**Website Proposal Document**

**The Anchor Collective  
*Prepared: August 2025***

**1. Organisation Overview**

**Name: The Anchor Collective**

**Brief History:**The Anchor Collective was founded in 2020 in the heart of Cape Town’s Southern Suburbs by a group of young Christian creatives, teachers, and community builders. The idea was born after a community youth camp revealed the deep need for year-round mentorship, faith-based community, and spaces to create and belong. What started as Friday night poetry jams and soccer matches at a local church hall has grown into a vibrant collective that offers creative workshops, mental health check-ins, tutoring sessions, and sports mentorships — all rooted in love, faith, and community.

**Mission Statement:**To nurture and uplift Cape Town’s youth through faith, creativity, and close-knit community support that reflects Christ’s love in action.

**Vision Statement:**A generation of spiritually grounded, creative, and community-minded young leaders empowered to inspire, serve, and transform their world.

**Target Audience:**Teenagers and young adults aged 13–23 in Cape Town; local churches, schools, aspiring artists, writers, and athletes; mentors, parents, and youth workers.

**2. Website Goals and Objectives**

**Goals:**

* Provide easy access to programme schedules and sign-ups
* Attract volunteers, mentors, and sponsors
* Highlight youth-created content (poems, art, articles)
* Share testimonies and community impact stories

**Key Performance Indicators (KPIs):**

* 100+ monthly site visitors in the first 3 months
* 50 youth registrations per term for workshops or events
* 20 new volunteers/mentors by end of the year
* 10 user-submitted poems or blog entries monthly

**3. Current Website Analysis**

**Status:**This will be the organisation’s first website**.**

**Challenges Without a Website:**

* Reliance on word-of-mouth and WhatsApp groups
* Difficult for newcomers or sponsors to learn about the group
* Hard to track engagement and programme interest

**Areas of Opportunity:**

* Establishing a digital presence
* Enhancing credibility to attract funding
* Providing online accessibility to programme info

**4. Proposed Website Features and Functionality**

* Homepage with upcoming event highlights
* About Us page with team, vision, and community impact
* Programmes page with registration forms
* Blog/Stories page featuring youth voices
* Events Calendar featuring Faith Nights, open mic sessions, tournaments
* Volunteer & Donate pages
* Photo & Video Gallery
* Contact page with map and contact form

**5. Design and User Experience**

**Colour Scheme:**

* Primary: Neon Blue (#2AAFFF)
* Secondary: Bright Yellow (#FFDD00)
* Accent: Deep Purple (#512DA8), White

**Typography:**

* Headings: Playfair Display Bold (classic, poetic feel)
* Body: Lato Regular (clean and readable)

**Layout and Design:**

* Youth-friendly, energetic aesthetic
* Responsive for mobile and tablet
* Icon-based navigation for visual learners
* Visual storytelling through imagery and quotes

**User Experience Considerations:**

* Intuitive navigation
* Clear call-to-actions (e.g., "Join a Workshop", "Submit a Poem", "Become a Mentor")
* Encourages interaction and sharing

**Wireframe Preview:  
(To be added separately)**

**6. Technical Requirements**

* **Languages: HTML5, CSS3, JavaScript**

**7. Timeline and Milestones**

| **Task** | **Date** |
| --- | --- |
| **Client Meeting & Planning** | **13 – 28 Aug 2025** |
| **Wireframe Design** | **13 – 28 Aug 2025** |
| **Content Sourcing** | **13 – 28 Aug 2025** |
| **Development** | **13 Aug–19 Sept 2025** |
| **Testing & Feedback** | **20–22 Sept 2025** |
| **Final Review & Submission** | **23–25 Sept 2025** |

**8. Budget**

| **Item** | **Cost (ZAR)** |
| --- | --- |
| **Domain & Hosting** | **R950/year** |
| **Website Design** | **R7,000** |
| **Content Creation** | **R1,000** |
| **Plugins & Licences** | **R400** |

**9. References**

* **Research on South African youth initiatives  
  https://sayouth.mobi/Home/Index/EN**
* **Canva for colour palette ideas  
  https://coolors.co/**
* **Freepik & Pexels for imagery : https://www.pexels.com/search/videos/behind%20the%20scenes/**

**Home (hero) idea – background carousel, has javascript so later**

[**https://dev.to/debadeepsen/making-a-full-body-background-slideshow-for-your-web-page-5bf4**](https://dev.to/debadeepsen/making-a-full-body-background-slideshow-for-your-web-page-5bf4)

[**https://codesandbox.io/p/sandbox/happy-mirzakhani-48zz2x?file=%2Findex.html&from-embed**](https://codesandbox.io/p/sandbox/happy-mirzakhani-48zz2x?file=%2Findex.html&from-embed)

**Logo**

The icon, an innovative blend of an anchor and a lighthouse, perfectly encapsulates the essence of The Anchor Collective. The anchor represents stability and a grounded presence in the lives of youth, while the lighthouse symbolizes guidance and hope.

This merging of elements conveys that the organization is both a safe harbor and a beacon of light, encouraging creativity and community engagement. It beautifully ties together the themes of faith, support, and aspiration, making it a fitting emblem for an organization dedicated to uplifting and empowering young individuals.

This logo for The Anchor Collective beautifully captures the essence of unity and support, perfectly aligning with the spirit of a non-profit organization focused on youth. The bold anchor symbolizes stability and hope, while the vibrant colors evoke a sense of creativity and community. The clean, modern font adds a touch of professionalism, making it appealing and approachable. This design inspires a feeling of belonging and encourages engagement, making it a great choice for anyone wanting to make a positive impact in the community.

**Appendix: Rejected Proposal**

**❌ Proposal 2: Small Electrician Business (REJECTED)**

**Name: ZapWorx Electricians**

**Brief History:**Launched in 2022 in Benoni by brothers Themba and Jabu Mthembu, ZapWorx offers affordable and fast-response electrical repair services, especially for township homes and small shops. Known for their "no call-out fee" weekend service, ZapWorx has built a small but loyal customer base through word-of-mouth and WhatsApp groups.

**Mission Statement:**To light up homes and businesses with safe, honest, and expert electrical service.

**Vision Statement:**To be the friendliest and fastest electrician team in Ekurhuleni.

**Target Audience:**Township households, hair salons, spaza shop owners, and landlords.

**Website Goals and Objectives**

**Goals:**

* Make it easier for customers to request quotes or book appointments
* Showcase range of services (installations, DB board upgrades)
* Build a professional brand identity online

**KPIs:**

* 15 quote requests per month
* 20% increase in traffic within 2 months
* 5 customer reviews submitted monthly

**Current Website Analysis**

* No official website. Business relies on WhatsApp and Facebook Marketplace.

**Weaknesses:**

* Low online visibility
* No way to gather reviews or feedback
* No formal presentation of services

**Proposed Website Features and Functionality**

* Homepage with intro and call-to-action
* Services page with pricing
* "Book a Visit" form
* Customer reviews section
* Contact form with clickable phone number

**Design and User Experience**

**Colour Scheme:**

* **Electric Yellow (#FFD700), Black, Light Grey (#E0E0E0)**

**Typography:**

* **Headings: Oswald**
* **Body: Roboto**

**Layout:**

* **Clean and professional**
* **Prioritises mobile usability (WhatsApp integration)**
* **High-contrast buttons**

**Wireframe Preview:  
(To be provided)**

**Technical Requirements**

* **Languages: HTML, CSS, minimal JS**

**Timeline and Milestones**

| **Task** | **Date** |
| --- | --- |
| **Research & Planning** | **2–4 Sept 2025** |
| **Design Mockups** | **5–7 Sept 2025** |
| **Development** | **8–15 Sept 2025** |
| **Testing** | **16–17 Sept 2025** |
| **Presentation** | **20 Sept 2025** |

**Budget**

| **Item** | **Cost (ZAR)** |
| --- | --- |
| **Domain & Hosting** | **R850** |
| **Website Dev** | **R5,000** |
| **Maintenance** | **R500/year** |