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Group 2

The Street
Kids Care
Foundation
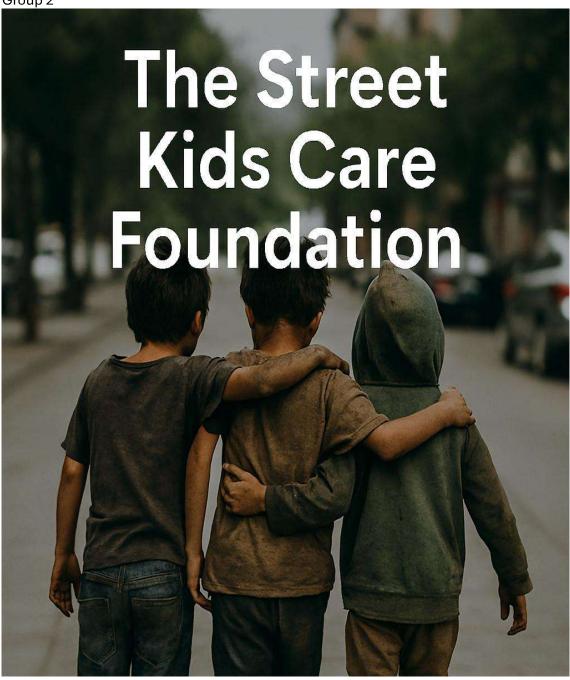
1. Overview of the Organisation

The Street Kids Care Foundation (SKCF) is its name.

Goal:

To help street children reintegrate into society with dignity and hope by offering them education, rehabilitation, and shelter.

Vision

a society in which all children have access to safety, education, and love, and no child is compelled to live on the streets.

The intended audience

- Donors and Sponsors: People and businesses who are prepared to lend their support to the cause.
- Volunteers: Individuals who wish to donate their time and expertise.
- Government and non-governmental organisations: Collaborators for joint initiatives.
- Educating the public about the difficulties faced by street children.

2. Website Objectives & Goals

Principal Objectives:

Raise Awareness: Inform guests about the predicament faced by homeless children.
- Encourage Donations: Make safe online sponsorships and donations possible.
- Find Volunteers: Permit volunteers to sign up for volunteer programs.
- Highlight Impact: Disseminate project updates, yearly reports, and success stories.

KPIs, or key performance indicators:

KPI Assessment

Monthly Contributions	R50,000+ in Year 1
Sign-ups for volunteers	Volunteers 1000+ per year
Website Traffic	10,000+ visits to the website annually
Social media	500+ followers on social media (Facebook,

3. Proposed Website Features
Core Pages:
1. **Homepage** – Hero banner with a donation CTA, quick stats on impact.
2. **About Us** – Mission, vision, team, and history.
3. **Our Programs** – Shelter, education, healthcare, and vocational training.
4. **Get Involved** – Donate, volunteer, sponsor a child.
5. **Success Stories** – Testimonials from rehabilitated children.
6. **News & Blog** – Updates on events, fundraising, and advocacy.
7. **Contact Us** – Inquiry form, location map, WhatsApp link.

Advanced Features:

✓ **Online Donation Portal** – Secure payment gateways (PayPal, PayFast).

✓ **Child Sponsorship System** – Monthly donation plans with progress reports.

✓ **Volunteer Application Form** – Skills-based sign-up.

✓ **Live Chat Support** – For donor/volunteer queries.

✓ **Multilingual Support** – English, Afrikaans, Zulu (for wider reach).

4. Design & User Experience (UX)
Branding Elements:

Colour Palette	Typography
Primary: #2E86AB (trust blue)	Headings: **Montserrat Bold**
Secondary: #F18F01 (hope orange)	Body: **Open Sans** (readable)
Accent: #A5C882 (growth green)	

Layout & Navigation:
- **Clean, emotional imagery** (smiling children, safe shelters).
- **Mobile-first design** (60% of users access via phone).
- **Fast-loading pages** (optimized for low-bandwidth users).

Wireframe Sketches:

5. Technical Requirements

Requirement	Solution
Hosting	AWS/SiteGround (Non-profit discount)
Domain	streetkidscare.org.za (R150/year)
CMS	WordPress (easy updates for staff)
Security	SSL, GDPR-compliant forms
SEO Tools	Yoast SEO, Google Analytics

6. Timeline & Milestones

Phase	Duration	Tasks
Planning	2 Weeks	Content gathering, UX design
Development	6 Weeks	Website build, donation integration
Testing	2 Weeks	Bug fixes, mobile optimization
Launch	1 Week	SEO, social media setup

Total Timeline: 11 Weeks

7. Budget Estimate *(Non-Profit Discount Applied)*

Item	Cost (ZAR)
Domain & Hosting (1st Year)	R 1,500
WordPress Theme & Plugins	R 2,000
Donation System Integration	R 5,000
Content Development	R 3,000
Development & Testing	R 15,000
Total	**R 26,500**

8. Sustainability & Growth Plan
- **Grants/Funding:** Apply for NGO tech grants (e.g., Google Ad Grants).
- **Corporate Partnerships:** Collaborate with CSR programs.
- **Social Media Campaigns:** Regular updates to engage donors.

Homepage Wireframe

[LOGO] [Home] [About Us] [Programs] [Get Involved] [Donate] [Contact]

```
----------------------------------------------------------------
| Full-width Hero Image or Banner                 |
| "Empowering Street Kids, One Step at a Time"        |
| [Learn More] [Donate Now]              |
----------------------------------------------------------------
```

[Section: Who We Are]
| Short mission statement (2–3 lines)
| [Read More About Us]

[3 Columns - Program Highlights]
| Education Support | Shelter Initiatives | Food & Clothing Drives

[Callout: How You Can Help]
| [Volunteer] [Fundraise] [Corporate Partnerships]

[Latest News / Success Stories Preview]
| Title | Image | "Read More" button.

[Newsletter Signup Box]

[Footer: social media | Contact Info | Quick Links | Partners | NGO Registration Info]

About Us Page WireFrame

[Top Navigation]

| "Our Mission, Our Story" |

[Full-width Image or Video Banner]

[Text Section: Vision and Mission]
| Clear and concise statement of purpose

[Text Section: Our History]
| Timeline or story of how the foundation began.

[Text Section: Meet the Team]
| Headshots + names + short bios of founders/team

[Partners and Supporters Logos]

[Call to Action: Join Our Mission] [Donate Now]

Programs Page Wireframe
[Top Navigation]

| "Our Impact Programs" |

[Tabs or Sections:]
| • Education | • Shelter | • Food & Health | • Mentorship

Each Program Block:
| [Image/Icon]
| Program Title
| Brief Description (2–3 lines)
| [Read More] button.

[Sidebar: Quick Facts / Stats]
| Infographics or number highlights (e.g., 150 kids supported)

[Call to Action: Support a Program] [Become a Sponsor]

Get Involved Page Wireframe
[Top Navigation]

| "Be the Change" |

[Volunteer Section]
| Description + Signup Form Link

[Fundraising Section]
| How to organize fundraisers with toolkit PDF.

[Corporate Partnerships Section]
| Benefits of partnering + contact button

[Donation Drives]
| List of current drives (e.g., Winter Clothing, School Supplies)

[Call to Action Buttons]
| [Become a Volunteer] [Organize an Event] [Donate Now]

Donate Page Wireframe
[Top Navigation]

| "Be the Change" |

[Volunteer Section]
| Description + Signup Form Link

[Fundraising Section]
| How to organize fundraisers with toolkit PDF.

[Corporate Partnerships Section]
| Benefits of partnering + contact button

[Donation Drives]
| List of current drives (e.g., Winter Clothing, School Supplies)

[Call to Action Buttons]
| [Become a Volunteer] [Organize an Event] [Donate Now]

Contact Page Wireframe
[Top Navigation]

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--------------------------------------------------------------
| "Reach Out to Us"                         |
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[Contact Form]
| Name | Email | Subject | Message | [Send Message]

[Direct Contact Info]
| Phone | Email | Address | Office Hours

[Embedded Google Map: Foundation Office]

[Social Media Links]
| Facebook | Instagram | X | LinkedIn

Absolutely! Here is a more human-centred, emotionally resonant version of your Events Calendar layout for The Street Kids Care Foundation—designed to feel warm, inviting, and mission-driven, while keeping the structure clear and functional.

Events Calendar – The Street Kids Care Foundation
A welcoming space to explore upcoming events that bring hope, connection, and support to children who are homeless. Whether you are looking to volunteer, donate, or simply learn more, this calendar helps you stay involved in the heartbeat of our mission.

Top Navigation (Always Visible)
[LOGO] [Home] [Our Story] [Programs] [Get Involved] [Donate] [Events] [Contact Us]

Calendar Overview: What's Coming Up
```
----------------------------------------------------------
| Page Title: "Upcoming Events & Community Initiatives" |
----------------------------------------------------------
```

[Filter Options]
| [Choose Month] [Event Type] [Location] [Search Events]

Monthly Calendar View (e.g., August 2025)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
🟡 *Highlighted dates show events—click to learn more.*

📋 **Event Spotlight (Appears When You Click a Date)**
📅 Date: August 12, 2025
🕐 Time: 10:00 AM – 3:00 PM
📍 Location: Downtown Community Hall
🎉 Event: Back-to-School Supplies Drive
💬 Description: Help us equip street-connected children with the tools they need to start the school year strong. Volunteers are welcome—your time can make a world of difference.
[Sign Up to Volunteer] [Add to Calendar] [Share with Friends]

Upcoming Highlights
August 22 – Street Awareness Walk
September 10 – Health & Hygiene Day
September 30 – Fundraiser Gala
[See Full Calendar]

Features That Make It Easy to Engage
- 🔍 **Smart Filters**: Find events by month, type, or location.
- 📱 **Mobile-Friendly**: Automatically switches to list view on phones.
- 👆 **Tap to Learn More**: Click any date to see full event details.
- ❤️ **Get Involved Buttons**: "Volunteer," "Donate," or "Attend."
- 📅 **Calendar Sync**: Add events to Google Calendar or download reminders.