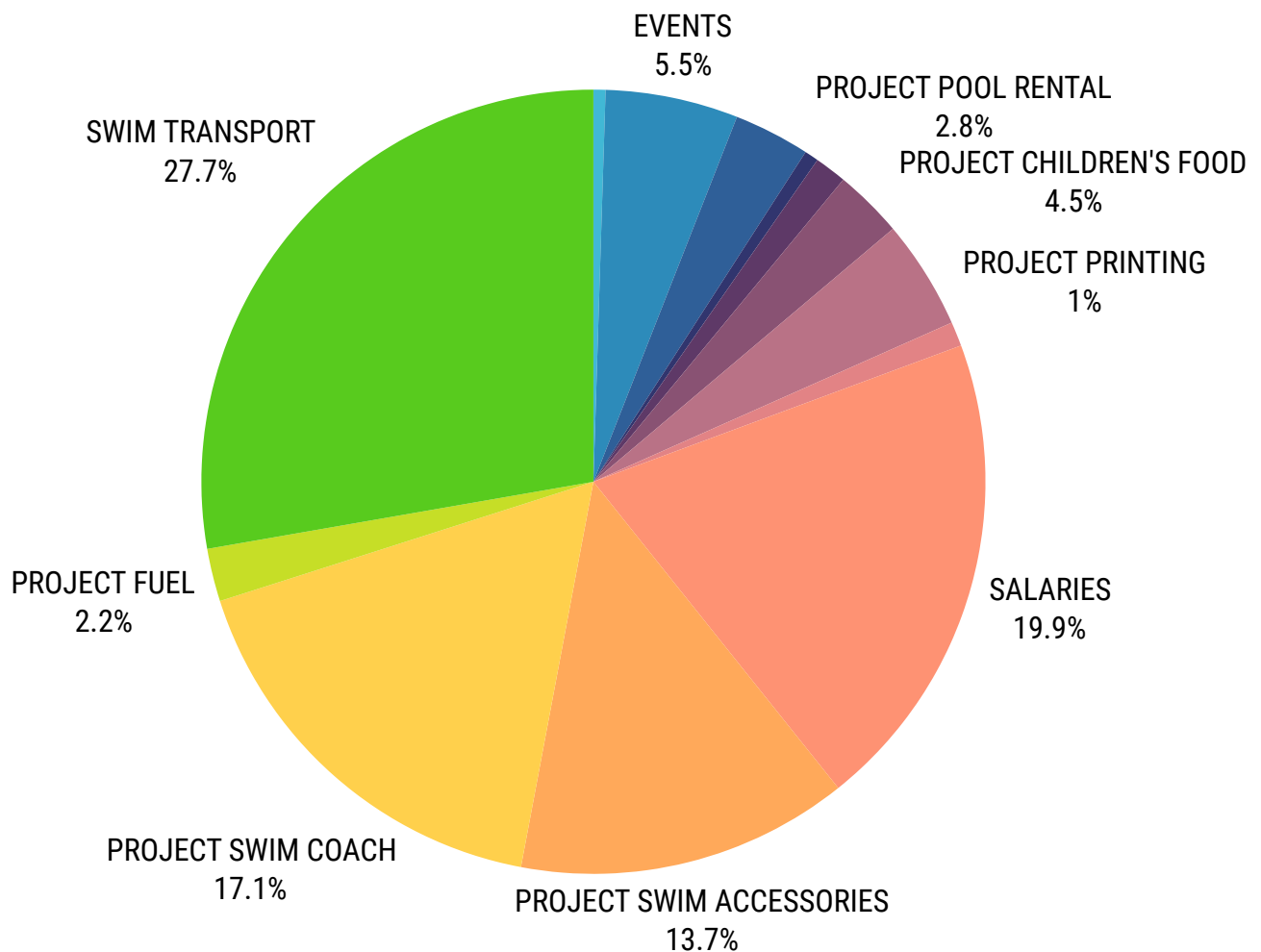
Kirsty was able to share our story and the incredible progress the Foundation has made in implementing survival swim and water safety as part of the grade R curriculum here in South Africa, whilst also sharing the many barriers we have faced along the way, delivering this education in low socio-economic communities.

A truly inspiring experience, helping to drive strategy and join the global efforts to prevent drowning and save lives.

FUNDING THE SUNSHINE

With 100% of our funding generated from generous donations and the support of our incredible international community, we believe transparency is crucial.

EXPENDITURE 2023 = R818,020 (£37,000)



Whilst many of our swim coaches donate their time in the pool for free, we do offer a volunteer allowance of R150 per hour. As can be seen in this chart, our largest expense each year is the safe transportation of children to and from their swim classes. To keep this cost to a minimum, we try to partner with the closest swim school possible, this also allows the children as little time away from the classroom as possible.

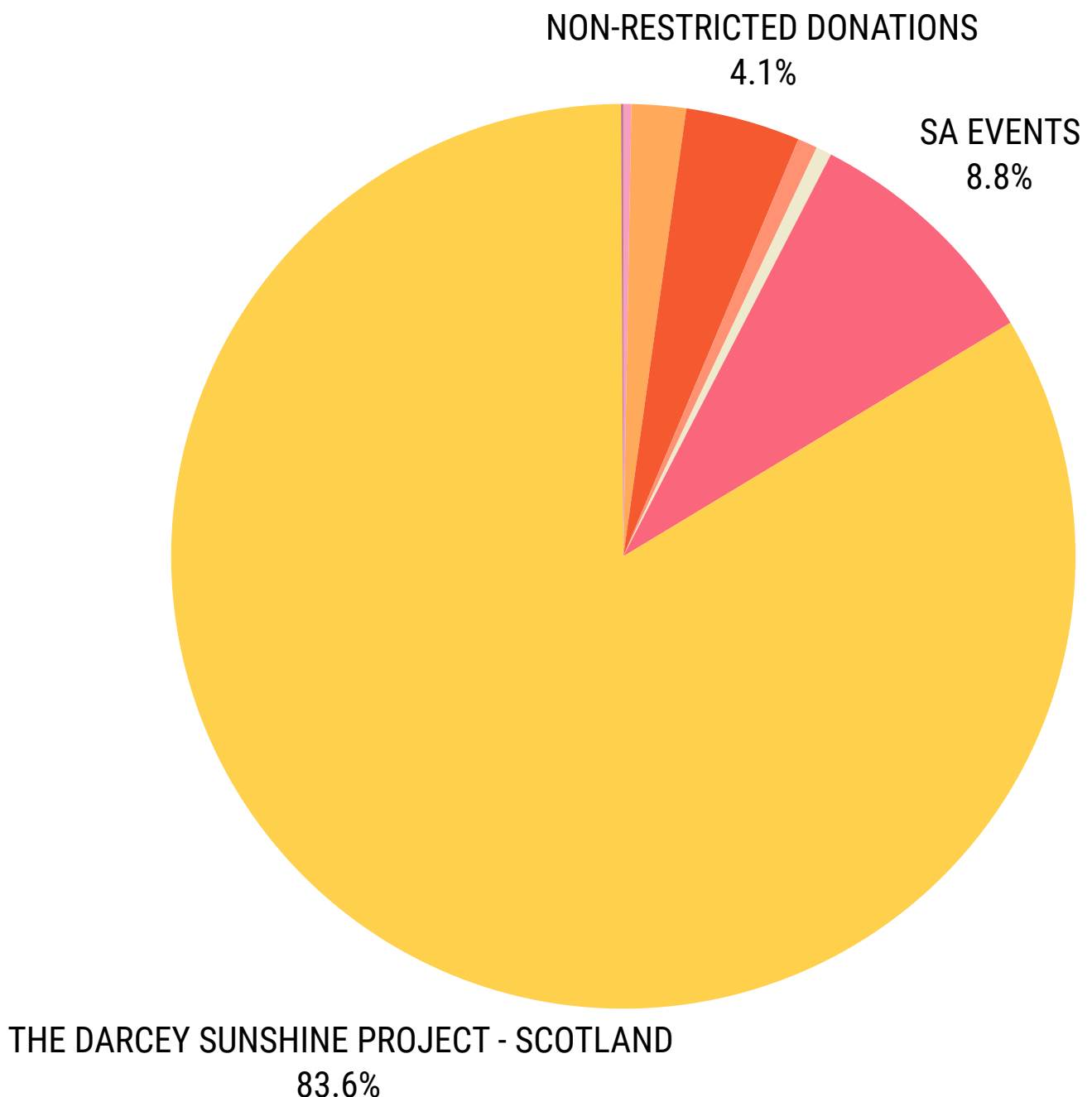
Total project costs account for 70% of our total expenditure, with salaries accounting for 20%.

INCOME 2023 = R1,413,700.98 (£64,260)

At present our greatest source of income in South Africa is from our sister charity, The Darcey Sunshine Project (SCIO), in Scotland, accounting for 83% of our 2023 fundraising, a whopping total of R1,181,200.

Our South African events, including our annual auction and Big Splash for World Drowning Prevention Day brought in a total of R123,974.

Our Sunshine Heroes, the fundraisers who went the distance in the water or on the land, raising funds through our Back-A-Buddy account, raised a total of R27,510.61.





Learning to swim can
reduce a child's risk of
drowning up to 88%



THE FUTURE LOOKS BRIGHT

As we reflect on our achievements thus far, and look ahead to 2024, our vision for a safer future for our children continues to grow. Our commitment to enhancing water safety transcends borders, as we proudly announce the expansion of our survival swim project to the breathtaking shores of Mauritius and the Seychelles through partnerships with local NGOs. In these tropical havens, we aim to empower individuals and local communities with life-saving skills while fostering a deep respect for the ocean.

Recognising the pivotal role of teenagers as advocates for change, we are excited to develop our teen advocacy program. Through mentorship and leadership development, we hope to empower the next generation to champion water safety initiatives in their communities.

In our continued pursuit of the most effective program, we are honoured to partner with the esteemed Dr Colleen Saunders, University of Cape Town, to conduct a comprehensive evaluation of our program. Through rigorous research and analysis, we strive to continuously improve and refine our approach, ensuring that every child we serve receives the highest standard of care and education.

In 2024, we hope to expand our Foundation's voice, introducing a new advisory board, including key stakeholders from across the area, including school teachers, swim coaches, drowning prevention advocates and parents, ensuring our programmes fully reflect the needs of the communities we serve.

As we journey forward into this new year, let us hope to inspire those around us to join our mission, to put an end to drowning through education.

In Darcey's memory, we will continue to Spread her Sunshine.

THE DARCEY SUNSHINE PROJECT - SCOTLAND



Our sister charity, The Darcey Sunshine Project (SCIO), was registered in Scotland in September 2022. Whilst its primary focus is to raise funds for our survival swim project here in South Africa, it also aims to improve water safety education in Scotland through teen advocacy and experiential education days.

The Darcey Sunshine Project has joined Water Safety Scotland in the implementation of its Drowning Prevention Strategy and looks forward to fostering further partnerships to continue to remove barriers to water safety education and basic swim skills in the UK and beyond.

Our key fundraising partner, The Darcey Sunshine Project, has pledged to support us each year with a minimum of £50,000 (R1.8m), allowing us to continue to expand our reach and save more lives with this essential life skill.

**THE DARCEY SUNSHINE
PROJECT SCIO
GLASGOW, SCOTLAND
CHARITY NO: SC052031**

Darcey was born in Glasgow, Scotland, before moving to South Africa shortly before her second birthday. On her passing, her Scottish friends and family came out in droves to support our initiative, and continue to support us in our mission to SPREAD THE SUNSHINE.

Thanks to projects such as this, Darcey's sunshine will continue to save lives for many years to come.

Her family wish thank every person who has contributed to Darcey's legacy.

ACKNOWLEDGEMENTS

Without our incredible supporters, we would be entirely unable to provide this life changing, life preserving education. A huge thank you goes to all that make this possible, from our incredible Board of Directors, our Sunshine Co-ordinator, our School teachers and swim teachers, our network of local parents and school children, doing their part to assist and create lasting change.

To our local and global sponsors...thank you for spreading sunshine to the communities of the Western Cape of South Africa:

T S Accounting
HF Electrical
Thrifty Paws
Kwikspar Somerset @ Lion's Square
Pebbles Project Trust
Sea Safe NPC
D4D
Millhouse Kitchen
The Darcey Sunshine Project SCIO

Lourensford Estate
Travel Safe
Massimos Hout Bay
The Jake and Isla Collection
Undercover Rebel
Proof Bar
The Salt Chef
Shotcrete South Africa

At My Table SA
Crowe Shop
Just Jacksy
Skinsations
Delheim Wines
Lavender Wine Estate
LaBrune Wines
Gray Swan

The Darcey Sunshine Foundation

10 Heronsbrook Way
Schonenberg Estate, Somerset
West
Cape Town, 7130
www.darceysunshine.org
hello@darceysunshine.org

WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS