



A movement for meaningful social change

Uthingo LGBT+ Community APP

Discussion and working document

About Uthingo

- Our vision supports and protects the human rights, dignity and psycho-social well-being of womxn, persons living with disabilities, and members of the LGBTQI+ Community who are often forgotten and most marginalised.
- Using a variety of awareness and socialisation interventions, Uthingo aims to foster greater understanding, social cohesion, job creation and more inclusive communities.
- Uthingo aims to restore dignity and respect for marginalised members of our society by helping them become independent and confident in order to adequately support themselves.
- Using art and local artists and artisans, Uthingo hopes to create cohesive, inclusive and financially sustainable projects that will have lasting social impact.
- Our public benefit activities in terms of our registration include but are not limited to:-
 - Welfare and Humanitarian
 - The promotion and advocacy of human rights
 - The provision of support services to LGBTQI+ individuals



Uthingo is the Zulu word for 'rainbow'. In 1994, South Africa became known as the rainbow nation when the country held its first free and fair democratic elections. Our hope is to restore the dignity, dreams, ideals and ambitions of the rainbow nation, giving a voice to the voiceless, and collaborating with purpose to drive a better present and future. The rainbow flag is also a universal symbol for the Queer community.

About the App

Microsoft (property naming conventions and terms to be included) is collaborating with South African-based Non-Profit Organisation (NPO), Uthingo Africa, to develop an App offering information, support and safety to the LGBT+ community.

This App, the first of its kind in Africa, will be co-created by the Microsoft development team in partnership with Uthingo Africa. Its primary goal will be to provide support materials and resources to empower, educate and inform members of the LGBT+ community and their allies. It will address many of the fundamental needs and issues faced by members of the LGBT+ community, including legal advice, community-based initiatives and access to information on issues like health, psychological and physical safety.

Addressing a vital need

Section 9 (1) of the South African Constitution states that 'Everyone is equal before the law and has the right to equal protection and benefit of the law' and section 9(3) states that 'The state may not unfairly discriminate directly or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language and birth'.

South Africa is the only sub-Saharan African country that permits same-sex relationships. And unfortunately, the lived experiences of LGBT+ persons on this continent do not reflect the protections provided in the SA constitution. More than two-thirds of African countries still view same-sex acts as illegal and evidence suggests that African people are among the least accepting of homosexuality.

- Studies have consistently demonstrated that, compared to the general population, LGBT+ Individuals are more likely to suffer violence in their lifetime due to their non-conformity with established gender and sexuality norms (Blondeel et al., 2017).
- Many LGBT+ individuals continue to report that they live with a heightened risk of imminent physical and sexual violence, which harms their mental and physical health and society as a whole (Blondeel et al., 2017).
- The reluctance to 'come out' is a rational response to the LGBT+ community's exposure to frightening levels of violence and abuse.

Addressing a vital need

- Every year, millions of people across the Commonwealth suffer physical, sexual and psychological abuse and violence on account of their real or perceived sexual orientation, gender identity or expression (HRC, 2018: 19).
- Research reported by the Centre for Risk Analysis at the South African Institute of Race Relations (van Heerden, 2017) highlights, for example, that in South Africa, 49 per cent of black members of LGBT+ communities are likely to know someone who has been murdered for being LGBT+, in comparison to 26 per cent of white community members (see also Human Rights Council, 2018).
- The study also found that black people were the most likely to be victims of physical violence, while white people tended to experience verbal abuse.
- Such findings highlight both the threats to life that LGBT+ people face, and also the intersectional nature of the widespread prejudice, discrimination, stigma and violence against LGBT+ people.
- South Africa is said to have the highest statistics of gender-based violence in the world, including rape and domestic violence. Since 2000 there have been close to 40 lesbian women murdered and on average about ten lesbians are raped each week by men who subscribe to the view that they are “correcting” the women’s sexual orientations.
- We are also only starting to understand more about the amount of men and boys who are raped, or who experience some form of domestic violence or sexual abuse. The latest guesstimate states that 4 in 10 men are victims of abuse. And according to the OUT research, the percentage of black gay men who said they have experienced corrective rape matched that of the black lesbians who partook in the study.
- In 2021 alone we have witnessed over 40 deaths of members of the LGBT+ community- and these are only the stats that we know about.

Key objectives of the APP

- Positively impact the lives of LGBT+ individuals through educational programmes and community-based initiatives
- Address some fundamental needs and issues faced the LGBT+ community through information, awareness and support programmes
- Empowering LGBT+ individuals and allies towards building cohesive and safe communities
- Create an easy access hub/portal which will provide safe, supportive spaces and services to the LGBT+ community
- Provide support materials and resources to empower, educate and inform members of the LGBT+ community
- Advocate for social justice, transformation and create opportunities for dialogue, awareness, visibility and education
- Support members of the LGBT+ community who might be experiencing difficult times and provide readily available information and resources in an easy to navigate mobile format
- Educate the community on a wide array of topics affecting LGBT+ individuals, including relationship recognition, workplace, and community issues, family, and health issues through community outreach programmes
- Campaign for equality at all levels and provide access to some sort of psychological and physical safety information
- Develop a relationship with members of the Queer community as a trusted source of information and support
- Create an opportunity for both push and pull with regards to data and content

Key requirements and considerations of the APP

- Data privacy Safety of community members
- Language issues (11 official languages of RSA)
- Key tags/ words/ meta data and search functionality
- Vetting function for contributors/ organisations/ businesses/ support services
- Provide safe and secure and meaningful support for members of the LGBT+ community
- Information, support and advice for times of crisis
- SOS Crisis support line/ Geo location services
- Confidential support mechanisms and resources
- Support groups for LGBT+ community members, family & friends of LGBT+ members
- Options to hide the APP on the mobile device – anonymity and confidentiality essential
- Zero rating on data charges
- Push and Pull functionality- data, content, information
- Data ownership/ gathering/ survey optionality
- WhatsApp functionality
- Call and Voice Note options
- Registration link- secure data storage (ensure real people)
- Links to social media platforms
- Buddy system/ Safe Space
- Safe sharing and support at regional and local levels
- Opportunity to build and evolve the platform to address the needs as we discover and learn more about daily lived experiences and issues
- Feed content and information into a safe repository/ hub

APP Functionality

User	Demo- graphics	Content	Ops	Data	Topics	Mentor	Revenue
Name	Sexual orientation	Video	Listings	Privacy	Mental health	Sign up	Ads
ID	Gender identity	Copy	Regional	Confiden- tiality	Sexual health	Sign in	Page sponsors
Password	Age	Podcast	Support Groups		Legal	Mentor	Advertorials
Self identifi- cation	Race	URL Links	Story sharing	Push	Safety	Mentee	Funding
Authenti- cation	Location	Articles	Social media links	Pull	Trauma	Listing	Revenue streams?
Confiden- tiality	Parent	Blogs	WhatsApp	Research	Spiritual	Verification	Packages
T&C's	Ally	Vlogs	SOS Geo- location	Surveys	Education & training	Corporate Networks	Rewards
	Corporate	Training	Zero data	Schools	GBSV	LGBT+ Business	Events
	LGBT+ Business	Advocacy	Journal	Organi- sations	Entreprene urship	SMME's	
		Education	Data dashboards	LGBT+ Business			

Uthingo and App Key Target Markets

Primary

- LGBT+ Community

Fundraising target market

- Existing and Potential Donors and funders
- Existing and Potential Funding organisations
- Community members locally
- International LGBT+ Community
- Corporate sector- CSI Programmes
- Corporate sector – Affinity Networks/ Employee Resource Groups (ERG's)

Programmes

- Corporate sector- CSI Programmes
- Corporate sector – Affinity Networks/ Employee Resource Groups (ERG's)
- Local communities/ ward councilors
- HR and TDI professionals
- Government (Policy and advocacy opportunities)
- NGO's/ NPO's in the transformation sector
- Unions?
- SMME's
- Schools
- Key publications and thought leaders

Focus Group feedback

Uthingo Africa has conducted 3 community focus groups to date:

- 18 June 2022, Meadowlands, Zone 5- 25 participants
- 25 June 2022, Meadowlands, Zone 7 – 15 participants
- 30 July 2022, Ramaphosa Extension 5, Ekurhuleni – 15 participants.

In general, all community members interviewed were optimistic and excited as to the potential and opportunities presented by the App. Participants included a broad range of LGBT+ community members and allies, and the support was positive. Other feedback included:

- Must be user friendly and easy to access and get information
- Must be inclusive representing all members of the LGBT+ community and allies
- The Safety and Security of the App was a concern for all members
- Confidentiality and data privacy a key fundamental concern for all people
- High demand for job creation and skills development opportunities and access
- The App should have last updates on LGBT+ statistics e.g. Hate Crime, Rape Cases and other community information
- App must have Audio, Translators and have all South African language's and sign language must be also be included.
- Should have access to show local clinics and other health sectors, police station places of safety and security.
- App should have discreet icon, login must have password or finger print. And users to login with ID Number to ensure safety
- App should be your best friend.
- App should always ask your Questions, Reflecting of feelings.
- Homophobic or Hate Speech must be blocked immediately.
- App should be linked with Share it.
- App should be data free.
- The App should be introduced to Government Institutions e.g. SAPS
- The App should have Therapist and Phycologists and other listings for support and assistance
- The App should have career expo for the LGBT+ community e.g. skills training
- The App should be a safe space where one could be able to debrief what they feeling and share stories.
- The App will its a great opportunity to reach out on the LGBT+ Community who have stories to tell, and share there personal experiences.
- The App also will be great idea if we can also propose to the Department of Education because it is important that we start from the Primary level phase and educate them about Sexuality.
- The App also would nice we can reach other areas and across the 9 Provinces and even Abroad the Continent.
- This App will be bring Change, Educate, Change people Mindset, Attitude and Behaviour, Give Support System.

Phased approach

Phase 1:

- Functionality
- Content
- Support groups

Phase 2:

- Updated functionality
- Additional content
- Vetted partner network
- Listings

Phase 3:

- Updated functionality
- Additional content
- Panic button/ Geo location
- Further listings

Phase 4:

- Updated functionality
- Additional content
- Vetted partner network
- LGBT+ Business listing
- Skills development

Phase 5:

- Updated functionality
- Additional content
- Vetted partner network
- LGBT+ Business listing
- Skills development
- Mentorship programme

Phased approach

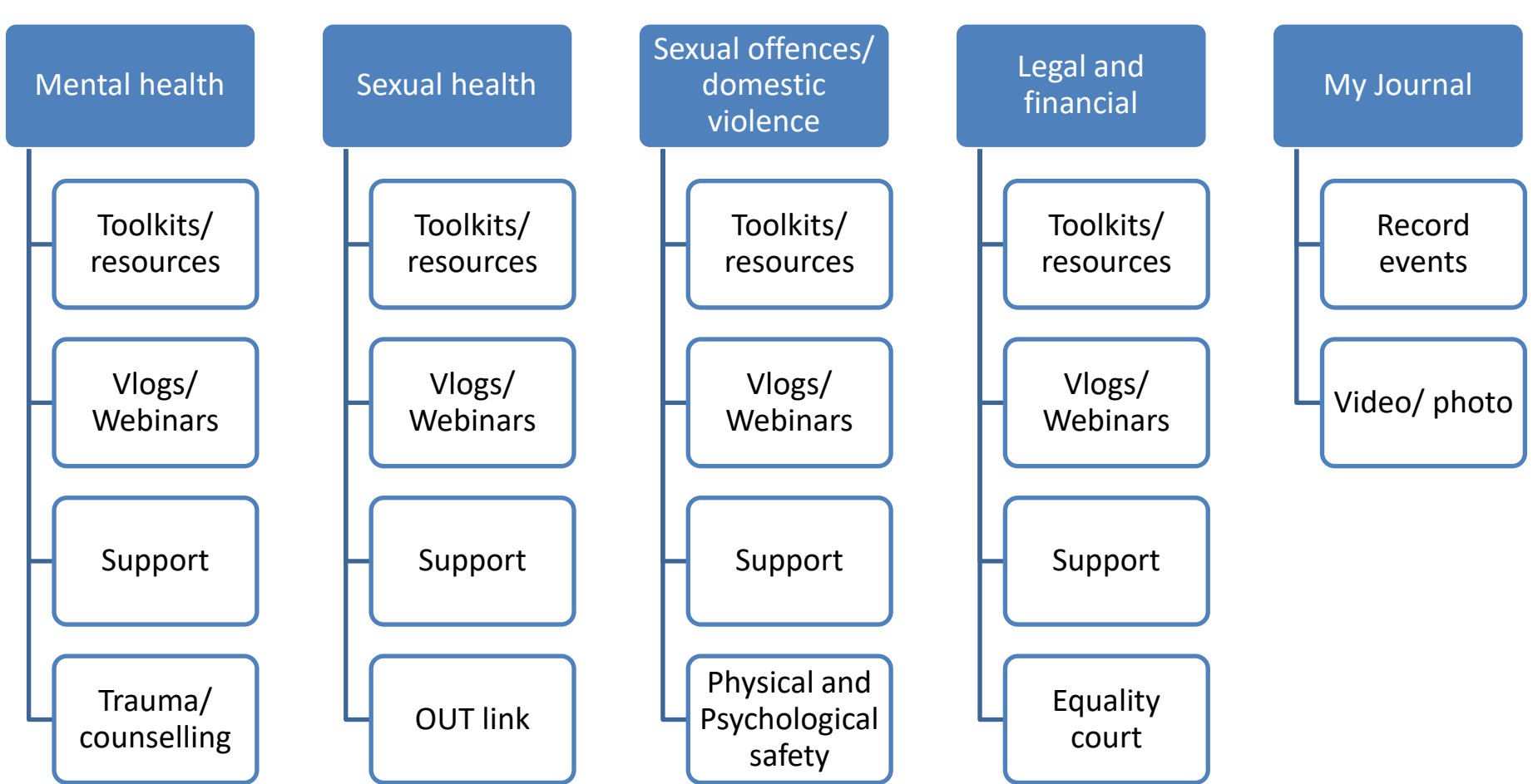
2022				2023												2024												2025					
S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	
Hackathon and Initial development phase																																	
User testing and feedback				Ongoing testing and refinement																													
Media launch and comms				Soft launch			IDAHOBIT and International Pride hard launch																										
Ongoing content sourcing and development																																	
Ongoing partner/ sponsor/ collaboration meetings and sign up																																	
Ongoing community outreach and linking with key LGBT+ organisations and partners																																	
Funding and sponsorship opportunities to be explored																																	
Marketing, media and communications																																	
Corporate Affinity Network outreach and engagements																																	
Government/ NGO/ Emergency services outreach and engagements																																	
Schools, universities and other institution outreach and engagements																																	

APP Name and Logo design

- We need to come up with a name and look and feel for the App.
- It needs to reflect the community, yet also be generic enough for community members to feel safe and secure by downloading.
- Here are some ideas and thoughts which still need to be workshopped.



APP functionality – Individual support



APP functionality – Individual support

Mental health

Toolkits/
resources

Vlogs/
Webinars

Support

Trauma/
counselling

About:

The App will make information, tools and resources available around mental health issues- with a specific focus on the Queer community:

- Trauma counseling
- Depression, anxiety
- Personality disorders
- Stigma
- Support groups

Questions:

- Does the community think this is a big need?
- What other resources are currently available in the community?
- What are some of the more specific requirements, if any?

Potential partnerships:

- ICAS
- Betterhelp
- Trauma centre's
- Helpline
- Queer switchboard
- All LGBTQ+ Networks
- Mambaonline content

Content requirements:

- Unpacking the different types of mental health and why self care is important
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organization's and support

APP functionality – Individual support

Sexual health

Toolkits/
resources

Vlogs/
Webinars

Support

OUT link

About:

The App will make information, tools and resources available around sexual health issues- with a specific focus on the Queer community:

- HIV counseling
- STDs
- Preventative health
- Stigma
- Support groups

Questions:

- Does the community think this is a big need?
- What other resources are currently available in the community?
- What are some of the more specific requirements, if any?

Potential partnerships:

- OUT
- Novartis
- Trauma centre's
- Helpline
- Queer switchboard
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Unpacking the different types of STD's and preventative measure
- The importance of sexual health and why self care is important
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Links to organization's and support

APP functionality – Individual support

Sexual offences/ domestic violence

Toolkits/
resources

Vlogs/
Webinars

Support

Physical and
Psychological
safety

About:

The App will make information, tools and resources available around GBV and sexual offences and other such issues- with a specific focus on the Queer community:

- Trauma counseling
- Depression, anxiety
- Rape kits
- Stigma
- Support groups
- Access to safe area

Questions:

- Does the community think this is a big need?
- What other resources are currently available in the community?
- What are some of the more specific requirements, if any?

Potential partnerships:

- ICAS
- Betterhelp
- Trauma centre's
- Helpline
- Queer switchboard
- Government support
- All LGBT+ Networks
- Mambaonline content
- Legal support groups
- Legal Aid

Content requirements:

- What you need to do if attacked or assaulted?
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support
- Legal information and recourse

APP functionality – Individual support

Legal and financial

Toolkits/
resources

Vlogs/
Webinars

Support

Equality
court

About:

The App will make information, tools and resources available around legal and financial issues- with a specific focus on the Queer community:

- Equality Court
- Hate Crimes
- Human Rights
- The Constitution
- Support groups

Questions:

- Does the community think this is a big need?
- What other resources are currently available in the community?
- What are some of the more specific requirements, if any?

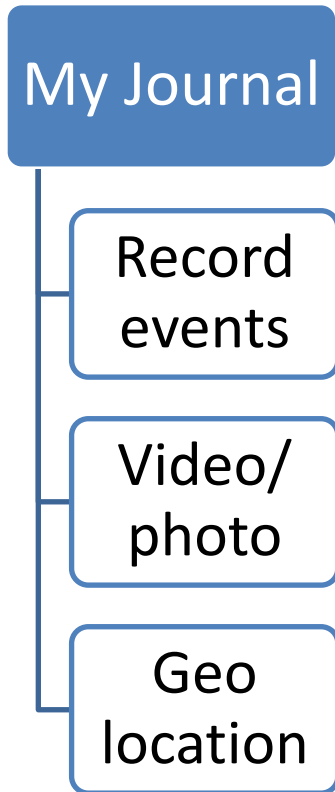
Potential partnerships:

- Legal Aid
- Legal support services
- Helpline
- Queer switchboard
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Know your rights
- What to do in crisis or when you need help
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – Individual support



About:

This feature will allow community members to record events- either in a journal or using video or other recorded evidence to use in legal cases:

- Journal to record events/ crimes
- Journal for healing
- Journal for transformation
- Personal pages
- Support groups
- Geo location service to specified contacts

Questions:

- Does the community think this is a big need?
- How would this work for you?
- What kind of functionality is required?

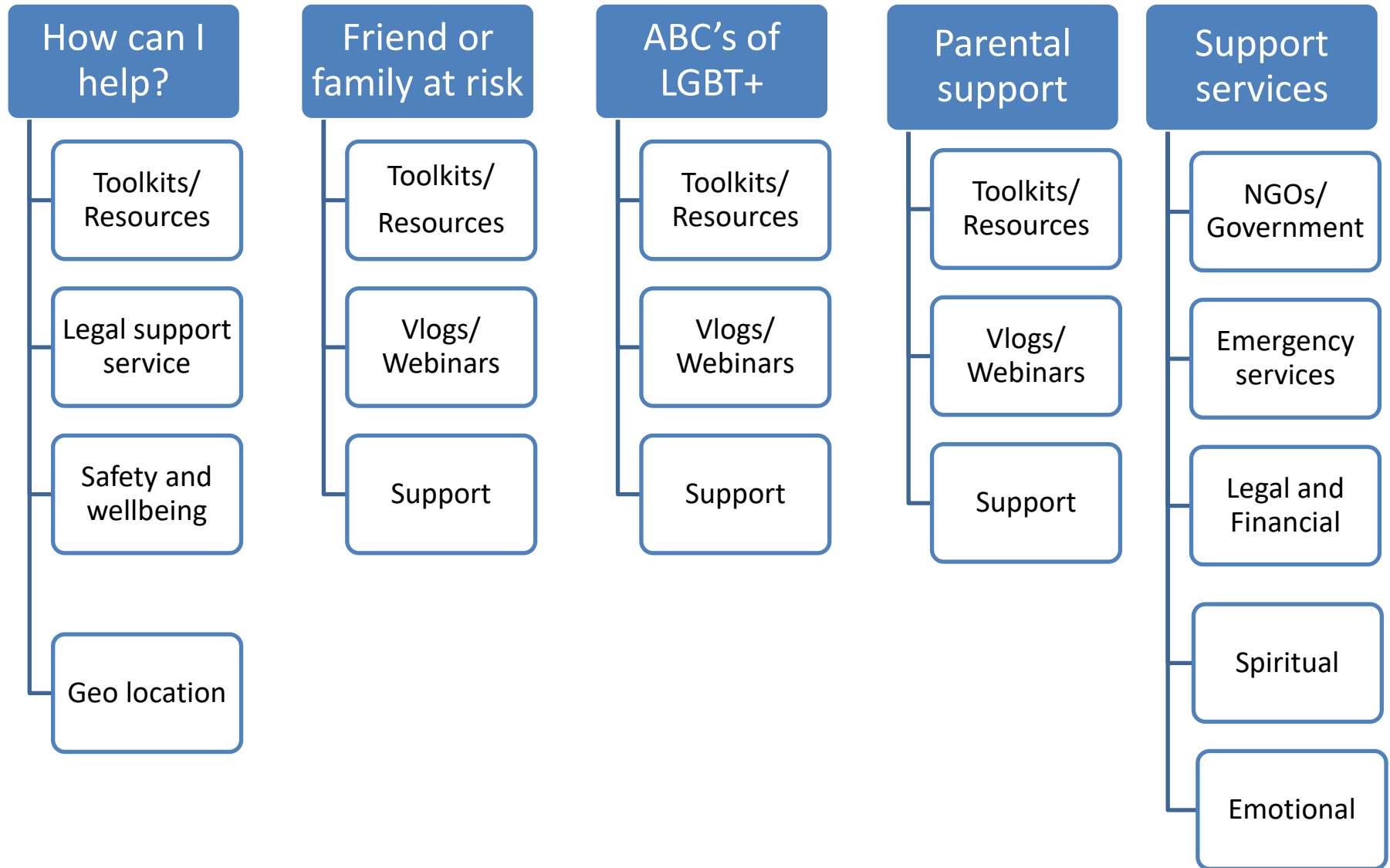
Potential partnerships:

- Emergency services??
- Geo location support??
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Monthly Tips and tools
- Testimonials
- Learning opportunities
- Links to organisations and support

APP functionality – Community support



APP functionality – Community support

How can I help?

Toolkits/
Resources

Legal support
service

Safety and
wellbeing

Geo location

About:

The App will make information, tools and resources available to friends, family and other support circles to help LGBT+ friends and family who might be experiencing issues:

- Information
- Hate Crimes & Human Rights
- Safety and wellbeing
- Coming out process
- Listed as key emergency contacts for geo-location
- Support groups

Questions:

- Does the community think this is a big need?
- How does the community inform and update non LGBT friends and family?
- Do the non-LGBT people think this would be valuable?
- What other kinds of information and support is required?

Potential partnerships:

- Community NGO's?
- ICAS/Helpline
- Queer switchboard?
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Know your rights
- What to do in crisis or when you need help
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – Community support

Friend or family at risk

Toolkits/
Resources

Vlogs/
Webinars

Support

About:

The App will make information, tools and resources available to friends, family and other support circles to help LGBT+ friends and family who might be experiencing issues:

- Information
- Hate Crimes & Human Rights
- Safety and wellbeing
- Coming out process
- Listed as key emergency contacts
- Support groups

Questions:

- Does the community think this is a big need?
- How does the community inform and update non LGBT friends and family?
- Do the non-LGBT people think this would be valuable?
- What other kinds of information and support is required?

Potential partnerships:

- Community NGO's?
- ICAS/Helpline
- Queer switchboard?
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Know your rights
- What to do in crisis or when you need help
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – Community support

ABC's of LGBT+

Toolkits/
Resources

Vlogs/
Webinars

Support

About:

The App will make information, tools and resources available to friends, family and other support circles to help LGBT+ friends and family who might be experiencing issues:

- Information
- Sexual orientation
- Gender identity
- Safety and wellbeing
- Coming out process
- Gender expression
- Support groups

Questions:

- Does the community think this is a big need?
- How does the community inform and update non LGBT friends and family?
- Do the non-LGBT people think this would be valuable?
- What other kinds of information and support is required?

Potential partnerships:

- Community NGO's?
- ICAS/Helpline
- Queer switchboard?
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- ABCs of LGBT+
- Understanding sexual orientation and gender identity
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – Community support

Parental support

Toolkits/ Resources

Vlogs/ Webinars

Support

About:

The App will make information, tools and resources available to friends, family and other support circles to help LGBT+ friends and family who might be experiencing issues:

- Information
- Sexual orientation
- Gender identity
- Safety and wellbeing
- Coming out process
- Gender expression
- Support groups

Questions:

- Does the community think this is a big need?
- How does the community inform and update non LGBT friends and family?
- Do the non-LGBT people think this would be valuable?
- What other kinds of information and support is required?

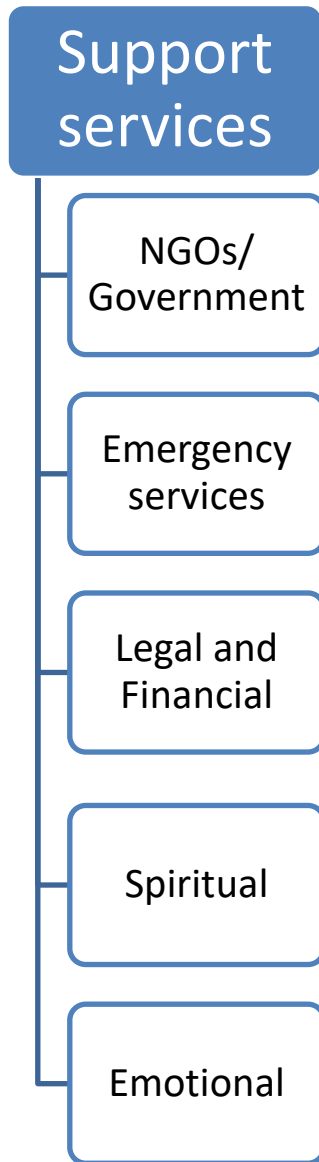
Potential partnerships:

- Community NGO's?
- ICAS/Helpline
- Queer switchboard?
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- ABCs of LGBT+
- Understanding sexual orientation and gender identity
- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – Community support



About:

The App will make information, tools and resources available to friends, family and other support circles to help LGBT+ friends and family who might be experiencing issues:

- Information
- Hate Crimes & Human Rights
- Safety and wellbeing
- Coming out process
- Listed as key emergency contacts
- Support groups

Questions:

- Does the community think this is a big need?
- How does the community inform and update non LGBT friends and family?
- Do the non-LGBT people think this would be valuable?
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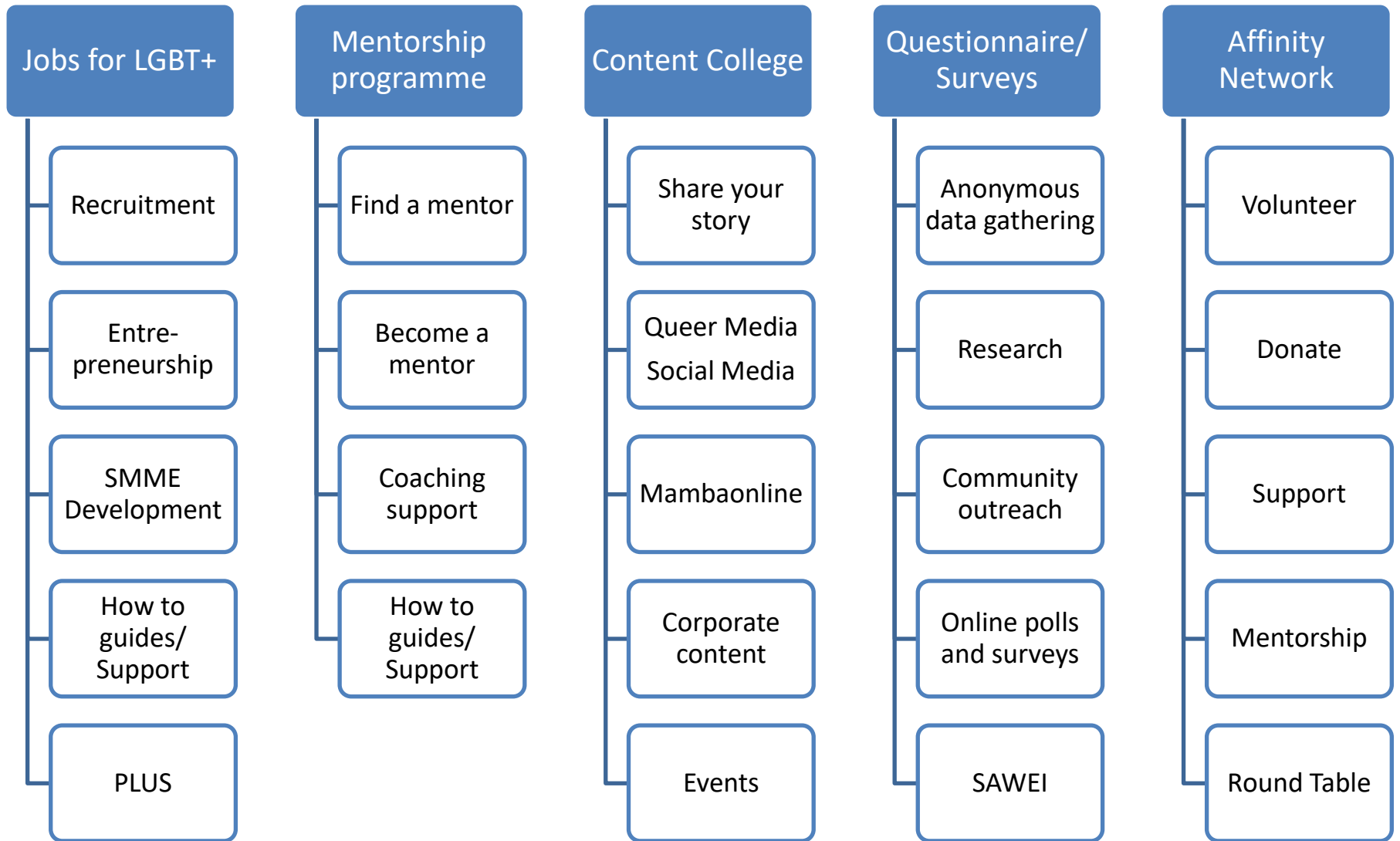
Potential partnerships:

- Community NGO's?
- Churches
- Schools
- ICAS/Helpline
- Queer switchboard?
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Toolkits and information
- Monthly Tips and tools
- Monthly blogs
- Monthly webinars/ vlogs
- Learning opportunities
- Links to organisations and support

APP functionality – follow up opportunities



APP functionality – follow up opportunities

Jobs for LGBT+

Recruitment

Entre-
preneurship

SMME
Development

How to
guides/
Support

PLUS

About:

The App will provide an opportunity to link the LGBT community with PLUS and other LGBT businesses and Corporates

- Job opportunities
- Skills development
- Start ups
- Entrepreneur programmes
- PLUS

Questions:

- What segments? SMME/ Entrepreneurship/ Corporate/ NGO/ Government
- What are the issues?
- Any concerns?
- Why would you use this rather than traditional channels?

Potential partnerships:

- Traction Consulting
- The Round Table
- Plus- LGBT+ Business Network
- The Other Foundation
- The LGBT+ Forum
- Outburo
- G Network
- Entrepreneur programmes
- All LGBT+ Networks- banks etc.
- Mambaonline content

Content requirements:

- Skills development
- Automated CV submission
- Links to recruitment agencies
- Toolkits and Guides
- Links to international and local programmes and support opportunities

APP functionality – follow up opportunities

Mentorship programme

Find a mentor

Become a mentor

Coaching support

How to guides/
Support

About:

The App will provide an opportunity for companies to get involved through their internal employee affinity networks/ Employee Resource Groups

- Corporate Volunteer hours
- Mentorship programme
- CSI programme/ opportunities
- Section 18a letter
- Ways to support the community
- ERG support groups

Questions:

- Will ERG's/ Networks want to participate?
- What is the Value proposition for companies/ networks?
- Does the community feel that mentors will be of benefit?
- What segments? SMME/ Entrepreneurship/ Corporate/ NGO/ Government

Potential partnerships:

- Traction Consulting
- The Round Table
- Plus- LGBT+ Business Network
- The Other Foundation
- All LGBT+ Networks
- Mambaonline content

Content requirements:

- Automated Mentor registration
- Automated Mentee registration
- Interview/ Link up process?
- Report requirements
- Database management
- Automated donor options
- Automated volunteer programme
- Monthly Tips and tools on being a good mentor/ mentee
- Other opportunities

APP functionality – follow up opportunities

Content College

Share your story

Queer Media
Social Media

Mambaonline

Corporate content

Events

About:

We envisage using the App to push and pull information. We would like to get information from the community on an ongoing basis. We would then want to use this information in our efforts to raise awareness and create visibility programmes etc.

- Send stories
- Intern programme
- Editorial content

Questions:

- Will the community want to send content?
- Rights and usage issues?
- Anonymity and confidentiality?
- What would the community want to see more of?
- What would they be willing to share?

Potential partnerships:

- Traction Consulting
- The Round Table
- Plus- LGBT+ Business Network
- The Other Foundation
- All LGBT+ Networks
- Mambaonline content
- Gay SA radio

Content requirements:

- Automated content delivery and acceptance mechanism
- Editorial content- Mamba
- Tips on what we need? What it will be used for?
- Call out for content- share your coming out story? For e.g.
- Events diary- Mamba

APP functionality – follow up opportunities

Questionnaire/ Surveys

Anonymous
data
gathering

Research

Community
outreach

Online polls
and surveys

SAWEI

About:

We envisage using the App to push and pull information. We would like to get information from the community on an ongoing basis. We would then want to use this information in our efforts to raise awareness and create visibility programmes etc.

- Research opportunities
- Surveys/ polls
- Outreach
- Links to SAWEI

Questions:

- Will the community want to send content?
- Rights and usage issues?
- Anonymity and confidentiality?
- What would the community want to see more of?
- What would they be willing to share?

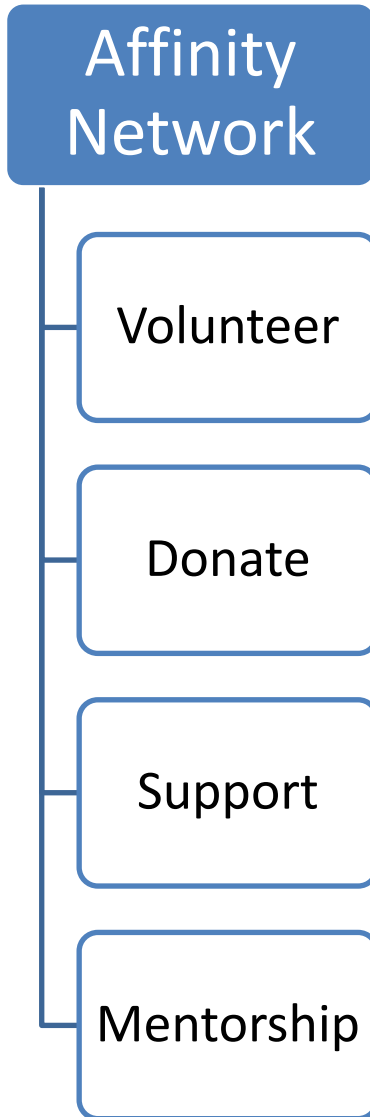
Potential partnerships:

- Traction Consulting
- The Round Table
- SAWEI
- Plus- LGBT+ Business Network
- The Other Foundation
- All LGBT+ Networks
- Mambaonline content
- Gay SA radio

Content requirements:

- Automated content delivery and acceptance mechanism
- Automated pulse surveys/ polls
- Data gathering and research options
- Monthly topics/ polls/ requirements

APP functionality – follow up opportunities



About:

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- Interview/ Link up process?
- Report requirements
- Database management
- Automated donor options
- Automated volunteer programme
- Monthly Tips and tools on being a good mentor/ mentee
- Other opportunities

Key LGBT+ Dates

April

26 Lesbian Visibility Day

May

17 IDAHOBIT

19 Agender Pride Day

24 Pansexual & Panromantic Awareness Day

June

International Pride Month June

28 Stonewall Riots Anniversary

July

12 Non -binary Awareness Week

14 International non -binary people's day

16 International Drag Day

September

Bisexual Awareness Week 23 September

23 Bisexuality day

October

SA Pride Month October

08 International Lesbian Day

11 National Coming Out Day

International Pronouns Day 3rd Wednesday in October

Asexual Awareness Week Last week in October

26 Intersex Awareness Day

November

Transgender Awareness Month

20 International Transgender Day of Remembrance

December

01 World AIDS Day

Change will not come if we wait for some other person or some other time. We are the ones we've been waiting for.

We are the change that we seek.

- Barack Obama