



**AMANGONI**

PERFORMING ARTS FOUNDATION



# PROFILE

UNLOCKING POTENTIAL, CREATING  
OPPORTUNITIES

# BACKGROUND

The young people of South Africa continue to face a myriad of challenges that hinder their potential and limit their opportunities. Despite some progress in certain areas, the reality for many remains stark, marked by socio-economic barriers, inadequate access to quality education, high unemployment rates, and social issues. These challenges are deeply rooted and require comprehensive, multi-faceted solutions.

## 1. Education and Skill Development

Access to quality education remains a critical challenge for township youth. Many schools in these areas are under-resourced, with overcrowded classrooms, insufficient learning materials, and inadequate infrastructure. While the South African government has made efforts to improve educational access, disparities between urban and township schools persist.

## 2. High Unemployment Rates

Youth unemployment in South Africa is alarmingly high, with township youth bearing the brunt. The national youth unemployment rate hovers around 60%, with even higher rates in marginalized communities.

## 3. Economic and Social Inequality

Economic inequality is a pervasive issue in South Africa, and township youth are among the most affected. The gap between rich and poor continues to widen, with the wealthiest enjoying access to superior services and opportunities while those in townships struggle to make ends meet.

## 4. Mental Health and Well-being

The challenges faced by township youth take a toll on their mental health. The constant stress of financial insecurity, exposure to violence, and lack of prospects can lead to feelings of hopelessness and depression.

## 5. Limited Extracurricular and Recreational Opportunities

Engagement in sports, arts, and other extracurricular activities can play a crucial role in the development and well-being of young people.



# About Amanguni Performing Arts Foundation



The Amanguni Performing Arts Foundation (APAF) was established in 2023 by Thabo Mnguni, a seasoned actor and passionate advocate for the performing arts. Recognizing the transformative power of the arts, Mr. Mnguni founded APAF to provide underprivileged youth in KwaZulu-Natal with opportunities to engage in and benefit from performing arts education. The foundation was born out of a desire to foster creativity, personal growth, and community development through the arts.

## Addressing Social Ills Through the Performing Arts

Young South Africans face numerous social challenges, including high unemployment rates, crime, substance abuse, and limited access to quality education. According to Statistics South Africa, the youth unemployment rate stands at over 60%, making it one of the highest in the world. This lack of economic opportunity often leads to increased rates of crime and substance abuse, further exacerbating social instability.

The performing arts offer a powerful tool to address these issues. Engaging in the arts provides young people with a constructive outlet for their energy and creativity, fostering personal development, discipline, and resilience. Participation in performing arts programs can enhance skills such as teamwork, communication, and problem-solving, which are essential for both personal and professional success.

Moreover, the performing arts industry itself holds significant economic potential. Globally, the arts and culture sector contributes billions to economies, creating jobs and driving innovation. In South Africa, the creative industries contribute approximately 2.9% to the GDP, with the potential for further growth. By investing in performing arts education and infrastructure, we can not only nurture talent and creativity but also stimulate economic development and job creation.

The Amanguni Performing Arts Foundation is committed to harnessing the power of the performing arts to empower young South Africans, providing them with the skills, opportunities, and hope they need to build a brighter future. Through our comprehensive programs, we aim to address these social ills and contribute to a more vibrant, inclusive, and prosperous society

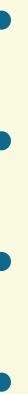
# MISSION, VISION & OBJECTIVES

## OUR MISSION

Amanguni Youth Development Foundation is dedicated to empowering young people from disadvantaged backgrounds through training in performing arts and film and using these mediums to create awareness of socio-economic issues in low-income communities.

## OUR VISION

Our vision is to cultivate a generation of confident, creative, and socially conscious young leaders who actively contribute to positive change in their communities and beyond.



# OBJECTIVES

**Empower Youth from Disadvantaged Backgrounds:** Provide opportunities and resources for young individuals from low-income communities to discover and develop their talents in performing arts and film.

**Raise Awareness of Socio-Economic Issues:** Use performing arts and film as mediums to highlight and address socio-economic challenges faced by low-income communities.

**Deliver High-Quality Training Programs:** Develop and implement comprehensive training programs that offer accredited certifications, ensuring participants gain valuable skills and knowledge.

**Foster Artistic Excellence:** Cultivate an environment that encourages creativity, innovation, and artistic excellence among participants.

**Enhance Career Prospects:** Provide career guidance, mentorship, and networking opportunities to help participants transition into professional roles within the arts and entertainment industry.

**Promote Diversity and Inclusion:** Ensure that programs and initiatives are inclusive, promoting diversity in all aspects of the performing arts and film.

**Strengthen Community Engagement:** Build strong relationships with local communities, schools, and organizations to identify talent and promote the impact of the arts.

**Build Strategic Partnerships:** Collaborate with educational institutions, industry professionals, and other non-profits to enhance program offerings and create additional opportunities for participants.

**Achieve Financial Sustainability:** Secure funding through grants, donations, sponsorships, and partnerships to ensure the long-term sustainability and growth of the organization.

**Measure and Evaluate Impact:** Implement effective monitoring and evaluation systems to assess the impact of programs, ensuring continuous improvement and alignment with organizational goals.

# OUR PROGRAMS

## Program Name: Annual Outreach Program

**Objective:** To bring performing arts education and opportunities to underprivileged communities.

### Components:

- **Community Engagement Events:** Interactive performances, workshops, and presentations are held in local community centers, schools, and public spaces.
- **School Engagement Programs:** After-school programs and in-school workshops that integrate performing arts into the school curriculum.
- **Public Engagement Programs:** Public performances, art exhibitions, and community art projects aimed at engaging the broader community and raising awareness of APAF's mission.



## Program name: Performing Arts BootCamp

**Objective:** To provide intensive performing arts training to young artists.

### Components:

- **Two-Week Bootcamps:** Conducted annually in various regions, focusing on different disciplines within the performing arts.
- **Expert Instructors:** Sessions led by experienced professionals in acting, dance, music, and other fields.
- **Showcase Events:** Culminating performances that allow participants to demonstrate their skills.



## PROGRAMS CONT.....

### **Program Name: APAF Artist Development Program**

**Program Duration:** 3 Months

**Objective:** To provide comprehensive and accredited training to young individuals identified in the talent identification stage, equipping them with the skills, knowledge, and certification needed to excel in their chosen field within the performing arts and film industry.

#### **Components:**

- Structured, intensive 3-month training initiative aimed at nurturing and enhancing the artistic and technical skills of selected participants.
- Certification that acknowledges participants' proficiency and readiness to pursue professional opportunities in their chosen field.



### **Program Name: APAF Arts Capacity Building Program**

**Objective:** To strengthen the capabilities of local artists and arts organizations.

#### **Components:**

- **Professional Development Workshops:** Workshops on topics such as arts management, marketing, and fundraising.
- **Networking Events:** Opportunities for artists and arts organizations to connect, collaborate, and share resources.
- **Resource Center:** Providing access to materials, tools, and information that support artistic and organizational development.

# EVENTS & CAMPAIGNS

In addition to conducting its programs, the APAF will also seek to implement several initiatives that will not only provide local artists with opportunities for exposure and experience but also contribute positively to the community of KZN as a whole. These initiatives include:

## Wise Up Awareness Campaign

**Objective:** To raise awareness about critical social issues through the performing arts.

### Components:

- **Thematic Performances:** Productions that address issues such as drug abuse, gender-based violence, and HIV/AIDS.
- **Workshops and Discussions:** Engaging the community in conversations about these issues.
- **Collaborations:** Partnering with local NGOs and government agencies to amplify the campaign's impact.

## Durban Performing Arts Festival

**Objective:** To celebrate and promote the performing arts within the community and beyond.

### Components:

- **Festival Activities:** A three-day festival featuring performances, workshops, and exhibitions across various venues in Durban.
- **Arts Market:** A marketplace for local artists to sell their crafts and for food vendors to offer traditional African cuisine.
- **Community Engagement:** Engaging local schools, organizations, and residents in the planning and execution of the festival.



# SERVICES

As part of its fundraising efforts, the Amanguni Performing Arts Foundation (APAF) offers a range of professional services designed to leverage our expertise in the performing arts and generate revenue to support our programs. These services include:

## **1. Talent Management**

APAF provides comprehensive talent management services, representing a diverse roster of artists, including actors, dancers, musicians, and other performing artists. Our talent management team works closely with artists to develop their careers, secure engagements, and negotiate contracts. We offer personalized career guidance, professional development, and marketing support to help artists reach their full potential.

## **2. Talent Sourcing**

We offer talent-sourcing services to clients in need of skilled performers for various events and projects. Whether it's a corporate function, film production, theatre production, or community event, APAF can provide access to a pool of talented and trained artists. Our rigorous selection process ensures that clients receive the best talent to meet their specific needs.

## **3. Event Management**

APAF has extensive experience in planning, organizing, and executing a wide range of events. Our event management services cover everything from conceptualization to execution, ensuring that every event is memorable and runs smoothly. We specialize in cultural and performing arts events but are equipped to handle corporate functions, community events, and private celebrations. Our services include venue selection, logistics, technical support, entertainment, and event marketing.

# SERVICES CONT....

## 4. Corporate Theatre

Corporate theatre is a powerful tool for training, team building, and internal communication. APAF offers corporate theatre services to help organizations enhance their employee engagement and address workplace challenges through interactive and immersive theatre experiences. Our bespoke corporate theatre programs are designed to align with organizational goals and can cover topics such as leadership, diversity and inclusion, customer service, and change management.

## 5. Corporate Video Production

APAF provides high-quality corporate video production services, helping businesses create impactful video content for marketing, training, and internal communications. Our production team works with clients from concept to final edit, ensuring that each video aligns with the client's brand and objectives. We offer a full range of services, including scriptwriting, filming, editing, and post-production, and specialize in creating engaging and visually compelling videos that capture the audience's attention. By offering these services, APAF aims to generate additional revenue to support our core mission of empowering young people through the performing arts. Our expertise and commitment to excellence ensure that clients receive outstanding service while contributing to a meaningful cause.



# SUSTAINABILITY

APAF is committed to sustainability in all its operations and programs. We aim to ensure that our initiatives not only provide immediate benefits but also have long-lasting impacts on the communities we serve.

## Strategies:

- **Local Engagement:** Working closely with local artists, schools, and community organizations to build sustainable programs that can continue independently.
- **Environmental Responsibility:** Implementing eco-friendly practices in our events and operations, such as reducing waste and promoting recycling.
- **Financial Sustainability:** Diversifying our funding sources through grants, corporate sponsorships, individual donations, and our service offering to ensure the long-term viability of our programs.
- **Capacity Building:** Equipping local artists and organizations with the skills and resources needed to sustain arts initiatives within their communities.

# Meet The Team



**Thabo W Mnguni**  
Founder/ Executive  
Director



**Brian Junior Mseleku**  
Development Director



**Ayanda Mathe**  
Operations Director



**Cornelius Mnguni**  
Project Manager



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Amanguni Youth Development Foundation NPC  
is a registered Non-Profit Company

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