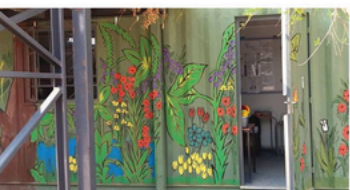




# THE VIVA FOUNDATION

July 2025

Transforming Lives  
in the Heart of Communities



# WHO WE ARE ?

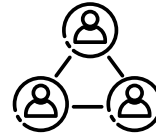
Founded on Vision. Rooted in Community.

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## **Founded in 2007**

Nearly two decades of grassroots impact in South Africa.



## **Based in Gauteng**

Embedded in the Alaska Informal Settlement, Pretoria.



## **Service Hub Model**

Delivering education, safety, empowerment, and support.



## **Holistic Community Impact**

Transforming poverty through sustainable, community-led solutions.



## **Non-Profit Organisation**

Dedicated to uplifting vulnerable children and families.



# WHO WE ARE ?

Born from Purpose. Powered by People. United Across Continents.

## International Trustees of the Viva Foundation of SA, DE & Brazil



**Leon Kriel**  
Int. Trustee, Founder,  
Chairperson SA



**Meleney Bough Berry-Kriel**  
Int. Trustee, Founder, CEO



**Mrs. Portia Khumalo**  
Int. Trustee, Treasurer SA



**Otmar Rahn**  
Int. Trustee, Chairperson DE

## Leadership per Country



**Prof. Dr. Ntise Manchidi**  
Vice-Chairperson



**Mrs. Nonkululeko Khumalo**  
Secretary



**Portia Mahlangu**  
Treasurer



**Kleyde Andrade**  
Chairperson



**Junior Soares**  
Board Member



**Meleney Bough Berry-Kriel**  
Board Member



**Juliane Eppendahl**  
Secretary



**Meleney Bough Berry-Kriel**  
Treasurer



## OUR MISSION

To establish service hubs in high-priority poverty areas, creating platforms for Viva and partner organisations to deliver a palette of services that meet the felt and expressed needs of the community.



## OUR VISION

To be instrumental in transforming the lives of underprivileged and vulnerable children and families living in poverty.



# OUR MISSION, OUR VISION





## OUR DRIVE

Because children bear the brunt of abject poverty and social injustice, the Viva Foundation works in South Africa and Brazil, helps vulnerable families ensure nutrition, quality education, safety and wellbeing, by providing groceries and school meals, independent education, development of the arts and violence prevention and response, ongoing since 2007.

## WHY WE DO WHAT WE DO



# Viva Foundation of South Africa Timeline



**2007**

Founded by Leon & Meleney Kriel to uplift vulnerable children and families.

**2008**

Established first community service hubs offering education and support.

**2012**

Launched Viva Township Art Programme and SAPRI GBV Prevention Programmes

**2014**

Built strategic partnerships to expand infrastructure and programs. Launched Viva Independnet Schools.

**2020**

COVID-19 emergency response with food aid and remote learning support.

**2023**

Recognised as a leading community-based organisation driving sustainable impact in high-risk areas.

**2025**

Expanding with new schools and strategic engagement with new corporate partners.



# Viva Foundation International Timeline



**2007**

Founded the Viva Foundation of  
South Africa



**2012**

Registered Viva Foundation e.V. in  
Germany



**2016**

Registered Viva Foundation  
UK in England



**2020**

Registered Viva Foundation Brasil



**2025**

In the process of registering Viva  
Foundation NL, in the Netherlands



**2026**

Planned Registration of Viva  
Foundation USA

# How We Are Funded ?

Driven by generosity. Sustained through partnerships.

## Individual Donations

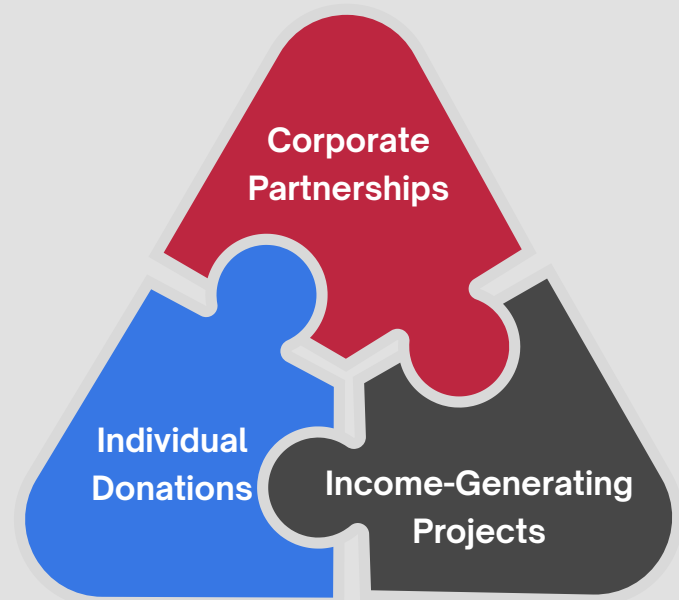
- **One-Time Gifts:** Support specific campaigns, events, or urgent needs (e.g. families caring for Orphan and Vulnerable Children, food parcels).
- **Recurring Donations:** Monthly supporters sustain daily operations like school meals, child sponsorships, and music & art workshops.
- **Global Supporters:** Donors from South Africa, Germany, and beyond contribute to both short- and long-term impact.

## Corporate Partnerships

- **CSR-Funded Projects:** Support from brands like Mazda, KFC Add Hope, and others fund CAPEX and specific programs (e.g. education, infrastructure etc.).
- **Employee Giving & Volunteering:** Companies involve staff in fundraising and volunteering at Viva sites.
- **Shared Value Collaborations:** We co-develop projects that create social impact and brand alignment — e.g. social enterprise investments, research & resource development.

## Income-Generating Projects

- **Social Enterprises:** Food Forest, event hosting, water bottling, and hospitality [guest cottages create revenue to reinvest in programs].
- **Facility Rentals:** Facilities and training spaces rented to corporates or NGOs provide sustainable income.



**VIVA Foundation  
Funding Model**



# OUR MODEL

## **Quality & Equality in Education**

High-quality, affordable independent schooling for children in underserved areas.

## **Safety & GBV Prevention**

Training, Awareness, Advocacy and Community-based Prevention and Response

## **Promotion & Development of the Arts**

Restoring dignity through creative expression, talent development and visual transformation.

## **Income Generation & Social Enterprise**

Facilitating access to the economy through job creation & sustainable entrepreneurship.

## **Nutrition & Food Security**

School Feeding Scheme, food parcel drives, and sustainable farming (e.g. Food Forest).

## **Life Skills & Volunteer Development**

Empowering youth and volunteers with purpose, confidence, and real-world tools



**Viva  
Germany**

**Viva  
Netherlands**

**Viva UK**

**Viva Brazil**



At Viva, we believe quality **education is the most powerful tool to break the cycle of poverty**. Our schools offer nurturing, affordable learning environments where children receive academic support, emotional care, and daily nutrition — right in the heart of their communities.



## **Viva Village Ind. School – Alaska Informal Settlement (Tshwane)**

- Established flagship school
- ECD, Foundation and Intersen Phases
- Partnership Hub



## **Viva Connect, Cullinan - Refilwe Campus**

- Main Administration Hub of the Viva Foundation
- Satelite Campus of Viva Ind. Schools
- Home of Food Forest & Sustainability Projects
- Home of all Outreach programmes incl. Music Development



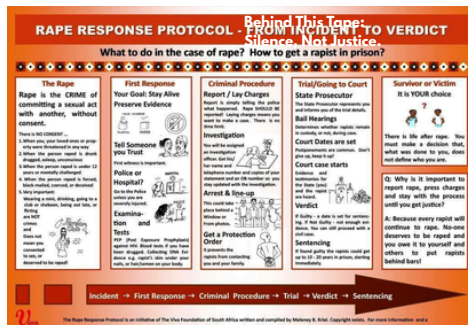
## **Viva Foundation Brazil, Sao Paolo**

- After-school care & homework assistance -children & youth
- Capoeira & Sport
- Feeding scheme & material assistance e.g. clothing





At Viva, we believe **prevention is paramount in the fight against Gender-based Violence**. Our programmes provide awareness, community-based prevention & response training, advocacy & corporate coaching in prevention strategies. Crime & GBV has a devastating impact on the economy & the people who make up the economy.



## Education & Prevention

- Corporate Coaching: GBV Prevention in the Workplace
- School Programs on safety and empowerment
- Self-Defence Workshops for women and girls
- Child Safety Policy Workshops (for schools, churches)
- Online Masterclasses & Digital Training Resources

## Community Engagement & Outreach

- Volunteer Training & Community Mobilisation
- Developed Community-based Prevention & Response Training
- Digital Panic Button Networks
- Referral Pathways for trauma and legal support
- Partnership with TEARS Foundation for extended crisis response

## Advocacy & Awareness

- From Awareness to Action: Post-Campaign Community Impact
- Year-Round Visibility through Storytelling & Survivor Advocacy
- Corporate Partnership Opportunities
- Dissemination of Online Resources & Toolkits
- The SAPRI System: 6-Part Training Course



At Viva, we believe that **creativity restores dignity and builds identity**. Through the development of Music, Visual- and the Performing Arts, we witness the ability of artistic expression and talent development, to inspire and transform. From painting murals to singing on global stages, our children and youth discover their voice — and their worth — through the power of the arts.



## The Viva Township Art Project & Viva's got Talent Competitions

- Creating the world's first 'living art gallery' Alaska Informal Settlement
- Transforming shacks into works of art by local and international artists
- Workshops & training
- Talent Shows including Dance, Drama, Singing and Poetry
- Fostering pride, community cohesion & showcasing talent within communities

## Music Development

- Bi-Weekly Music Tuition at 2 campuses for all grades
- Focus on cultural expression and skills development
- Individual talent development and group expression
- Safe spaces for storytelling, imagination, and identity-building



## The Viva Choir – From Mamelodi to Europe

- Choir tours and performances
- International tours & performances to Germany and Holland
- Builds confidence, broadens horizons, promotes cultural pride in learners from underprivileged communities
- Raises funds for Viva Foundation



At Viva, we believe in **creating opportunity through sustainability**. Our social enterprise initiatives — like the Food Forest and upcoming water bottling facility are important fund-development tools and simultaneously empower communities with practical skills, meaningful work and income.



## The Fruit Food Forest

- Fruit trees and vegetables planted to provide fresh fruit for school children
- Planned Hydroponics and vegetable cultivation project
- Surplus fruit and vegetables sold to generate income for Viva
- Combining food security, environmental education & sustainable funding



## Water Bottling Facility (In Development)

- Solar-powered borehole system to extract and bottle clean water
- Providing water to local community with collapsed water infrastructure
- Income-generating project to support operational costs
- Empowers local staff through training and employment



## Hospitality & Income Generation through Events & Asset Optimisation

- On-site accommodation rented to guests incl. consultants and contractors working in Cullinan's mining sector
- Provides consistent revenue to support local Viva programs
- Also used to host volunteer groups and training participants
- Accommodation for choir camps & event guests



At Viva, we believe **no child should go hungry**. Poor nutrition hampers development and learning ability. Through the school feeding scheme, poverty alleviation and emergency assistance, we ensure nutritional security to vulnerable children, families and the elderly. Sustainability initiatives like the Food Forest, ensure the longevity of this programme.



## Daily School Meals

- Every child at Viva School Campuses receives two cooked meals each school day
- Meals improve focus, well-being, and classroom engagement
- Supported by partnerships international and local individual donors as well as corporate donors such as KFC Add Hope, the School Feeding Scheme enables consistent food supply & nutritional security.



## Food Parcel Drives - Regular support & Emergency Initiatives

- Regular distribution of food hampers to families in need incl. the elderly, child- and granny-headed households
- Holiday and emergency food support during critical times
- Mobilised through volunteer and donor support
- Material support includes blankets in winter, donated clothing and household items
- During COVID19 Lockdown, all Viva resources were channeled into providing food security and more than 2 million individual meals were distributed via 19 distribution points in Gauteng





At Viva, we believe that **growth starts with purpose**. By investing in youth and volunteers, we unlock confidence, build skills, and nurture leaders who can drive change in their own communities. Whether through mentorship, service, or hands-on training, we empower individuals to rise, lead, and give back.



## Youth Empowerment Programs

- Life skills training, mentorship, and confidence-building workshops
- Focus on identity, leadership, responsibility, and resilience
- Delivered through schools, holiday programs, and outreach sessions

## Volunteer Opportunities

- Local and international volunteer placements
- Roles in education, trauma response, arts, nutrition, and community projects
- Volunteers gain meaningful experience while contributing to real change

## Skills Training & Personal Growth

- Hands-on experience in social work, early childhood education, and community development
- Exposure to real-world challenges and collaborative problem-solving
- Encourages career pathways and civic engagement

# OUR PARTNERS & DONORS



Household of  
Christ Church

Sasol GAYE

## Individual Donors



KFC Add Hope



Hatfield  
Christian Church



German Embassy



Canadian  
Initiative for  
Local  
Development

Hans und Gretel  
Burkhardt  
Stiftung

CAF GAYE



**Deloitte.**



# Our Contact

## Registration Numbers:

South Africa: 094-301 NPO

Viva Foundation of South Africa: 930024128 PBO

Germany: Viva Foundation e.V.: VR 33530 B

## Main Bank Account (for donations)

Account Name: Viva Foundation

Bank: First National Bank

Branch: Olympus Plaza

Branch Code: 258155

Account Type: Cheque/Current

Account Number: 62248843270

Reference: Donor Name & Surname [For tax deductible receipt, please provide address and contact details per email]

**Email:** [info@vivafoundation.life](mailto:info@vivafoundation.life)

**Email of the CEO:** [meleney@vivafoundation.life](mailto:meleney@vivafoundation.life)

**Website:** [www.vivafoundation.life](http://www.vivafoundation.life)

**Donation Page:** <https://vivafoundation.givecloud.co>

**Facebook Page:** [www.facebook.com/viva.village](https://www.facebook.com/viva.village)

# LET US KEEP IN TOUCH

