



COMMUNITY
MEDIA
TRUST



ANNUAL
REPORT
2025



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COMMUNITY MEDIA TRUST MAIN PURPOSE OF BUSINESS

Community Media Trust is a South African non-profit organisation dedicated to empowering individuals and communities through communication campaigns, social mobilisation, training and advocacy.

Since 1998, Community Media Trust has contributed towards improving health and social outcomes related to HIV, gender-based violence and poverty.

We are proud to have contributed to tackling health inequities for over 25 years and to have become a leading organisation in South Africa for the development and implementation of

- Social and Behaviour Change Communication and Mass Media
- Health Programming & Economic Empowerment for Adolescent Girls & Young Women
- Nutrition and Food Systems Research and Advocacy
- Social Justice and Human Rights Storytelling
- Maternal and Child Health
- Early Childhood Development
- Capacity Development for Frontline Workers.

Community Media Trust produces impactful Mass Media Communication and Social Behaviour Change Communication, supporting advocacy for policy change at a broader level and behaviour change at the individual level. Our in-house media team offers comprehensive media services across TV, radio, digital and outdoor platforms and works closely with trusted partners to ensure high-quality, purpose-driven content. Our human-centred and measurable methodology ensures initiatives are effective, sustainable and tailored to the real needs of South African communities.

All of our mass media campaigns use evidence-based research and audience participation to monitor, evaluate and adjust campaigns to ensure efficacy and are highly segmented and targeted in accordance with the campaign objectives.

Community Media Trust has implemented multi-sectoral interventions in partnership with US funding agencies like PEPFAR and CDC, UN agencies including UNICEF, the Global Fund and local government departments and partner NGOs, with demonstrated success in both rural and urban communities.



We are known for our community-driven, adaptive approach, and regularly refine our programmes based on beneficiary feedback. Our community-based teams are local, and deliver programmes tailored to the local context in local languages.

Following the closure of 2 large projects in 2025, Community Media Trust currently employs 28 staff and has our head office in Cape Town and presence in Gauteng, Eastern Cape and KwaZulu-Natal.

We are a **Level 4 BBBEE compliant company** and take pride in upskilling and training young black media professionals and community-based facilitators.

In addition, Community Media Trust enjoys **Section 18A Public Benefit Organisation** status, which allows contributions to the organisation to be tax-deductible.





BOARD OF DIRECTORS

As respected industry advisors, the Community Media Trust Board of Directors contributes crucial expertise in areas such as health, finance, law, and media production.



DR FUNEKA BANGO

Funeka is a medical doctor with extensive experience in treating and managing infectious diseases, focusing on public health interventions. She earned her PhD in Health Economics in 2025 and is highly passionate about equity in access to healthcare. In 2012 Funeka was listed as one of the Mail & Guardian 200 Young South Africans in recognition of her contributions towards the fight against HIV.



DEENA BOSCH

Deena does freelance work. She serves on the board of Ditikeni Investment Company Limited and is a trustee of the board of Social Change Assistance Trust. She is also a coordinating committee member for Reclaim the City.



MOSS MOTHIBE

Moss is an experienced Legal Advisor with a career spanning over 22 years. He has over a decade of experience in the oil and gas industry. He has advised companies on various legal matters, including regulatory compliance, retail and commercial. Moss was admitted as an Attorney in 2000 and holds an LLB Degree from the University of KwaZulu-Natal, and a B Proc Degree from the University of North West.



ANINE PHEIFFER (CHAIRPERSON)

Anine is a Chartered Accountant with over 20 years of experience across various business functions. Her previous director roles include the South African Institute of Chartered Accountants and Chairperson of the Astron Energy Development Fund. She also served as an Executive Director at Astron Energy. Anine currently serves on the boards of Mizpah Foundation and Woman Zone.



ALLEN CARELSE

A Chartered Accountant with over 20 years of experience in a broad range of finance functions, Allen has held senior finance roles across several sectors and is currently CFO for an energy business focused on developing clean energy infrastructure across Africa.



DR THANDI WESSELS

Thandi is a paediatrician with more than 20 years of experience in the public health sector. She is currently the district paediatrician at Tygerberg Hospital. Her work centres around child rights and advocacy, the early-life course, and adolescent health. She is passionate about health system strengthening to decrease preventable deaths for newborns and children and enjoys teaching and training health practitioners.



LUCILLA BLANKENBERG

An award-winning director and producer, Lucilla is one of Community Media Trust's CEOs with more than two decades of experience working with the organisation. She holds a BA in Communications from UNISA and leads the organisation's creative teams.



CHIEF EXECUTIVE OFFICERS

Community Media Trust
is led and managed
by two CEOs –
Lucilla Blankenberg
and Debbie Van Zyl.



LUCILLA BLANKENBERG



Lucilla spearheads Community Media Trust's creative campaigns. She oversees all aspects of development, production, post-production, and delivery of products. She is also responsible for good governance. Her accolades include a SAFTA (South African Film and Television Award) for best directing and best TV Comedy, alongside Laddie Bosch, for *The Riviera*, and an award for Best TV Series at the Zanzibar International Film Festival in 2018 for the drama series *JAB*, which she directed, produced and created.

A Country For My Daughter, which Lucilla directed, received an award for Best Documentary at the 4th Gender and Media Awards in 2010. She has also worked as a director, editor and/or producer on several documentaries and films. Lucilla also produced and directed multiple seasons of Community Media Trust's flagship health television show, *Siyayinqoba*.

In her latest work, Lucilla serves as the creative producer and director of *Chew On This- Food Politics in South Africa*, a web series that facilitates in-depth discussions on food justice, food security and food policies in South Africa.

Under Lucilla's guidance, Community Media Trust manages every aspect of campaign production, including brand and concept development, scriptwriting, filming and post-production, media buying and scheduling, as well as the social media campaigns.

DEBBIE VAN ZYL



Debbie is a seasoned public health professional with over 15 years of experience in HIV programming. She oversees Community Media Trust's community-based projects and leads the fundraising, administrative and governance aspects of operations.

Debbie holds a Master of Public Health and a Bachelor of Science degree. Debbie has successfully led Community Media Trust's implementation of the DREAMS initiative across seven districts in South Africa, empowering thousands of young women and girls to become Determined, Resilient, Empowered, AIDS-free, Mentored and Safe. Debbie is committed to bringing about change in the lives of marginalised women and girls in South Africa through championing CMT's empowerment and economic strengthening programmes, designed to improve access to health and social services, internships, learnerships, education opportunities and entrepreneurial training, including start-up support for small business ventures.

In 2023, Debbie was the recipient of the PCG Fabulous Woman Global Impact Award. This category of the annual Fabulous Woman Awards recognises women who have made a significant contribution to the betterment of their community locally, nationally, and globally.



MESSAGE FROM THE CEOs

2025 has been an extremely challenging year for many organisations. So too for Community Media Trust. As global funding for HIV programmes has shifted and projects were closed, we have had to make some of the most difficult decisions in our organisation's history, including the retrenchment of 420 valued team members who have been at the heart of our HIV prevention and care and treatment efforts.

We pay tribute to every colleague who has left our team in 2025. Their dedication to saving lives, supporting communities and fighting stigma has shaped the impact of Community Media Trust's work across the country.

Employed as counsellors, coaches, mentors, facilitators, testers, data capturers and managers, the teams have worked to achieve project targets, but more importantly, they have been compassionate advocates for health and human rights.

The **Coach** project team has worked tirelessly to help people know their HIV status, access life-saving treatment and live with dignity.

The **DREAMS** project team has walked alongside young women as they took charge of their health, helping them to prevent HIV, unplanned pregnancy and gender-based violence while supporting them to dream bigger, live stronger and step into a future where they are Determined, Resilient, Empowered, AIDS-free, Mentored and Safe.

We thank each one of you for your service, your strength and your humanity. The lives you've touched and the hope you've inspired will never be forgotten. Although our organisation has changed significantly in 2025, your work will always be part of Community Media Trust's legacy and your impact will be felt for years to come. We hold onto hope that our paths will cross again — in new roles, new opportunities and renewed partnerships.

For the team that remains, we look forward to building on our existing work and legacy.

In a year full of changes and challenges, we have developed, produced and implemented several mass media and communication campaigns aimed at policy change and improving human rights. One of the highlights of 2025 was **Big Food is Not Telling us the Whole Truth**, which encourages South Africa to support and implement Front-of-Package Warning Labels on unhealthy packaged food. At the heart of the campaign is a powerful TV and radio advert which exposes how Big Food uses misleading claims and marketing tactics to market unhealthy packaged food to children.

For World Diabetes Day, we produced a series of short documentaries that explored the realities of living with diabetes. We met people living with type 2 diabetes from various parts of the country, telling their stories and sharing their experiences. These stories are powerful, authentic and give voices to real people in our communities. This series advocates for an increase in the Health Promotion Levy on sugary drinks to help reduce the increasing rates of diabetes in South Africa.

In spite of the challenging and tough year that 2025 has been, we believe that Community Media Trust's flexibility, agility and dynamic response to change affords us the opportunity to adapt and continue to impact the lives of many for the better. We look forward to furthering access to health and human rights through the stories we tell and the communities we empower.

Lucilla & Debbie
COMMUNITY MEDIA TRUST CEOs



OUR APPROACH

We love delivering a combination of communication products to reach people via multiple touchpoints.

Thematic areas to date have included HIV, TB, teenage pregnancy, gender-based violence, early childhood development, nutrition, non-communicable diseases and the COVID-19 pandemic. While all our work is bespoke, our methods have been tried and tested. We have been producing significant outcomes for over 25 years.

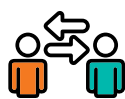
We have partnered with non-profit organisations, government agencies, and investors with a social conscience to bring to life hundreds of campaigns that have reached millions of people.

Our community-based programmes have brought hope and change to some of the most marginalised people and communities in South Africa.

MASS MEDIA COMMUNICATION

Our media team provides end-to-end services across TV, radio, digital and outdoor media. This includes media buying, placement strategy and full event planning and coordination. Our long-standing relationships with crews, media houses, agencies and broadcasters ensure reliable, high-quality production and efficient delivery.

Our way of working is human-centred and collaborative. This ensures that we create solutions that make a real difference in people’s lives. Every step in our process is purposeful and measurable, allowing us to track progress and continually make improvements.



HUMAN-CENTRED DESIGN	BEHAVIOUR CHANGE COMMUNICATION PRINCIPLES	AUDIENCE PARTICIPATION
We ensure that our campaigns are targeted and effective through meaningful co-creation. Members of our target audiences participate in all stages of the design process through focus groups, workshops, and testing.	When creating campaigns, we use a range of behaviour change frameworks. This helps us to understand audiences’ unique needs and identify potential barriers to change.	We aim to give our audience real reasons to participate. By using innovative methods to leverage real-time feedback, we can constantly adapt and refine our campaigns to achieve maximum impact.



EMPOWERING COMMUNITIES

Our community-based teams implement evidence-based behaviour change programmes. They effect change through strengthening community responses to various issues related to health and wellbeing and ensure linkage to health and social services.

Community Media Trust’s community-based programmes are rolled out under our flagship health brand, **Siyayinqoba**, which is widely recognised and trusted in South African communities.

Siyayinqoba, the television show that we produced in-house, played an integral role in changing perceptions and reducing the stigma surrounding HIV/AIDS in South Africa. It was also the first TV show to include people living with HIV, helping to popularise the fight for access to ARVs for users of public health services in the country.



Siyayinqoba, our flagship health brand, is widely recognised and trusted in South African communities.

BIG FOOD IS NOT TELLING US THE WHOLE TRUTH

Partners: VITAL Strategies, HEALA Coalition and other Food Policy Programme Partners

The **Big Food Is Not Telling Us the Whole Truth** campaign is an urgent call to action supporting the implementation of Front-of-Package Labels on unhealthy packaged foods.

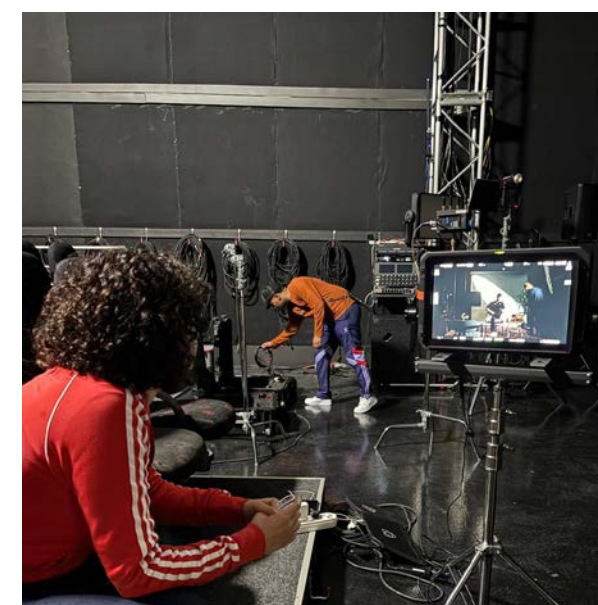
At its core is a powerful TV and radio advertisement, supported by a digital campaign exposing how the food industry targets children with bright packaging and misleading claims to promote products high in sugar, salt and saturated fat, contributing to rising rates of obesity, diabetes, hypertension and other non-communicable diseases.

Inspired by the BBC documentary *Irresistible: Why We Can't Stop Eating* by Dr Chris van Tulleken, the advert follows a fictional former food industry executive who reveals how ultra-processed foods are deliberately engineered to be addictive and aggressively marketed to children, while concealing their true nutritional risks.

The campaign ran alongside HEALA's Nutrition Roadshow in Limpopo, KwaZulu-Natal and Gauteng, combining mass media with on-the-ground advocacy to strengthen public awareness and policy action. Radio public service announcements in Setswana, XiTsonga, and isiZulu aired on Pheli FM, Munghana Lonene FM, and Gagasi FM, ensuring cultural relevance and accessibility.

The campaign transformed public awareness into action, using mass media complemented by grassroots mobilisation to build momentum for stronger food labelling regulations and healthier food environments in South Africa.

We also hosted **Chew On This: Big Food Is Not Telling Us the Whole Truth** at the WITS Origins Centre, bringing together health advocates, policymakers and the media to promote transparency, accountability and a healthier food environment. The session was moderated by independent journalist, Crystal Orderson and panel experts highlighted the urgent need for Front-of-Package Warning Labels to protect families.



► IMPACT:

5,300+ Petition signatures
(nearly 3× the original target of 1,857)

6.9 million users reached
across digital platforms

AMBASSADOR AND ACTOR, SAMELA TYELBOOI, ADVOCATES FOR AN INCREASE IN THE HEALTH PROMOTION LEVY

Partners: VITAL Strategies, HEALA Coalition
and other Food Policy Programme Partners

Community Media Trust launched a digital and radio campaign advocating for stronger health taxes on sugar, alcohol and tobacco, including a 20% tax increase on sugary drinks through the Health Promotion Levy.

At the centre of the campaign is acclaimed South African actress and mother Samela Tyelbooi, who speaks as both a parent and concerned citizen. Her message highlights the health risks of excessive sugar consumption, particularly from sugary drinks, and urges government to prioritise public health over industry profits.

The overarching call to action encourages the South African public to support policy reform and sign the petition urging the government to strengthen health taxes as a means to curb non-communicable diseases.



489,000
views



WORLD DIABETES DAY

Partners: VITAL Strategies, HEALA Coalition and other Food Policy Programme Partners

In recognition of World Diabetes Day on 14 November, Community Media Trust released five short documentaries profiling people living with type 2 diabetes from various parts of the country.

Each story highlights the personal and financial challenges of managing the condition and underscores the urgent need for stronger government action to address the root causes of diet-related diseases.

Hosted on HEALA's YouTube channel, the documentaries formed part of a unified digital storytelling effort to raise public awareness about the true cost of diabetes and to advocate for evidence-based policies, particularly the increase and expansion of the Health Promotion Levy to improve population health outcomes in South Africa.



Alphinah Setuma's Story:
159,000 views



John Nkuna's Story:
144,000 views



Linga Soobramoney's Story:
94,000 views



Mpho Thebe's Story:
74,000 views



CHEW ON THIS – FOOD POLITICS IN SOUTH AFRICA

Partners: VITAL Strategies, HEALA Coalition
and other Food Policy Programme Partners

Chew on This – Food Politics in South Africa is a web series designed to allow in-depth discussions on food justice, food security and food policies in South Africa. The show is hosted by independent journalist, Crystal Orderson and is available for viewing via YouTube on [HEALA's website](#).

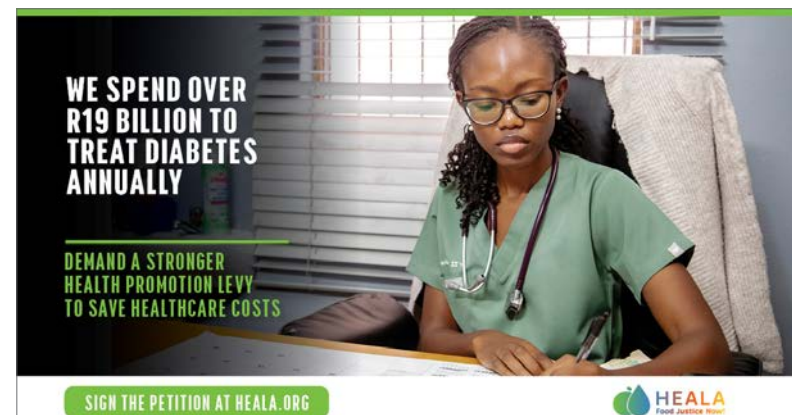
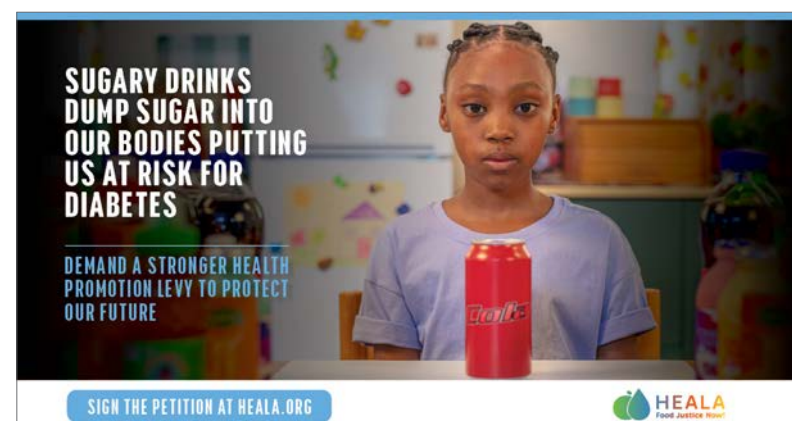
Each episode is a 25-30-minute panel discussion with two short documentary inserts about how the policies relate to the lives of people most affected. The web series and all accompanying media assets contain a call to action to sign petitions supporting food policy.

Community Media Trust managed all stages of production for the series, from concept development and scripting to filming, post-production, digital placement and social media dissemination.

The web series is a crucial element of the food policy programme and has garnered significant viewership and engagement.

- **Episode 1** – How is Big Food violating our right to food? Views: **225,000+**
- **Episode 2** – Is Big Food feeding us lies? (Youth Voices) Views: **571,300+**
- **Episode 3** – How is Big Food stalking our children? Views: **1 million+**
- **Episode 4** – Is the sugar industry lying to us? Views: **1.3 million+**
- **Episode 5** – How can the Health Promotion Levy support and expand social protection? Views: **1 million+**

Chew on This has played a key role in supporting ongoing advocacy efforts by creating space for informed public dialogue around food policies and framing them strategically as political issues. The series complements HEALA's paid media campaign and broader advocacy communications. The release of the final episode, strategically timed ahead of the 2025/26 National Budget Speech, sparked critical discussion around food policy and fiscal priorities.



KEY CAMPAIGN HIGHLIGHTS:

594,735
Unique viewers

Viewers aged
35-54 made up
63% of
the total audience
target demographic.

CHILD CHEF CAMPAIGN

Partners: VITAL Strategies, HEALA Coalition and other Food Policy Programme Partners

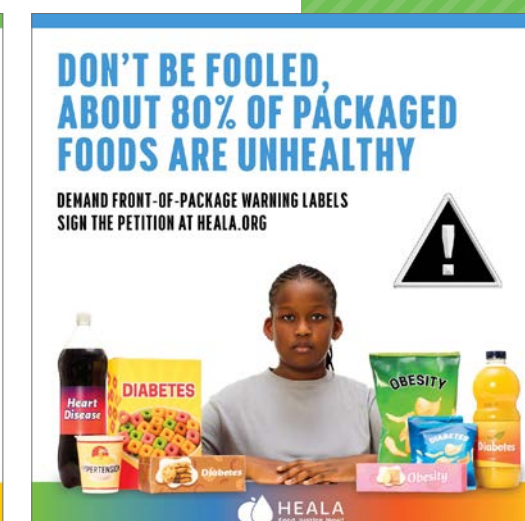
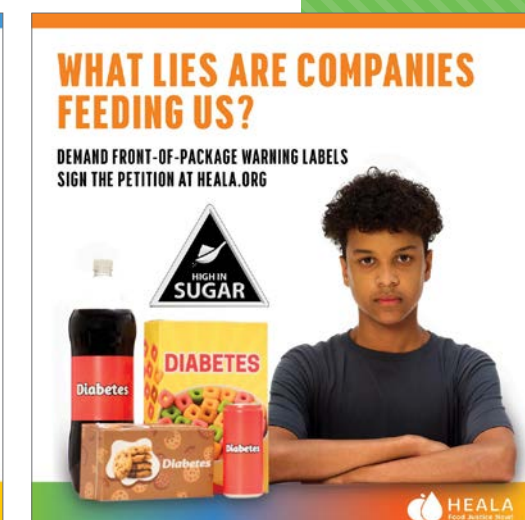
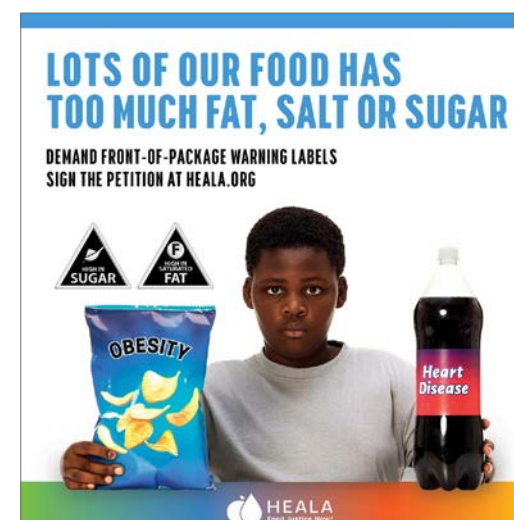
The **Child Chef Campaign** was launched in support of HEALA's advocacy for Front-of-Package Warning Labels. Although draft regulations were published and public comment closed two years ago, no further action has been taken, making this campaign both timely and essential.

The campaign was strategically aligned with Child Protection Week, and sought to empower South Africans to question what really is in the ultra-processed foods they consume daily. It underscored the urgent need for clear, Front-of-Package Warning Labels to protect the health and future of our children. At the centre of the campaign was a powerful TV and radio advertisement, supported by a dynamic digital media rollout.

The campaign's central message was clear and compelling: South Africans have the right to know what is in their food – and that starts with proper Front-of-Package labelling.



▼
9.7 million people reached
1,857 petition sign-ups
4,222 new YouTube subscribers



KICK BIG SODA OUT OF SPORT

Partner: Vital Strategies

Kick Big Soda Out of Sport is a global campaign exposing the harms of sugary beverages and the aggressive tactics Big Soda uses to prioritise profits over public health. Launched during the 2024 Paris Olympics, the campaign mobilised global audiences through high-impact digital adverts, powerful storytelling, media outreach and partner engagement. It called for an end to Coca-Cola's nearly 100-year sponsorship of the Olympic Games and ignited a worldwide conversation about the role of unhealthy products in sport.

Community Media Trust, in collaboration with Vital Strategies, handled all aspects of the campaign's video production, including location scouting, wardrobe, art and special effects, talent casting, crew management, filming and post-production.

Global Impact:

- 523,351 petition signatures
- Support from 97 organisations (including Community Media Trust)
- Campaign sparked widespread debate about Big Soda's influence on sport and public health

Recognition:

- **Shorty Awards 2025:** Audience Honour, Social Good Campaign
- **Anthem Awards:** Bronze, Health – Global Awareness Campaign

These accolades affirm the campaign as an outstanding example of global advocacy raising awareness about the health harms of sugary beverages. We look forward to contributing to continued momentum to Kick Big Soda Out of Sport worldwide

**KICK *Big Soda*
OUT OF SPORT**



“Over 5.5 million views”

SOCIAL MEDIA

Social Media plays an essential role in all our campaigns. It is an important tool for direct interaction with target audiences and to gather audience feedback. Our creative team generates unique content for each campaign using original stills, video and graphics.

Audience interaction is then monitored and our dedicated multi-lingual team members answer audience questions daily. Feedback gathered from social media and frequently asked questions (FAQ) is used to improve campaigns.



SIYAYINQOBA
SHA'P

Partner: TB HIV Care

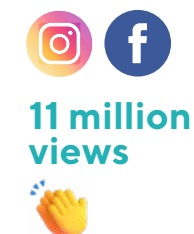
Community Media Trust continues to implement campaigns under our flagship brand, *Siyayinqoba*, a trusted health brand in South African communities. In the Eastern Cape, this work took the form of *Siyayinqoba SHA'P* and focused on supporting people living with HIV.

The campaign promoted antiretroviral therapy (ART), encouraged adherence to chronic medication, and motivated those who have interrupted their treatment to return to care. It also highlighted the benefits of fixed-dose combination therapy, simplifying ART to one pill a day to support long-term adherence.



BETTER LABELS
BETTER CHOICES

Partners: VITAL Strategies, HEALA Coalition
and other Food Policy Programme Partners

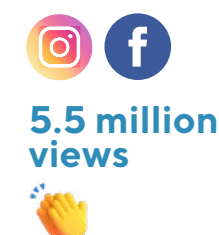


The **Better Labels, Better Choices** campaign encourages South Africans to demand warning labels on the packaging of unhealthy food items and calls on government and the food industry to implement policies that make this possible. We are proud of our ongoing partnership with the HEALA Coalition, a consortium of organisations advocating for a healthier food environment in South Africa. Since joining the coalition in 2022 as the mass media and communications partner, Community Media Trust has led campaign development, production and media strategy.



LESS SUGAR
MORE LIFE

Partners: VITAL Strategies, HEALA Coalition
and other Food Policy Programme Partners



The **Less Sugar. More Life** campaign advocates for annual increases to the sugar tax and encourages consumers to reduce sugary drink consumption. As part of our long-standing partnership with the HEALA Coalition, Community Media Trust leads all aspects of campaign development, production, and media strategy.

Both campaigns are supported by a dedicated group of Social Media Content Creators, who produce relatable, personal content linking policies like Front-of-Package Warning Labels and the Health Promotion Levy to everyday life. They lend authenticity to the campaigns by sharing content through their own platforms and helping to humanise complex policy issues.



DREAMS

Partner: Shout It Now!

Across South Africa, many young women face poverty, unemployment, HIV, gender-based violence and unplanned pregnancy. The **DREAMS** programme (Determined, Resilient, Empowered, AIDS-free, Mentored, and Safe) funds a core package of evidence-based approaches that go beyond the health sector, addressing the structural drivers that directly or indirectly increase the HIV risk of girls and young women.

As a **DREAMS** partner since 2016, Community Media Trust has worked in KwaZulu-Natal, Gauteng and the North West and values the collaborations and partnerships developed with a diverse range of stakeholders, including NGO partners, government departments, schools, and local community and faith-based organisations.

Up until April 2025, our dedicated team worked on the **DREAMS** programme across 5 districts in Gauteng and the North West.

We take a holistic approach, empowering young women in particular to overcome some of the socio-economic and structural realities that increase their risk of HIV infection, teen pregnancy and gender-based violence. Our programmes therefore include initiatives to strengthen families and to challenge and change gender norms.



Healthy Choices is targeted towards school-goers between the ages of 10 and 17, offering programming that encourages abstinence, delayed sexual debut and safe sex.



Stepping Stones offers a series of workshops designed to promote sexual health, improve psychological well-being and prevent HIV.



Man2Man draws from the methodology and content of Stepping Stones, offering workshops for men about HIV testing, voluntary medical male circumcision for HIV prevention, condom use, gender norms and gender-based violence.



Families Matter! is a parenting programme focused on parents and caregivers of adolescent children, helping them prepare their children for adolescence, and engaging with them on topics such as sex, family planning, pregnancy and HIV.



Safe Spaces / Girls Clubs, is a girls-centred approach to empowering adolescent girls and young women. The programme aims to develop social and protective assets to reduce beneficiaries' risk of HIV, gender-based violence, and unwanted pregnancy. A key focus is on economic strengthening. Our beneficiaries receive training on financial literacy, career choices, CV writing, job interview skills, and entrepreneurship and are mentored and supported to achieve their goals.



SASA! is a ground-breaking community mobilisation approach developed by Raising Voices to prevent violence against women and HIV, by addressing a core driver: the imbalance of power between women and men, girls and boys.



STEP is a 12-session course to help young women become confident and successful entrepreneurs.





A key component of all programming is supported referral and linkage of beneficiaries to appropriate health and social support services, provided by Shout It Now, as well as the local Departments of Health and Social Development, and local community-based organisations.

As part of our Girls' Club programme, beneficiaries make "vision boards" to help them visualise their dreams and goals for the future. Our Mentors facilitate discussions with young women and girls about how personal choices and decisions can affect the likelihood of achieving goals.

A highlight of the **DREAMS** programme is the success of our economic strengthening initiatives, in which our young female beneficiaries are supported in furthering their education, getting work experience, accessing learnerships, applying for jobs, and starting their own business ventures.



In particular, **STEP** (Student Training for Entrepreneurial Promotion) helps young women gain hands-on business skills and start their own micro-businesses with seed funding, enabling them to build their self-confidence and financial independence to shape their own futures. We are proud to report that **3,661** young women have graduated from the STEP programme since we started implementing STEP in late 2022.

Some fantastic success stories have emerged with young women seizing the opportunity presented and setting up successful businesses that have helped to support them and their family's livelihoods.

From October 2024 to closure of the project in April 2025, the **DREAMS** programme reached **54,429** adolescent girls and young women, their male partners, parents, and traditional and community leaders. Of these, **13,402** young women and girls received multiple-layered interventions. Layering means that one girl/woman receives more than one DREAMS service, rather than a single intervention. This approach enables comprehensive support and contributes to reduced risk for HIV, unplanned pregnancy and gender-based violence.

Community Media Trust is proud to be part of such an impactful programme for over a decade, changing the lives and futures of young women in South Africa.

We thank all partners for their collaboration and are extremely proud of our amazing **DREAMS** team who continued to serve communities in spite of the funding challenges faced in 2025. We acknowledge and thank them for their passion, energy and dedication to the programme and the organisation.

FROM BRAIDS TO BUSINESS: MPHO KHUMALO

"Not everyone is going to be employed, there are opportunities in entrepreneurship."



CRAFTED FOR SUCCESS: MOLEBOHENG MOKOENA

"For me the training I got from CMT and STEP has been so effective in my personal life and business"



HOOKED ON CROCHET: ADELAIDE MACHANGA

"I knew how to crochet, but I didn't know it could support me until I was shown how to turn it into a business."



FROM CLASSROOM DREAMS TO GLAM AMBITIONS: RIRHANDZU SIBIYA

"I'm proud of running a business."



DESIGNING HER FUTURE: BOITSHOKO MOLEPHYANE

"I believe that maintaining a positive mindset is crucial for running a successful business."



JUMPSTARTING DREAMS: SIPHOSETHU SHABALALA

"Being my own boss and making a positive impact drives me."



HEALING HANDS & BIG DREAMS: LEBOGANG MOROASWI

"What keeps me going is the consistent positive feedback I receive from clients."



RECIPE FOR GROWTH: CHARMAINE MOTAUNG

"My business has had a positive impact on both my family and community."





COACH MPILO PROGRAMME

Partner: TB HIV Care

Launched in October 2020, the Coach Mpilo programme began as a pilot in the rural Eastern Cape to support men living with HIV. The programme is built on peer-led support, implemented by Coaches who are themselves living with HIV and able to offer personalised guidance based on their own experiences.

Success of the model and increased funding allowed the programme to expand, including the recruitment of female Coaches. Until September 2025, Community Media Trust employed **86** Coaches and **39** HAST Counsellors who worked together with TB HIV Care's teams to support the care and treatment programme across the OR Tambo, Chris Hani and Amathole districts in the Eastern Cape.

The community-based model aims to achieve better integration of services at community level. Teams support a cluster of clinics and catchment areas. Their goal is to find new HIV and TB cases and to help clients start on treatment and remain in care. Each cluster team is led by a Community Nurse Clinician and a Social Auxiliary Worker employed by TB HIV Care, and HAST Counsellors and Coaches employed by Community Media Trust. Cluster teams work hand-in-hand with Department of Health Community Healthcare Workers and Health Facility Staff and are responsible for HIV testing, index testing, case finding, case management, coaching and referrals for advanced clinical care and psychosocial support.

Working together with the local Department of Health and TB HIV Care teams, CMT achieved strong results, showing clear progress in helping clients know their status, manage their treatment and stay healthy. Of the **14,768** clients enrolled on the Coach programme this year, **67%** reached an undetectable viral load, meaning the virus in their body was under control. New case-finding approaches that encouraged clients to bring in their partners or close contacts for testing proved especially effective. Coaches also helped health facilities by going into the community to find and support clients who have stopped coming for their treatment and encouraged them to return to care.



Over the year, the team also tested **26,020** people for HIV, identified **1,644** who were positive, and distributed **61,000** self-testing kits. Focused testing of people at higher risk led to clear improvements, with districts like Amathole and OR Tambo showing especially strong results thanks to more targeted and data-driven efforts.

Most importantly, the team ensured that **95%** of newly enrolled clients were stable enough after four months to be moved to the CCMDD (Centralised Chronic Medicines Dispensing and Distribution) programme, which allows clients to access several months' supply of treatment from a variety of medication pick-up points that suit them.

Due to funding cuts, the programme concluded in September 2025. We extend our heartfelt thanks to every coach and HAST counsellor for their dedication and for the vital support they provided in public health facilities and communities.



“Our coaches
are people living
with HIV, who are
able to provide
personalised peer
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personal
experience.”

OFF THE GROUND MEDIA

Community Media Trust's sister company, **Off the Ground Media**, is a commercial media production entity that aims to secure work in the commercial media sector as a way to diversify income streams and assist with the core costs of running Community Media Trust.

Off the Ground Media (OTGM) will not secure work for advertising alcohol, tobacco, junk food or short-term loans because this is in direct conflict with Community Media Trust's mandate and main purpose of business.

Community Media Trust is the only shareholder of OTGM, and any profit made by OTGM will be returned to Community Media Trust in the form of dividends which will be used to maintain and assist with core cost expenditure.

We continue to believe in this initiative to support our sustainability, and we hope to expand our client base in 2026.

OTGM
OFF THE GROUND MEDIA



FINANCIAL REPORT

Community Media Trust - Summarised Annual Financial Statements 28 February 2025

STATEMENT OF COMPREHENSIVE INCOME		
Figures in Rand	2025	2024
Income	136 429 651	133 780 721
Other Income	2 162 369	3 083 446
Operating Expenses	-138 519 109	-137 652 112
Operating Surplus / Deficit	72 911	-787 945
Interest received	3 448 009	3 109 200
Surplus / Deficit for the year	3 520 920	2 321 255

STATEMENT OF FINANCIAL POSITION		
Figures in Rand	2025	2024
ASSETS		
Non-Current Assets	36 181 028	32 106 216
Property, plant and equipment	3 284 584	3 238 012
Investments in subsidiaries	100	100
Loans to related parties	141 632	141 632
Other financial assets	32 754 712	28 726 472
Current Assets	45 966 633	21 592 571
Receivables	16 804 674	2 269 498
Project expenditure	3 300	21 875
Cash and cash equivalents	29 158 659	19 301 198
TOTAL ASSETS	82 147 661	53 698 787
RESERVES		
Accumulated funds	31 980 147	28 459 227
LIABILITIES		
Current liabilities	50 167 514	25 239 560
Payables	25 417 623	13 286 995
Deferred Income	24 749 891	11 952 565
TOTAL LIABILITIES	50 167 514	25 239 560
TOTAL RESERVES AND LIABILITIES	82 147 661	53 698 787



ACKNOWLEDGEMENTS

In 2025, Community Media Trust received funding from various sources and we would like to thank and acknowledge all our donors and partners:

- **PEPFAR** funding through the US Centers for Disease Control and Prevention (CDC) as a sub-recipient to the following partner organisations:
 - Shout It Now!
 - TB HIV Care
- **UNICEF**
- **Vital Strategies**



CMT SERVICES

	BRAND DEVELOPMENT We excel at creating, testing, refining and delivering impactful brand strategies.
	RADIO Our services include creating original series, scriptwriting, voiceovers, casting, production, and integration of public service announcements into existing shows on regional, community, and national radio stations in multiple languages.
	TELEVISION We deliver the full spectrum of services from writing to acquiring talent and crew, securing locations, shooting, editing and preparing shows for broadcast.
	FILM AND DOCUMENTARIES We have produced award-winning films and documentaries focusing on topics such as health care; HIV/AIDS treatment, awareness and prevention; gender-based violence; sexuality; and more.
	SOCIAL MEDIA MANAGEMENT IN ALL LOCAL LANGUAGES Our human-centred design and development process guides the creation and scheduling of content to grow and nurture target audiences across various platforms.
	PRINT MEDIA AND MEDIA ENGAGEMENT Our production team comprises creative and production implementation experts including journalists, scriptwriters, producers, editors and directors.
	OUTDOOR MEDIA We brand taxis and vehicles, and create billboards, murals and posters to convey messages and reach a wide audience outside the home.
	INFORMATION, EDUCATION AND COMMUNICATION (IEC) MATERIAL DEVELOPMENT: We create compelling content, provide print-ready files, and can facilitate the printing process for posters, brochures, flyers, billboards, etc.
	MEDIA BUYING AND SCHEDULING We negotiate the pricing of broadcast airtime and placement and find the best channels and platforms to reach the desired target audience.
	EVIDENCE-BASED BEHAVIOUR CHANGE PROGRAMMES We are guided by a holistic, evidence-based approach that addresses various socioeconomic realities and structural issues.
	COMMUNITY MOBILISATION, EVENTS AND TRAINING Our facilitators engage with communities to identify priorities, resources, needs and solutions to promote representative participation.



**COMMUNITY
MEDIA
TRUST**



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**ANNUAL
REPORT
2025**