

# Dreamcatcher



A registered Non-Profit  
Organization Reg No:  
IT/1675/2003

## NEWS FROM SOUTH AFRICA

Ed.09 \* Autumn 2010

Welcome to the latest edition of the Dreamcatcher Foundation's newsletter. 2010 has been a bumper year thus far: and It's packed with the latest news features and exciting events about our pioneering charitable work in South Africa. Ahead of the 2010 World Football Cup taking place in South Africa. Dreamcatcher saw a number of our vision and dreams for the Dreamcatchers become a reality.

I am humbled by what we have achieved, and can only say: We are *Ubuntu!* (We **are** through our association with others). Your support is invaluable, and enables us to continue with our mission: to make a difference that counts!



**Anthea Rossouw: Founder, Dreamcatcher South Africa**

## Popularity of Fair Tours are growing!



Our Alternative Wine lands tour: *A taste of Reality with Dreamcatcher* is a Fair Trade in Tourism (FTSA) certified tour. Its popularity, and the authentic, unstaged cultural encounters we offer, is growing as more visitors share, by word of mouth and acclaim it as a "journey of the mind", into the Cape wine lands and beyond. We offer excellent wine, traditional food and heart warming contact with the locals who benefit fairly. Says Ricci Scheldwacht, journalist from The Netherlands, travelling around the country before and during the World Cup event, (with special emphasis on life at grass routes), of his visit to the Dreamcatcher Kamamma Homestays and Cook-up experiences: *"It was an experience I never had before, but it reminds me in some way of my own family."* Visit Ricci's Blog at: [www.township2010.nl](http://www.township2010.nl)

## Green Goal!



### Tackling waste ahead of World Cup Football in South Africa

Ahead of 2010 World Football event kick off in South Africa, waste prevention expert Dr Ryan Woodard of the University of Brighton, United Kingdom, spent almost a month running waste minimization and awareness workshops in grass route communities across South Africa. Empowering the communities with knowledge of the impact waste and the skills to minimize it is one of the core objectives of Dreamcatcher.

The University of Brighton joined hands with a community -and social development expert and founder of the organisation Dreamcatcher in South Africa, Anthea Rossouw. Anthea still volunteers her time in the foundation on a daily basis, which has received international recognition for innovative and solution- focused ways to reduce poverty, transfer skills and create sustainable jobs in communities living in the poverty trap. The course, aptly named "Waste – It's Mine, It's Yours", by Woodard and Rossouw, and co-tutored by them, was interactive and participative.

The training workshops covered a wide variety of issues including how waste is managed in South Africa, the impact of waste on the environment and health, ways to reduce how much waste is generated, the development of waste awareness campaigns and composting food waste, which poses significant problems in communities. Follow up training and monitoring of the progress of this groundbreaking project is already on the cards in the communities where the Kamammas have shown waste the red card! Visit: [http:// www.brighton.ac.uk/werg](http://www.brighton.ac.uk/werg)

Publishing its Waste Strategy by the South African Government, is eminent. The involvement of communities is given significant attention in the strategy. British Airways sponsored the flights and Green Cone Ltd., (UK) donated resources to compost food. Woodard and Rossouw were accompanied by Phil -and Michael Townrow. Visit: <http://www.greencone.com> and [www.britishairways.com](http://www.britishairways.com)

*Photo right: Kamammas talking waste with Dr Woodard*



## Members & Guests of Nyenrode Alumni class with founder Anthea



### NEWS IN BRIEF

#### \* Dreamcatcher Model shared with Leading European Business Schools

The community development model, conceptualized by the founder of Dreamcatcher has been tutored at the Nyenrode Business School Alumni class recently. It has also been recognised as one with merit to effect social change in a solution focused way by Prof Hilda Martens from the University of Hasselt, Belgium and will also be tutored at the Maastricht Business School in 2011. Academics, governments and economists are currently taking a hard look into why the disparity between rich and poor is growing despite development efforts, and looking for new and creative ways that could possibly work better. The model is based on collaborative social entrepreneurship, to identify and eliminate barriers, which inhibit people living in the poverty trap, or feel segregated from the mainstream economy, to benefit gainfully to bring about sustainable jobs and better co-existence. The model harnesses intra cultural partnerships to change the quality of life in depressed communities. Says attendee Ilse-Marie Sobering after the tutoring at Nyenrode: "Anthea Rossouw sees opportunities, which others miss. This is the sign of a visionary with the courage to innovate. What she has done in townships in South Africa is mind blowing". Rossouw comments: "I am honoured, but to be honest, I have simply gone beyond the obvious to make the effort to learn to understand what goes on at grass routes. There is much to learn about how to survive. I found a way that delivers sustainable results; then went to work with the communities. We are all winners!"

#### \* In Memoriam: Manini & Jeanette

With regret, we share the passing of our Kamamma Manini Xaba from Uppington recently as also Jeanette van Oeeveren, of Kaia Travel, The Netherlands. Our sympathy to their family. We will remember them.

**Contact and Donate:** To get involved, donate, volunteer, or channel tourists to visit us, contact:

#### Dreamcatcher Administration & Booking Office:

7 Peter Street, CRAWFORD 7780, Cape Town, South Africa.  
 TEL: + 27 (0) 21 6966004 FAX: + 27 (0) 86 5425566  
 CELL: + 27 (0) 76 4979306  
 Email: [travel@traveldreamcatcher.com](mailto:travel@traveldreamcatcher.com)  
 Web: [www.traveldreamcatcher.com](http://www.traveldreamcatcher.com)



## FOUND: Winning Dutch volunteers to join the Dreamcatcher team in South Africa!

Afriqiyah Airways and South African Tourism The Netherlands joined hands with Dreamcatcher to find two able volunteers to join the Dreamcatcher team in South Africa. Dreamcatcher Netherlands and South African Tourism launched the competition in December 2009. Jacqueline Spuijbroek en Ilse Schuijers were finally announced the winners of the competition, from over 50 quality entries. They joined Dreamcatcher for a year and 6 months respectively, to work as part of the team on community and social tourism development programmes. Their selection was their understanding of the two key elements, which define the work of Dreamcatcher, namely sustainability and authenticity in terms of tourist visitor experience. Welcome to Jackie and Ilse, who not only bring their commitment to make a difference to Dreamcatcher, but skills and knowledge. They will surely leave enriched with true local knowledge when they depart! Our thanks to Dreamcatcher Netherlands for hard work in the selection process. Now: who will become the winning volunteer in the United Kingdom? This competition kicks off in August in the UK.

الخطوط الجوية الأفريقية  
**AFRIQYAH AIRWAYS**



#### Homestay Kamammas steal consumer hearts at Travel Expo

Homestay entrepreneurs Mandisa St Clair and Ina Smith were swamped on the Dreamcatcher stand by consumers who were seeking to make contact with locals in an authentic, unstaged manner that ensures most benefits accrue in the community, when next they visit South Africa. CBI, (Centre for Business Imports), arranges and sponsors the participation of Dreamcatcher at the Vakantiebeurs tourism Expo held annually



#### Dreamcatcher Foundation Office for Development:

Old Rectory, St. Augustine's Church Grounds, Melkhoutfontein, STILBAAI. P.O. Box 135, STILBAAI, 6674, South Africa  
 TEL/FAX: +27 (0) 28 7543469  
 Email: [foundation@foundationdreamcatcher.com](mailto:foundation@foundationdreamcatcher.com)  
 Web: [www.dreamcatcherfoundation.com](http://www.dreamcatcherfoundation.com)