

HEART OF CAPE TOWN




Prepared by :
Uthando (Love) South Africa

Prepared for :
V&A Waterfront

www.theheartofcapetown.org





"Love comes more naturally to the human heart than its opposite. When we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others." - Nelson Mandela

ABOUT “UTHANDO”



The Ulwazi Educare Centre In Delft

UTHANDO, which means “Love” in Xhosa, is a non-profit organization deeply intertwined with The Heart of Cape Town and The Peace Centre, a social enterprise. Together, we focus on expanding Uthando's impact across South Africa and beyond, integrating conservation and community development initiatives. At Uthando, we are renowned for our commitment to sustainable projects that bring about genuine transformation.

In 2022, Uthando achieved a significant milestone with the opening of the Ulwazi Educare, an Early Childhood Development Centre (ECD) constructed from 1700 tyres, 6000 plastic bottles (eco bricks), and film set waste bricks. This innovative ECD symbolizes hope and innovation in its community.

Beyond its architectural uniqueness, Ulwazi Educare serves as a beacon of hope and innovation within the community of Delft. It not only provides a safe and nurturing environment for children, but it also sets an inspiring example of how local resources can be creatively repurposed to address pressing educational and environmental needs. The centre embodies Uthando's commitment to sustainable development and community empowerment, demonstrating that meaningful change can be achieved through visionary projects rooted in love and sustainability.



ABOUT “GOAL50”



Goal50 ECD Centre



In late 2019, GCU GOAL 50 Trust purchases Erf 100516 in Heideveld from the City of Cape Town. In partnership with Great Commission United (GCU) and Uthando (Love) SA, GCU GOAL 50 Trust has been actively raising funds to activate the plans for this site, to build an Early Childhood Development Centre for 100 children aged three to six years. The groundbreaking ceremony is scheduled for August 10th, with various stakeholders and community organisations participating.

This project represents more than just the construction of a physical facility; it embodies a commitment to holistic child development and community empowerment. By focusing on early childhood education, the project aims to provide a nurturing environment that fosters learning, social development, and prepares young children for future academic success.



LINKING TOURISM AND COMMUNITY DEVELOPMENT



Together with partners Moya weKhaya “Spirit of Home”, Abalimi Bezekhaya “Farmers of Home”, Harvest of Hope and Natural Building Collective, Uthando SA is in the early stages of planning a community driven agricultural facility. The facility will serve the needs of local community farmers through the provision of an agri-hub for aggregation of vegetables, as well as a space for value add through agri-processing and a potential shop in the vast community of Khayelitsha. This packshed will be constructed from tyres and plastic bottles by Natural Building Collective. This high profile project ticks many boxes least of which is food security, cleaning the environment and genuine sustainable building.



ABOUT THE HEART CAPE TOWN



The Heart of Cape Town, driven by Uthando (Love) South Africa, passionately promotes Peace, Kindness, and Love globally. It showcases the inspiring work of South African community projects and activists. Founded in 2007, Uthando (Love) South Africa links tourism with community development, fostering partnerships with influential organizations locally and internationally.



PROJECT OVERVIEW

PROJECT VISION



An exhibition centered around the Heart as a symbol of love. It serves as a mobile outdoor gallery, connecting visitors, locals, and communities. The aim of the Heart Sculpture is to raise funds for implementing a Peace Centre in Cape Town.

LOCATION



The V&A Waterfront is the perfect location for the Love Cape Town Heart Sculpture due to its vibrant atmosphere, high foot traffic from tourists and locals alike, and its reputation as a cultural and artistic hub in Cape Town.

EXHIBITION CONCEPT



A giant Heart Sculpture, featuring hearts of different sizes, representing diverse South African communities, uniting visitors in a celebration of our nation's cultural richness.

PROJECT VISION

The Heart Sculpture at The V&A Waterfront will serve as a catalyst for a larger transformative social business initiative. Beyond symbolising love, its purpose is to raise funds for implementing a Peace Centre—a vibrant hub where communities can collaborate creatively. The Peace Centre aims to empower communities with essential tools to achieve greater social impact. A Detailed proposal of the Peace Centre is readily accessible.



Project Vision:

An exhibition centered around the Heart as a symbol of love, serving as a mobile outdoor gallery to connect visitors, locals, and communities.



Objective:

Raise funds to create a Peace Centre in Cape Town, a hub for creativity, history, economic growth, sustainability, and culture.



Unique Exhibition:

A visually spectacular structure adorned with illuminating hearts, becoming a landmark destination for global visitors.



Outdoor Gallery:
(Heart Sculpture) Educating visitors on South African history and promoting peace through meaningful exhibitions.



LOCATION

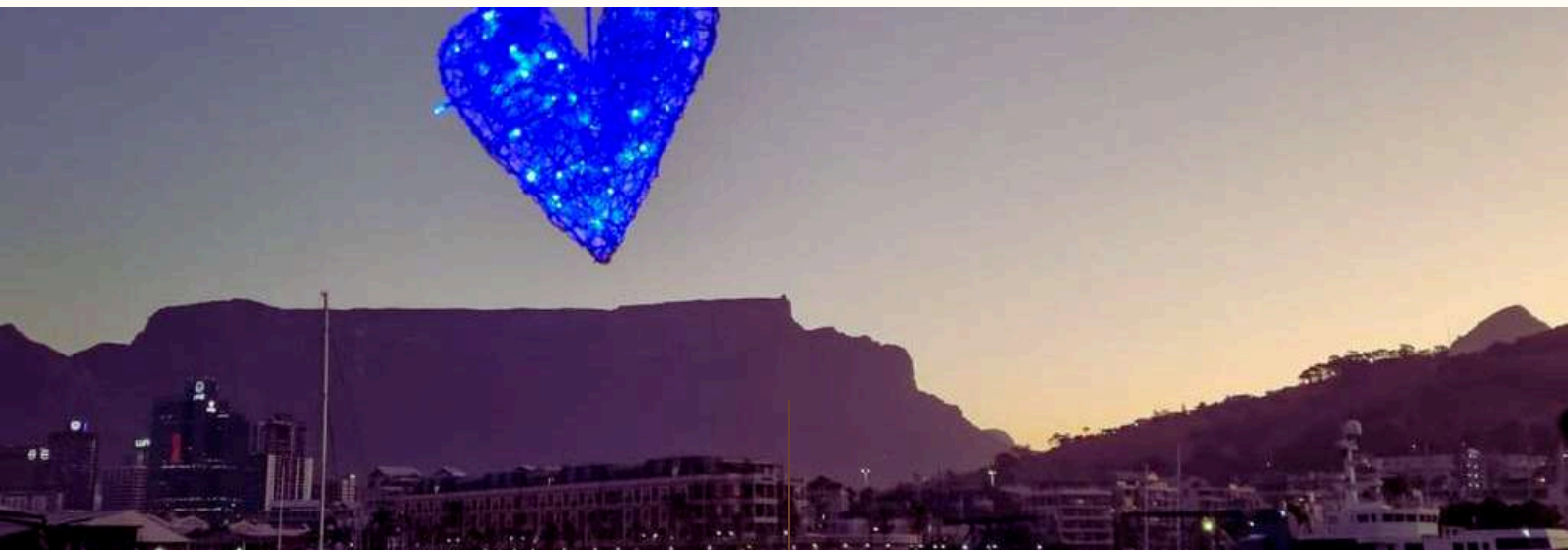
The V&A Waterfront's strategic location, cultural significance, and potential for community engagement makes this an excellent choice to implement the Heart Sculpture, furthering Uthando's goals of promoting love and supporting community development initiatives.

- **High Visibility and Foot Traffic:**

As a prominent tourist destination and cultural hub in Cape Town, The Waterfront attracts a diverse array of visitors from around the world. The sculpture will benefit from high visibility, ensuring it reaches a wide audience and becomes a focal point for engagement.

- **Cultural and Artistic Significance:**

The Waterfront is known for its vibrant arts scene and cultural activities. Placing the Heart Sculpture here not only enhances the artistic landscape but also aligns with the area's reputation as a place of creativity and expression.



- **Community Engagement:**

With both locals and tourists frequenting The Waterfront, the Sculpture becomes a meeting point for diverse communities. It encourages interaction and dialogue around themes of love, unity, and community development.

- **Symbolic Location:**

With The Waterfront's scenic views, the Heart Sculpture becomes a symbolic representation of love and unity in a picturesque setting. It reinforces Cape Town's identity as a city that embraces creativity and inclusivity.

EXHIBITION CONCEPT

The giant heart sculpture will feature a large heart frame surrounded by multiple smaller hearts, illuminated beautifully at night. This interactive audio gallery and perfect photo opportunity will be set against the picturesque backdrop of The Waterfront, offering a captivating and immersive experience for visitors.



- **Exterior Illumination:**

The exterior of the Heart Sculpture will feature dynamic lighting effects that change colors and patterns, creating an eye-catching display visible from afar at night. This makes it an iconic and photogenic landmark, attracting visitors who wish to capture its beauty.

- **Narrative Themes:**

We will curate a range of themes for the audio gallery, such as environmental conservation efforts, social justice movements, cultural preservation projects, and personal stories of resilience and empowerment from community members.

- **Interior Audio Gallery:**

Inside the Heart Sculpture, an audio gallery with sound stations or buttons activated by visitors. Each station plays recorded narratives and interviews about local projects, activists, and inspiring community stories.

- **Interactive Lighting:**

interactive lighting elements where visitors can control the colors or patterns of lights on the Sculpture through touch-sensitive panels or mobile apps. This engagement will encourage participation and interaction.

BENEFITS

At Uthando, we embrace the belief that every seed planted offers an opportunity for growth. We advocate for mutual benefit, recognising that the sustainability of projects are achievable when clear goals are set. A comprehensive return on investment analysis is included in the Peace Centre presentation.

Tourist Attraction

The giant heart sculpture becomes a new iconic exhibition, attracting tourists and increasing foot traffic. Visitors will be drawn to its unique design and the opportunity to engage with the interactive audio gallery and light displays.

Cultural Enrichment:

Contributes to the cultural landscape of the waterfront by integrating art, storytelling, and community engagement. It adds to the meaningful narratives and local initiatives that the visitors can experience at the V&A Waterfront.



Promotion of Peace and Love:

Aligns with broader community values of peace, unity, and love. The sculpture's thematic focus on these principles resonates positively with locals and visitors alike, promoting an even more welcoming and inclusive atmosphere.

Community Engagement:

Fosters community pride and engagement by showcasing local communities, activists, and cultural heritage through the sculpture's interactive elements. It serves as a platform for community voices and stories to be heard by so many people around the world.

BENEFITS

We are confident that this project aligns with the goals of The V&A Waterfront, and we are actively exploring the extensive benefits it offers.

- **Social Media Amplification:** Photogenic installations like the Heart Sculpture will encourage visitors to share their experiences on social media, boosting organic promotion and visibility. Beyond The Waterfront, the project aims to continuously expand with themed Heart installations across the city, enriching its cultural and aesthetic appeal and expanding the reach of the Heart Sculpture even more.
- **Economic Catalyst:** Increased promotion and tourism driven by the project will lead to higher revenue streams, job creation, and economic empowerment for the local community through the Peace Centre..
- **Sustainable Development:** The Peace Centre, complementing the sculpture, will foster diverse activities including tourism, job creation, artist support, food security initiatives, retail, education, and beyond, enhancing community welfare.
- **Community Support:** With Uthando at its core, the project benefits from a strong network of supporting stakeholders , including over 60 non-profits and numerous small businesses eager to support and promote the initiative.
- **Corporate Social Responsibility (CSR) Alignment:** The project aligns well with corporate CSR goals, offering substantial impact potential and serves as a significant recipient for corporate investment in community development.
- **Strategic Growth Alignment:** Aligned with existing plans for tourism growth and a substantial expansion at the V&A Waterfront, the project complements and enhances the area's strategic development objectives.



ENDORSEMENTS

The following statements and letters are from various NGOs and organizations in South Africa that acknowledge the invaluable work of Uthando and recognize the profound significance of the Heart Sculpture. A full list of endorsement letters are available in the Peace Centre proposal.

Beloved Community Coalition

"I am Rev. Kelvin Sauls, a South African native who lives and works at the intersection of South Los Angeles South Africa. The focus of my work as a faith-rooted community organiser in in the areas of social justice, racial equality and community upliftment. In the US, I co-founded the Priority Africa Network and the Black Alliance for just immigration. I currently serve on the boards of both organisations. In South Africa, I am the co-founder of Beloved Community Coalition. With partners in six provinces in South Africa, our mission is to organise and mobilise peoples power for social change. It's a joy for me to edge support for, and affirm the vision and aspiration of Hearts around Cape Town. In a tumultuous and dangerous world infected with structural inequities and the systemic poverty, we are on one accord that the work to eradicate these violations of human dignity is heart work emanating from love-power. In my trans-national work, I stand ready to activate partners from South Africa to North America in this quintessential #LOVEolution" Onward!!

Rev. Kelvin Sauls
www.priorityafrica.org
www.baji.org
www.becoco.org



All About Africa



"We at All About Africa support "The Heart of Cape Town" initiative, led by Uthando (Love) South Africa, because it passionately champions a profound message of Peace, Kindness, and Love worldwide. They recognise the importance of highlighting the inspiring and innovative work of South African community development projects and activists. By backing this initiative, they aim to contribute to the promotion of global harmony and the celebration of transformative local efforts, reflecting their commitment to fostering positive change and sustainable development in South Africa and beyond"



HILLSDON CONSULTING

June 30, 2024 To the Office of the Mayor of Cape Town,
12 Hertzog Boulevard, Cape Town 8001

Re: Uthando's Heart of Cape Town Project Dear Mr. Hill-Lewis,

I am writing to you today in support of Mr. James Fernie, his team at Uthando, and their Heart of Cape Town project, and to, respectfully, urge you to become involved in the same. James is one of the most caring, authentic, and sincere people I have had the pleasure of working with, and his ambition to help communities in need in the greater Cape Town area is only outweighed by his willingness to give and his kindness.

I have engaged with Mr. Fernie on multiple occasions about his vision and growth strategies for Uthando, including the 60+ non-profit organizations and community empowerment projects that they currently support. They have created ongoing success with their current initiatives, including urban farming, soup kitchens, early childhood development centres, and many tourism-related and education/empowerment organizations and services. They now look to leverage and grow this success and impact with the Heart of Cape Town project. It is not only the most ambitious project I have come across in years, but also has the potential to make an enormous economic and sociocultural impact, both in Cape Town and globally.

Beginning with the heart-themed sculpture and exhibition at the V&A Waterfront, the full project will leverage Uthando's vast network of volunteers, staff, and SMEs, to amplify their message and impact through online in-person events, attractions, and commercial activities. A unifying collaborative project that leverages and supports tourism, commerce, education, healthcare, food security, and community empowerment. A for-profit enterprise, that will bring the message of love, kindness, resilience, and shared humanity from Cape Town to the world. A scalable, globally connected, impact project, embodying the true meaning of Ubuntu.

Our firm, Hillsdon Consulting, specializes in the creation, relocation, and strategic growth of small businesses in Canada and South Africa. Our passion is to unite and empower as many SMEs and non-profit organizations as possible between these two countries, and to drive long-term sustainable impact through these businesses and their communities in the SADC region.

In addition to the teams at Uthando and Hillsdon Consulting, a collection of consultants, advisors, non-profits, NGOs, and SMEs strongly support the Heart of Cape Town project. We are currently in discussions with multiple development companies, the V&A Waterfront, and dozens of Non-profit, SMEs, and multi-national corporations to provide a range of solutions to further amplify the impact that this project can have across the Cape. The project also aligns with, supports, and strengthens city, provincial, national, and global goals and agendas including; the National Development Plan, ONECAPE2040, CT-IDP, and the UN SDGs.

On behalf of myself, and the entire team at Hillsdon Consulting, I am honored to support Uthando's Heart of Cape Town project to bolster tourism and empower underserved communities in the Western Cape. I hope you will meet with Mr. Fernie and our project leaders, to understand more about the incredible impact that this project would have on the economy and heart of the Mother city, and how you too could make a difference. Sincerely,

Michael Smith
Managing Director, Hillsdon Consulting Inc.
Michael@HillsdonConsulting.com

ENDORSEMENTS

OPEN DESIGN

OPEN DESIGN AFRIKA

Open Design TNL NPC
Registration Number: 2018/023182/08
103 Tokai Rd
63 Forest Glade
Tokai

DATE: 24 June 2024

Dear James,

As you know, at Open Design Afrika, we focus on projects that have the potential to scale, create systemic change, transform society, and build a thriving future for all people and the planet. As a social impact entrepreneur, designer, and futurist, I am super excited about the potential for large-scale transformation, both locally and globally, that Uthando's newly proposed projects hold.

These projects will boldly reflect the South African story of courage and resilience and embody our African Humanist Philosophy of Ubuntu, emphasising the interconnectedness of all things and the power of collective collaboration. By supporting these projects and integrating these values, the City of Cape Town will reflect and advocate our shared humanity to the world, igniting a ripple effect far beyond our borders.

With the potential to generate significant income for community development and nature conservation, these projects will serve as symbols of peace, kindness, gratitude, inclusion, hope, love, and new aspirations for a better future—a bold message much needed across the world today.

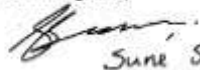
Emphasising our shared humanity and the power of Ubuntu through these projects will create a strong emotional connection with international visitors, strengthening Cape Town's brand as a top and desired destination and fostering brand loyalty and African pride among locals.

As Africa's most visited tourist site, the V&A Waterfront is the ideal location to market this powerful message and engage with a growing global audience. The heart installation at the V&A Waterfront and the Heart of Cape Town & Peace Centre align perfectly with our mission to leverage the power of creativity and design-led innovation to drive significant change and impact.

These projects will attract more visitors and draw significant attention to Cape Town's dedication to progress, unity, and future-fit collaborations. Supporting these initiatives will enhance Cape Town's global position as a city not only driven to achieve the UN SDGs, but also as a future city where all people and nature thrive.

We wholeheartedly support the proposed projects and look forward to being part of this journey, supporting these initiatives in any way possible.

Warm regards,



Suné Stassen

Suné Stassen
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OPEN DESIGN TNL NPC, registration number: 2018/023182/08

OPENDESIGNAFRIKA.ORG



AFRIKA



Join the Revolution of the Heart



join the revolution of the heart

THANK YOU



In conclusion, we express our sincere gratitude to The V&A Waterfront team for your time and consideration today. We are truly inspired by the potential collaboration between Uthando and The V&A Waterfront to bring the Heart Sculpture initiative to life.

To make this vision a reality, we kindly request your support in three crucial ways:

- **Permission for the Structure:** Granting permission to install the Heart Sculpture at a prominent location within The V&A Waterfront will ensure its visibility and impact.
- **Funding Support:** Financial contributions towards the creation and installation of the Heart Sculpture will help us realize this meaningful project.
- **Promotional Assistance:** Utilizing your promotional channels to raise awareness about the Heart Sculpture initiative will amplify its reach and impact.

Together, we can create a lasting symbol of unity and cultural celebration that enriches our community and inspires visitors from around the world.

UTHANDO (LOVE) SOUTH AFRICA

Uthando Social Development Projects, South Africa

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Facebook : Uthando (Love) South Africa group or Uthando South Africa page

Instagram : uthandosa

www.uthandosa.org

Uthando (Love) South Africa is committed to the principles and philosophy of Fair Trade Tourism and at all times ensures that Responsible Tourism best practices are applied and integrated into our organization and Philanthropic Educational Excursions. Our excursions bring significant benefit to local communities by providing income and other forms of assistance, while cultural exchanges are conducted in a sensitive,, respectful and mutually beneficial manner.

- 2016 National Winner, Lilizela Tourism Awards, Best Cultural Tour Guide in South Africa
- 2016 Western Cape Winner, Lilizela Tourism Awards, Best Cultural Tour Guide
- 2016 Certificate of Excellence – Trip Advisor
- 2015 Certificate of Excellence – Trip Advisor
- 2015 Best Charitable Organisation in Africa – The Good Safari Guide 2015
- 2014 Best Charitable Organisation in Africa – The Good Safari Guide 2014
- 2014 Certificate of Excellence – Trip Advisor
- 2013 Winner – Cape Town Tourism Responsible Tourism Award
- 2013 James Fernie Finalist on the “Who’s Who” in African Diaspora World Tourism Awards
- 2013 Certificate of Excellence – Trip Advisor
- 2012 Winner- Skai International Sustainable Development in Tourism Award – Category Cities-Villages
- 2012 Certificate of Excellence – Trip Advisor
- 2023 Global Winner Responsible Tourism Awards – Best for Meaningful Connections
- 2020 WTM World Responsible Tourism Awards. Highly Commended
- 2020 Trip Advisor Travelers Choice Award
- 2020 Winner : Africa Responsible Tourism Awards, Caterogry : Benefitting Local People
- 2019 Certificate of Excellence – Trip Advisor
- 2018 Award Winner : Cape Town Tourism Future Forward Thinking for Community Benefit
- 2018 Certificate of Excellence – Trip Advisor
- 2017 An Ashley Award :Recognizes,celebrates,creates & guides people to perform deeds to help communities
- 2017 Certificate of Excellence – Trip Advisor
- 2017 We Are Africa Innovation Awards – Joint Winner in category Engage Africa
- 2017 African Responsible Tourism Awards – Winner Best Tour Operator for Impact in Urban Areas