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B U S I N E S S C O M P A N Y



NEWSLETTER



ABOUT LEFIKA HEARTS NPC: BUILDING STRONGER COMMUNITIES, ONE HEART AT A TIME

Lefika Hearts NPC is a registered nonprofit organization (**REG. NO: 2024/828794/08 | NPO: 319-624 | PBO: 930086447**) dedicated to restoring dignity, empowering youth, and uplifting vulnerable communities across South Africa. Founded in 2024 by **Maria Magasoane and Katlego Magasoane**, the organization was born from a shared calling to serve humanity and create sustainable change that reaches the heart of every community.

The word “Lefika”, meaning “The Rock” in Setswana, symbolizes strength, stability, and compassion — qualities that form the cornerstone of our work. Lefika Hearts believes that every act of service, no matter how small, has the power to transform lives and rebuild hope.

Through flagship programs such as the Walk With Pride School Shoes Initiative, the NextGen IT Youth Empowerment Program, and our Food & Nutrition Support Projects, Lefika Hearts continues to bring hope to communities in need.

Our vision is to build compassionate and empowered society where individuals and communities thrive through unity, hope, and sustainable development.

Our mission is to provide innovative, impactful, and inclusive programs that empower individuals, communities, and contribute to the socio-economic development of South Africa.

Our core objectives include restoring dignity through educational and welfare programs, advancing digital skills development, promoting food security, and strengthening mental and social well-being in underserved communities.

At the heart of Lefika Hearts lies our core values — compassion, integrity, transparency, accountability, collaboration, and faith. Guided by these principles, we strive to live up to our belief that true leadership begins with servanthood and that lasting impact begins with a heart that cares.

CEO's Foreword, Maria Magasoane

Dear Esteemed Partners, Supporters, and Friends,

It gives me profound joy to welcome you to the first-ever edition of our Lefika Hearts NPC newsletter — a moment that signifies not only our progress as an organisation but also the beginning of a remarkable journey of compassion, service, and impact.

When we founded Lefika Hearts NPC in 2024, our vision was simple yet deeply meaningful — to restore dignity and create sustainable change within communities across South Africa. We wanted to be more than just another nonprofit. We wanted to be a movement of hearts — ordinary people doing extraordinary things to uplift others.

This dream began with a conversation, a vision shared between myself and my Co-Founder and COO, Katlego Magasoane, about the state of our communities — the inequality, the loss of hope, and the growing disconnect between privilege and poverty. We knew that the future of our country lies in the hands (and feet) of our children, and if we could restore dignity in one child, we could inspire hope in many. And so, Lefika Hearts NPC was born — with a name that means “Rock of Hearts”, symbolizing strength, compassion, and resilience.

Through our flagship programs, including Walk With Pride School Shoes Initiative, NextGen IT Youth Empowerment Program, and Food & Nutrition Support Projects, we are striving to build a legacy that serves generations to come. This newsletter reflects that journey — our humble beginnings, our first triumphs, and the road that lies ahead. I invite you to celebrate with us, pray with us, and continue to stand with us as we build stronger communities — one heart at a time.



Maria Magasoane



LEFIKA HEARTS PROGRAMS

We are driven by a passion to restore dignity, empower youth, and build sustainable communities. Our focus areas include:

- **Education & Skills Development:** through our NextGen IT Program, equipping youth with digital skills and internationally accredited training.
- **Community Upliftment:** through projects like the Walk With Pride School Shoes Initiative and Food & Nutrition Programs.
- **Women & Youth Empowerment:** through mentorship, workshops, and personal development initiatives.
- **Mental Health Awareness & Family Support:** creating spaces of care, belonging, and emotional healing.

Our Impact So Far – A Timeline of Hope

Walk With Pride School Shoes Initiative – “Stepping Up for the Community”

On 25 July 2025, Lefika Hearts NPC officially launched its flagship program, the Walk With Pride School Shoes Initiative, at Mochochonono Primary School in Moletsane, Soweto.

The event was an overwhelming success — 40 underprivileged learners received brand new pairs of school shoes, alongside meals and refreshments generously sponsored by Boxer Superstores. The day was filled with joy, emotion, and heartfelt gratitude. Teachers and parents shared tears of appreciation, and learners beamed with excitement as they received their shoes.

What made this initiative even more special was the foot-washing ceremony — a symbolic and spiritual act of service where our volunteers gently washed and wiped the learners' feet before putting on their new shoes. It was a humbling experience that reminded us that leadership begins with service.

The story of this initiative was later featured in the Soweto Urban Newspaper (31 July 2025), in an article titled “Stepping Up for the Community”. This national recognition marked a significant milestone for our young organisation and inspired many others to reach out.



Strengthening Our Partnerships – Sexy Socks & Samaritan's Feet SA

In August 2025, Sexy Socks South Africa partnered with us by donating over 300 pairs of brand-new school socks. This allowed us to upgrade our initiative — every learner who receives a pair of shoes now also receives socks, ensuring full comfort and dignity.

We also forged a beautiful partnership with Samaritan's Feet South Africa, who donated 214 pairs of school shoes for our future initiatives. This partnership has been both a spiritual and practical blessing, rooted in our shared values of servant leadership and compassion.



Empowering Youth Through NextGen IT

Under our NextGen IT Program, Lefika Hearts NPC will soon launch a pilot digital-skills training program for young people in Soweto, in 2026. The Flagship program will provide high in-demand digital skills such as cybersecurity, AI and cloud computing. In addition to IT training, we will also offer a wide range of soft skills and technical skills programs to equip individuals with the tools necessary for employment, entrepreneurship, and self-confidence.

This initiative aims to close the digital divide, preparing unemployed youth for opportunities in today's technology-driven economy. With the right partnerships, our goal is to train and certify 1000 youth annually through international IT certification programs.



Achieving Section 18A & PBO Status

In August 2025, Lefika Hearts NPC received formal confirmation of its Public Benefit Organisation (PBO) status from SARS, allowing us to issue Section 18A Tax-Deductible Certificates.

This milestone enhances our transparency and donor confidence, marking Lefika Hearts as a credible, compliant, and purpose-driven organisation ready for national and international partnerships.

Community Partnerships & Faith in Action

Beyond these key milestones, our journey has been marked by faith, unity, and hard work.

From our CEO, who personally leads every initiative, to our dedicated Board of Directors and volunteers, each project is powered by people who believe in giving their best.

Despite limited resources, Lefika Hearts has touched hundreds of lives — not through wealth, but through love, faith, and genuine service.





Quote from the COO – Katlego Magasoane

“True leadership begins with servanthood. When you wash the feet of a child, you remind yourself that greatness is not found in titles or applause, but in humility and compassion. Every pair of shoes we give is not just about comfort — it's about confidence, hope, and restoring dignity.”

— Katlego Magasoane, Chief Operations Officer, Lefika Hearts NPC



You Can Be Part of the Movement

Lefika Hearts NPC invites corporates, donors, volunteers, and faith-based partners to join our journey of transformation.

Your contribution can help us reach more children, empower more youth, and strengthen more families.

Banking Details:

Bank: Standard Bank

Account Name: Lefika Hearts NPC

Account Number: 10240589570

Branch Code: 051001

Reference: Donations

All donations are eligible for a Section 18A Tax Certificate.

Send request at donations@lefikahearts.org.za

Closing Thoughts

As we look back at our first few months, we are filled with gratitude — for the hands that helped, the hearts that believed, and the children whose smiles gave us purpose.

Lefika Hearts NPC may be a young organisation, but our dreams are bold. We envision communities where children walk with dignity, youth thrive with opportunity, and families rise with hope.

Together, we are not just giving shoes — we are walking with pride, walking with purpose, and walking with hearts that never give up.

