



## Annual Review 2019



## Dear Supporters

Just over 18 months ago I invited a few of our loyal supporters and friends to a brain storming session on how we could improve what the LumoHawk Foundation does and how we could enhance the experience we try to share with not only our supporters, but also our beneficiaries. The response and the subsequent plan has been amazing to say the least, and Vision2020 was born.

As much as 2019 was a tough year in South Africa, we have managed to grow and reach more children than ever before, and in doing so, I am hopeful that we are genuinely making a difference in our beautiful Rainbow Nation.

Much of this has been the result of Rachel Blew (now Fourie) coming on board and bringing with her a real passion and zest for enhancing the lives of the children in our country. We enjoyed the incredible support of our long term supporters and we were also blessed to have brought on board a few major sponsors, for which we are truly grateful! The beginning of our journey involved the support of the University of Johannesburg and its students, and our growth through the year included the purchasing of the sophisticated machinery that has made the process of screening and testing incredibly efficient. As a result, we are able to reach thousands more children every year.

There is no doubt that 2020 will be another tough year, not only in South Africa, but across the whole world. But we are well positioned to meet our goals in terms of how many children we screen and test, and the partnerships and collaborations we have established will ensure we reach even more of South Africa's future leaders.

To all who have assisted in making this possible, we pay tribute and say a massive thank you! Without you it is not possible and we look forward to your continued support.

Kind Regards  
Joel Stransky

A handwritten signature in black ink, appearing to read 'Joel Stransky', written in a cursive style.



## 2019 PROJECTS

### Absa Cape Epic

We were exceptionally honoured to be Absa's official charity of the 2019 Absa Cape Epic. Together with 10 University of Johannesburg optometry students, we were able to comprehensively test at 4 after-school centres within the Cape area, impacting over 200 children. On the back of this initiative, Absa launched their Pink Day which saw most of the riders sporting their Lumohawk shirts in support of Vision2020. This hugely popular concept provided us with much exposure and awareness.



### Laureus Foundation

Together with the University of Johannesburg students and various locum optometrists, we travelled to 5 different Laureus foundation projects over the course of 2019. Projects ranged from a soccer outreach in Diepsloot to a boxing project in the inner city of Johannesburg. All the projects have an educational focus and sport is only played after homework and extra learning has been completed. We thoroughly enjoyed working with this incredible foundation!



## The 4 schools Inner City Project

As much as this was our biggest challenge of 2019, based purely on the volume of children that we needed to screen and test, it was one of the most rewarding experiences for our team. We found ourselves deep in some of Joburg's most dangerous areas at 4 incredible primary schools. The majority of the classes have well over 40 children in a class and over half of the kids are on feeding schemes at the schools. According to the devoted and inspiring teachers, most of the families are unable to pay school fees, so it is a tough situation and eye-testing would understandably not be a priority for most of these children. We screened over 3000 children, provided ophthalmologic support for 15 children, and supplied over 200 learners with high quality prescription glasses.



## Summary

During the first year of our Vision 2020 campaign we have screened the eyes of over 4000 children, tested the eyes of 1149 children and provided over 400 pairs of children.

Further, our partners at Vision Med Ophthalmologists, have seen to and provided further testing on 15 primary school children of which one child was sponsored a vision-saving operation.



**4000**  
CHILDREN



**1149**  
EYE TESTS



**400**  
GLASSES

## FUNDRAISING

### Rugby World Cup Dinner

In light of the then upcoming Rugby World Cup in Japan, we hosted a unique and intimate fundraising dinner at the home of Lumohawk Founder and ex-Springbok, Joel Stransky. The evening was made up of incredible food, great wine supplied by Douglas Green/Bellingham, great company and an array of rugby legends who generously gave of their time. Stefan Terblanche was our MC for the night and highlights included Q&A sessions with past Springbok captains John Smit and Jean de Villiers, as well with the current (at the time) Springbok assistant coaches, Matthew Proudfoot and Mzwandile Stick. Each table was hosted by a current or ex- Springbok player and we were graced with the company of Lood de Jager, Nick Mallet, Elton Jantjies and Warren Whitley. A great evening was had by all in support of a great cause!



## The Big 5 initiative

When one truly believes in a cause it can lead to some crazy ideas and some wild and properly tough adventures. This describes perfectly, the unique “Big 5 Challenge” taken on by our founder, Joel Stransky! It began with cycling the Absa Cape Epic; then quickly moved to doing the full Iron Man; shifted on to running the Two Oceans Ultra-Marathon; then the toughest of them all – a swim crossing from Robben Island to Blouberg in freezing and shark infested waters; and finished with the up run of the famous and gruelling Comrades Marathon! Joel was joined in the challenge by friend and long-term supporter of the foundation, Greg Imbriolo, who did his adapted version of the Big 5. Greg did the Swiss Epic instead of the Cape Epic. A challenge to say the least but our way of raising awareness and support for a project that we are truly passionate about – Vision2020.



## Discovery 94.7 Cycle Challenge

On the 17th of November 2019, the group of 45 LumoHawk cyclists, took to the streets of Joburg to once again complete the Legendary Double, a double loop of the iconic Discovery 947 Ride Joburg. The cyclists endured a day of heat and wind as they rode almost 200km in total and completed the first lap in an amazing 2h48, all for the sole purpose of raising money for the LumoHawk Foundation and its Vision 2020 campaign. This was the 10th year that our team has completed the double loop and every year we have been fortunate to have iconic South Africans join us for our dinner and for the ride. This year was no different with former Springbok and World Cup 2007 winning captain, John Smit, speaking at our dinner and joining us on the road. We are extremely grateful to John and to all our cyclists and their sponsors, and of course to all our sponsors, who made this tough but hugely successful day possible. Thank you to each one of you for your continued support.



## FINANCIAL SUMMARY

Raising funds in these tough economic times remains a challenge. In summary, we raised in excess of R1,200,000 this year and this excludes the support from Pivotal Data that covers most of our running expenses. The charity has only one overhead and puts us in the fortunate position where almost all proceeds go to those who need it most – the children of South Africa.

## THANK-YOU'S

**We have incredible partners without whom none of this would have been possible.**

As mentioned, Pivotal Data remain the backbone of our existence, providing administrative assistance, financial support and the inspiration required to continue on a daily basis!

The Genop Healthcare Group have provided us with financial support and the highest quality eye screening and testing equipment available. This has enabled us to speed up our screening processes and to reach far more children than was possible before. We remain incredibly grateful to Genop for all their guidance, their expertise and the time they have spent teaching us about the eye-testing process and the equipment.

We are also privileged to have built a partnership with some incredible ophthalmologists at VisionMed in Northcliff, Johannesburg. This group of doctors has provided children who require more extensive treatment the opportunity to be treated at no additional charge. We have been overwhelmed at this kind gesture and look forward to their continued support.

Fury Ford Motor Group have amazingly and kindly sponsored our transport requirements, including 1 full time vehicle for events and testing, and assistance when needed to transport students and optometrists to testing venues.

And of course, Absa played a major role for us in 2019 with the Pink campaign and sponsorship at the Absa Cape Epic, and Biogen continue to give product support for all events.

Overall, it has been a privilege to be part of something so much bigger than ourselves – over 4000 children screened, over 1000 children thoroughly tested and more than 400 children provided with quality glasses. It is not possible without the support of all our sponsors and supporters to whom we say a massive THANK YOU!

**We now look forward to 2020, filled with hope and excitement at all that is to come! Team work truly makes the dreamwork!  
#strongertogether**

## Sponsors and partners



## Contact us

**Call:** 087 310 5900

**Email:** [hello@lumohawk.co.za](mailto:hello@lumohawk.co.za)

**Visit:** 22 Ealling Crescent, Silverpoint Office Park, Bryanston

