

SAVF

NATIONAL



NEWSLETTER

JULY EDITION 2025

THIS EDITION:
CAPTURING THE SAVF CONFERENCES
2025 & ANNOUNCEMENT OF 'DIE OOG'

STRIVE IN 2025

As we reflect on the first half of 2025, we stand in awe of how wholeheartedly SAVF has embraced the theme "STRIVE IN 2025". With unwavering commitment and focused drive, the organisation has carried forward the momentum initiated during the 2021/2022 Journey of Change, while actively advancing the Reconstruction phase of 2023/2024 – revitalising and strengthening SAVF's infrastructure.

In this edition, we proudly report on the outcomes of our five provincial conferences and are excited to share the announcement of SAVF's latest development initiative – marking yet another milestone in our ongoing journey of service and impact.

SUPERIOR SERVICE



Providing effective and efficient care services in relation to the need and wellbeing of the client

Design for 2050

APPROACHABLE ATTITUDE



Providing care services while creating an atmosphere for the Client to feel comfortable and special during service rendering.

VALUE



Providing care services where the benefit exceeds the expectation and/or price for the service.

FAMILY FRIENDLY FACILITIES



Providing care services in an environment that is accessible, appealing and fit for purpose that it is used for.

(Serviceable)
Design for 2050



hoofbestuur@savf.co.za



012 325 3920

MESSAGES FROM OUR SAVF PRESIDENTS

SAVF President

Graeme Peplar

SAVF Newsletter Update – Building a Future Where We Thrive



The past few months have been an incredibly active and inspiring period for the SAVF. Alongside hosting our provincial conferences, we've also secured a landmark development opportunity that promises to propel our impact even further.

I had the privilege of attending four of the provincial conferences this year, and I must commend the Provincial Committees and their dedicated support teams. Each conference was executed with excellence, and the level of professionalism and passion on display was truly outstanding.

The journey of transformation we've been on these last few years continues to gain momentum. It's thanks to the unwavering support of our teams—staff and volunteers alike—that we're seeing such powerful outcomes across the organisation. Your commitment to embracing new strategies and driving change has brought the SAVF to the forefront of innovation and compassion. As our conference theme so aptly stated: we're here to Thrive in 2025!

One of our most exciting recent undertakings is the expansion at Die Oog Retirement Estate in Mookgophong. SAVF will lead the development of 380 additional units, bringing the total to over 900 and establishing it as the largest sectional title scheme in South Africa. This development also includes plans for a state-of-the-art facility providing medical, frail, and dementia care, serving not only Die Oog but the broader Limpopo region.

Another major milestone is the recent acquisition of the Sub-Acute Hospital license in the North West Province. Planning is now underway for a new hospital in Potchefstroom—a step forward in enhancing specialised care within the region.

As shared in our 2024 Annual Report, SAVF is committed to becoming a sustainable and future-focused organisation as we look ahead to 2050. This requires thoughtful strategic engagement, continuous goal alignment, and an unwavering focus on expanding our footprint in relevant environments. By staying true to our mission and collaborating with our stakeholders, we're shaping a future where our care reaches every corner of the communities we serve.

Thank you for being part of this journey. Your passion, energy, and belief in our vision make SAVF what it is today—and what it will become tomorrow.

MESSAGES FROM OUR SAVF PRESIDENTS

SAVF 1st Vice President

Rentia Kotzé



A Vision in 25-Year Blocks

1. Think in 25-Year Blocks

2025-2030: Build – this is our foundation decade. Develop the skills, relationships, and assets that will carry us into the future.

2030-2040: Scale – focus on what works. Expand our impact through systems, strategy, and smart leadership.

2040-2050: Optimize – mentor the next generation, simplify, and align life and work with deeper purpose.

2. Build Things That Outlive Us

- **Create value that compounds**
 - We just received confirmation of our first Pty Ltd company registration – a new beginning.
 - SAVF is stepping into the real estate sector. Our first development at Die Oog Estate is signed. That is vision in action.
 - We've laid the groundwork for long-term investment growth with well-managed portfolios.
- **Focus on growth while you sleep**
 - Our systems are already creating sustainable returns – that's how value multiplies.
 - Document the journey.
 - As SAVF CEO's roadmap shows, if we build a blueprint worth following, others will follow

3. Bet on Change, Not Certainty

- SAVF has evolved over the past 121 years – and will continue to evolve over the next 25.
- Embrace change. The future belongs to those who adapt.

Areas to watch:

- Technology: Since 2020, we've started integrating tech – and the possibilities are endless.
- Climate change: Floods in KZN remind us to stay prepared. We must protect our earth and serve our clients wisely.

- Economic shifts: The world is changing fast. So must we.

Be adaptable:

- Reskill every 5-7 years.
- Learn how to learn – quickly.
- Don't ask: "will it change?" Ask: "How can I evolve with it?"

4. Choose Health as a Wealth Strategy

- Longevity tech is advancing – plan to live longer and stronger.
- Invest in your body, mind and soul like a 25-year startup.
- Personal health is an organisational strategy.

5. Be Known for Something

- **Build your signature identity**
 - Post-2023 Congress, SAVF began shaping a new public brand.
 - Our expertise is now sought by other NGOs – and that matters.
- **Ask: "What will SAVF be remembered for in 2050?"**
 - Let that guide every decision.

6. Teach, Don't Just Take

- We've launched the SAVF Academy – a bold move to teach, train, and transform.
- Knowledge is not just power; it's legacy.

Our mission:

- Share what we know.
- Empower others.
- Build communities, not just networks.

7. Stay Rooted in Values

- Technology will keep changing.
- Our values must remain unchanged.

Define your code. Live by it.

Let human dignity, compassion, and integrity be our compass always.

MESSAGES FROM OUR SAVF PRESIDENTS



SAVF 2nd Vice President Leon Esterhuizen

Progress

“Progress always comes at a cost – but the cost of standing still is far greater: it is the death of vision, energy, and momentum. Risk the price of renewal, and we must be willing to pay it.”

The Journey from Survival to Significance

When I joined the SAVF in 2020, it was clear: we had become survivors, not dreamers. But survival is not enough. We needed people who would say:

“Not on my watch. I will be the change”

Progress demands grit, hard work, and inner conviction. At SAVF, this is not “just a job”. It’s a commitment to excellence – to say:

“I own my success and my failures. I will not accept mediocrity.”

Building and Organisation of Choice

We aspire to be the organisation of choice for clients – but are we also that for professionals and volunteers? It’s hard to attract top talent when salaries are low and when the perception is that opportunities are limited. Mediocrity takes root when boldness is missing.

True leaders know:

- Chaos brings opportunity – for those brave enough to seize it.

The Courage to Be Honest and Bold

We must be honest about what we offer – and what we don’t.

We are not for everyone.

- Clients must pay their way.
- Subsidising non-paying clients undermines our mission and weakens the potential to grow, to reward staff, and to dream big.
- If we trust in the value we provide, we must stop undervaluing our work.

You Are the Driver of Change

The assets may belong to SAVF, but you are driving the success. You’ve already accepted the challenge, the risk, and the cost – so be bold about it.

“Progress is standing out in the crowd – and it’s never easy. That’s why the lazy, fearful, or doubtful never win.”

From Struggle to Victory

Every struggle we face has a name:

- The name of victory we must still claim.

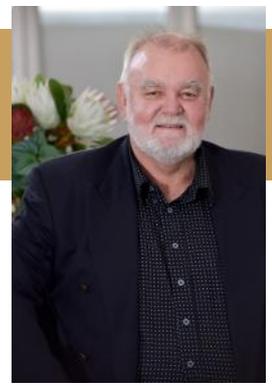
The future is in your hands.

Let’s dare to make mistakes, to grow, to gain confidence – and move from mediocre to magnificent.

Let’s have fun dreaming it ... and even more fun doing it!



MESSAGE FROM SAVF CEO



Adriaan Raubenheimer

SAVF Conference Season 2025: A Journey Across Provinces.

The 2025 SAVF Conference Season took us across five provinces in just two months. As the MANCO team together, we not only navigated through the challenges of deteriorating road infrastructure – sometimes forced to take detours – but were also reminded of the breath taking beauty of our country. These detours became opportunities: moments to visit more SAVF facilities, and to connect with our dedicated staff, volunteers, and communities on the ground.

While the state of infrastructure in many of our smaller towns remains a serious concern, the standard of care and the condition of our own SAVF facilities gave us reason to be proud. They stand as evidence of the success of our **Journey of Change and Reconstruction Phase** over the past four years.

These visits reaffirmed our belief that **together, we are not just surviving** – we are thriving. We are building an organisation ready to meet the needs of the **client of 2025** with strength, compassion, and vision.

In this article, I would like to share with you a few key slides presented during the 2025 SAVF Provincial Conferences. These visuals highlight how our **mission, vision, strategic objectives, and game plans** are not just words on paper – but active drivers of our progress. They serve as clear indicators that SAVF is on a well-defined path to thrive, not only as an organisation but in our collective service to communities across South Africa.

We know that to THRIVE in the modern world, leaders of organisations should focus on the Sustainability of the Organisation, in a Continuously Changing environment.

The sustainability of an NGO, refers to its ability to maintain its operations, programs, and impact over time, despite changes in the internal and external environment.

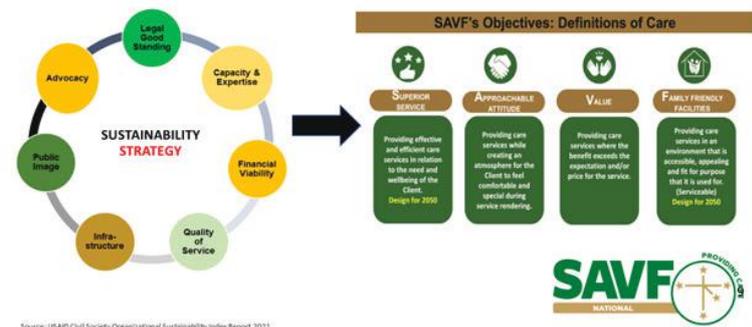
It is about ensuring the organisation’s long term viability, effectiveness, and ability to achieve its mission and goals. Sustainability is no longer a “nice-to-have” but a “must-have”, for organisations to achieve their objectives.

At SAVF we use the USAID’s model to evaluate the sustainability of the organisation and our facilities. It is known as the **7 Dimensions of Sustainability**:

Sustainability is broken down into Seven Dimensions each underpinned by SAVF’s objectives



Sustainability is measured by the Seven Dimensions. They are the catalyst to achieve SAVF’s Objectives



MESSAGE FROM SAVF CEO - CONTINUED

So how do we become sustainable?	The internal driving forces for change in SAVF
<ul style="list-style-type: none"> • Offering Superior Service • Continuously adapting to change • Diversifying funding sources and lines of business • Building partnerships • Developing capacity • Focus on monitoring & evaluation • Continuous improvement 	<ul style="list-style-type: none"> • Decrease dependency on subsidy • Changes in mainline income streams • Status of infrastructure • SAVF's service provision • SAVF's market position

1. Decrease our Dependency on subsidy
SAVF reviewed alternative sources of income.

The King Commission paved the way for NGO's to do business that is "not directly related" to their core business. This created business opportunities for NGO's and SAVF's New Business Model

2. Alternative Sources of Income

SAVF Game Plans position the organisation to become independent from subsidy.

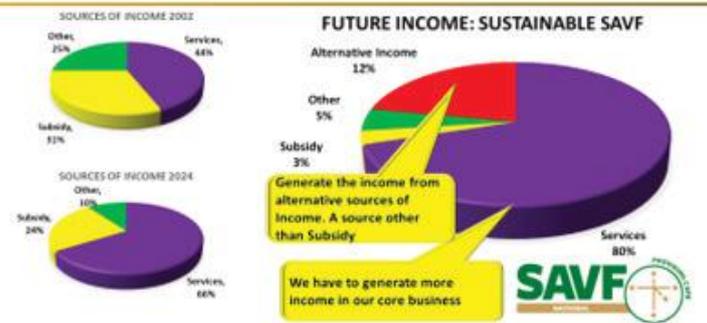
The focus is on the reconstruction of the current services and our infrastructure, and the development of alternative sources of income by positioning income generating businesses alongside the organisation.

Surplus funds from these businesses will be utilised to fund SAVF facilities in need.

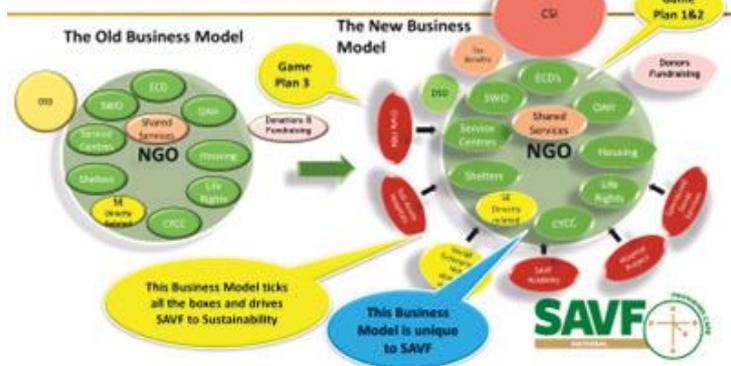
3. Status of our Infrastructure

- Most of our facilities were designed and built 50 to 100 years ago.
- Financial challenges left the maintenance of buildings as a last option in the budget, creating a backlog.
- It is further important to note that the retirement industry has undergone a major facelift. The Institution like configuration of our buildings are not in line with the needs of today's client, thus driving the reconstruction of SAVF

The Solution: Alternative Sources of Income



SAVF's NEW BUSINESS MODEL



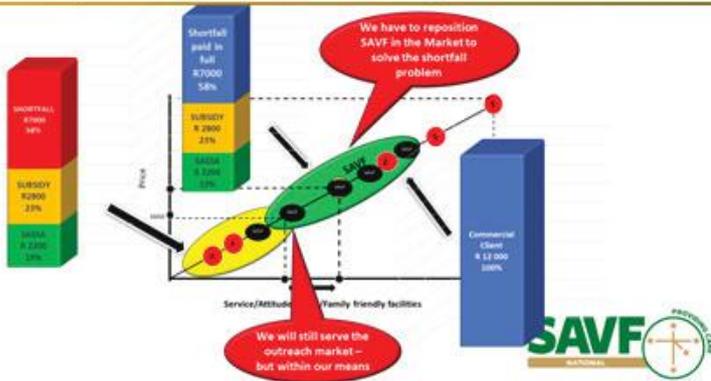
4. Service Provision & Attitude of Staff

- Worldwide, elderly care is criticized as being mediocre and not up to standard. Here in South Africa we have the same challenge.
- The question remains - why is nothing done about it? We understand, that Service, and the way that staff deals with clients, makes or breaks your business.
- We have the same challenges in SAVF.
- SAVF took up the challenge, and decided that Service and Attitude of staff, shall be the driver for change, in our new Business Model.

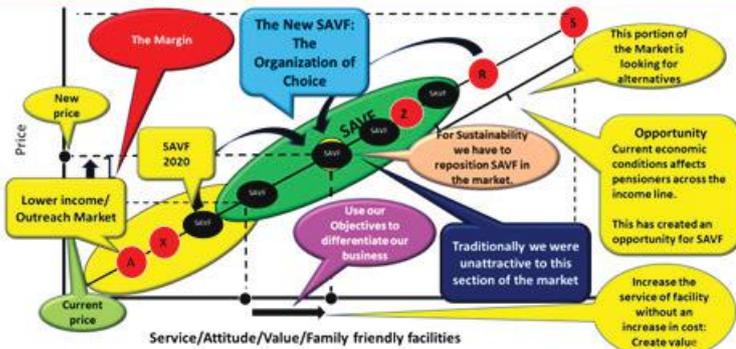
MESSAGE FROM SAVF CEO - CONTINUED

5. SAVF Market Position

Repositioning SAVF's facilities brings financial freedom



Reposition to grow revenue by services to a bigger client base directly related to core business



In closing:

To ensure sustainability NEB approved the following rules of engagement:

- All facilities must comply to the 7 dimensions of Sustainability and SAVF's Objectives.
- The facility's budget must break even including all maintenance needed for reconstruction.
- Support residents within the means - You can only support residents in "need" if you have the funding to do so.
- Reposition your facility and only admit residents that can pay the full shortfall.
- Within next 4.5 years all OAH must be subsidy independent.
- Remember a debtor is a client that does not comply to a legal contractual arrangement.
- Fill your facility to capacity and generate surplus funding.

SAVF
THE ORGANISATION OF CHOICE

THRIVE

In the next chapter
2025 and beyond

A Sustainable organisation that delivers Superior Services as the leader in the industries that we serve.



SAVF PROVINCIAL CONFERENCES 2025

SAVF KZN – May 15, 2025 THRIVE IN 2025

SAVF Kwazulu-Natal Provincial Leaders

Provincial Leader:
Vice Provincial Leaders:

Albie Bezuidenhout
Louisia Erasmus (KZN North)
Geline van Wyk (KZN South)



41 Hospital Street, Arcadia, Pretoria



hoofbestuur@savf.co.za



012 325 3920

SAVF PROVINCIAL CONFERENCES 2025

SAVF NORTH WEST – May 20, 2025 NEW CHAPTER IN NORTH WEST

Leadership transition in North West – SAVF extends heartfelt gratitude to Tommy Massyn for his exceptional leadership as Provincial Leader in North West over the past years – and wish to thank him for continuing to serve on the provincial board and support the newly elected provincial leader ensuring the continued success of North West.

SAVF North West Provincial Leaders

Provincial Leader:

Sanlie van den Brink

Vice Provincial Leaders:

Etienne Joubert

Surina van Zyl

Phillip van Schalkwyk

Tommy Massyn



41 Hospital Street, Arcadia, Pretoria



hoofbestuur@savf.co.za



012 325 3920

SAVF PROVINCIAL CONFERENCES 2025

SAVF LIMPOPO – June 11, 2025

THRIVE WITH HEART

SAVF extend their sincere appreciation to Jeanette Loggenberg for the incredible turn-around of SAVF Limpopo under her leadership as SAVF Limpopo Provincial Leader.

Jeanette is relocating out of the province – “It is a bittersweet farewell – but one filled with confidence in the strength and spirit of SAVF Limpopo leadership, volunteers, staff, and supporters. I know that SAVF Limpopo will continue to grow, evolve and serve with even greater purpose in the years to come.”

SAVF Limpopo Provincial Leaders

Provincial Leader:

Vice Provincial Leaders:

Janine Dampier

Terry Whitehead

Natascha Visser



CAREERS



VOLUNTEER



SERVICES

Important Links 

SAVF PROVINCIAL CONFERENCES 2025

SAVF MPUMALANGA – June 17, 2025 THRIVE TO THE FUTURE

SAVF Mpumalanga Provincial Leaders

Provincial Leader:

Marinus van Dijk

Vice Provincial Leaders:

Corrie Wolmarans (Nkangala)

Elize Gouws (Enhelanzeni)

Bianca Kleinhans (Gert Sibande)



41 Hospital Street, Arcadia, Pretoria



hoofbestuur@savf.co.za



012 325 3920

SAVF PROVINCIAL CONFERENCES 2025

SAVF GAUTENG – June 25, 2025

WE THRIVE IN 2025

SAVF Gauteng Provincial Leaders

Provincial Leader:

Irna Hartzenberg

Vice Provincial Leaders:

Neville Baxter (Westrand)

Katrien Botha (Tshwane)

Sollie Nel (Ekurhuleni)

Elize Roux (Sedibeng)



BE A CHANGE MAKER:

www.savf.co.za/donate/



MEDIA STATEMENT: 30 JUNE 2025

FOR IMMEDIATE RELEASE

SAVF and Western Breeze Pty (Ltd) Sign Historic Development Agreement

Pretoria, Gauteng – Friday, 27 June 2025 – A historic milestone was reached when SAVF and Western Breeze formalized an agreement granting SAVF the development rights to expand the existing Die Oog Retirement Estate in Mookgophong (previously Naboomspruit), Limpopo, with the addition of 380 new senior living units combined with a state-of-the-art Care Centre incorporating frail care, dementia care and specific medical services focused on the aging individual.

This landmark agreement brings together SAVF's decades of expertise in elderly care and their vision to address the growing demand for quality retirement accommodation and care solutions. This development is the ideal choice for individuals wishing to retire in the heart of the bushveld. The development is thoughtfully designed to blend seamlessly with the scenic surroundings – with a private game reserve right on your doorstep.

SAVF, a trusted name in elderly care, currently manages:

- **31 Elderly Care Homes**
- **39 Housing Schemes for the Elderly**
- **14 Life Right Villages for the Elderly**

The new development has already sparked significant excitement, as it promises to expand the availability of high-quality accommodation while enhancing care services for both current and future residents.

Plans are underway for the official launch of the development, which will be unveiled to the public during the much-anticipated Die Oog Festival in October 2025.

This development marks a pivotal moment in the future of senior living, combining innovative design, holistic care, and a deep commitment to community wellbeing.

Media Contact

Maria Scholtz

SAVF Head Marketing

Head.marketing@savf.co.za



In Remembrance

Whilst the work of SAVF continues, we pause in this edition to honour and pay tribute to the dedicated colleagues and volunteers who sadly passed away during the first half of 2025.

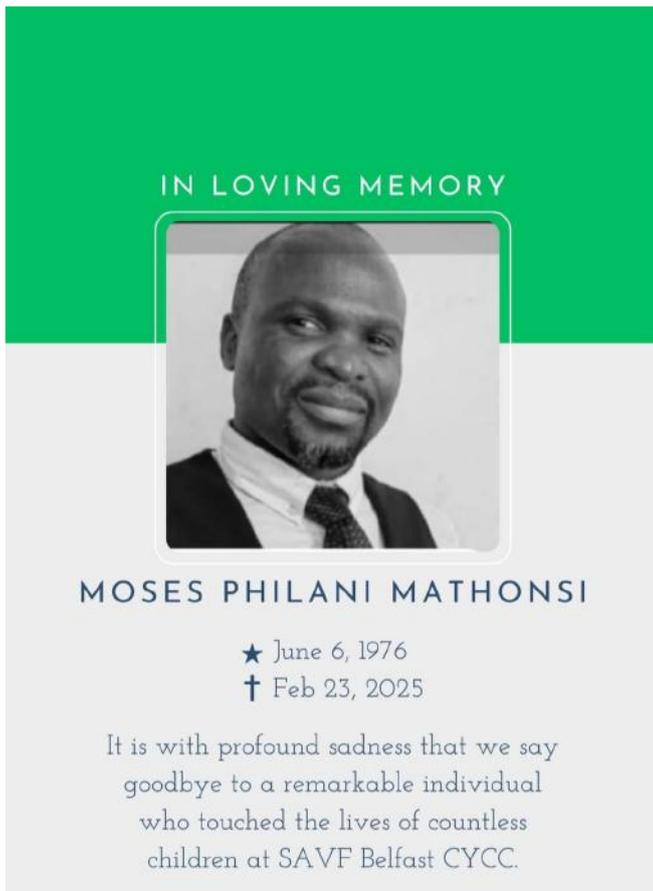
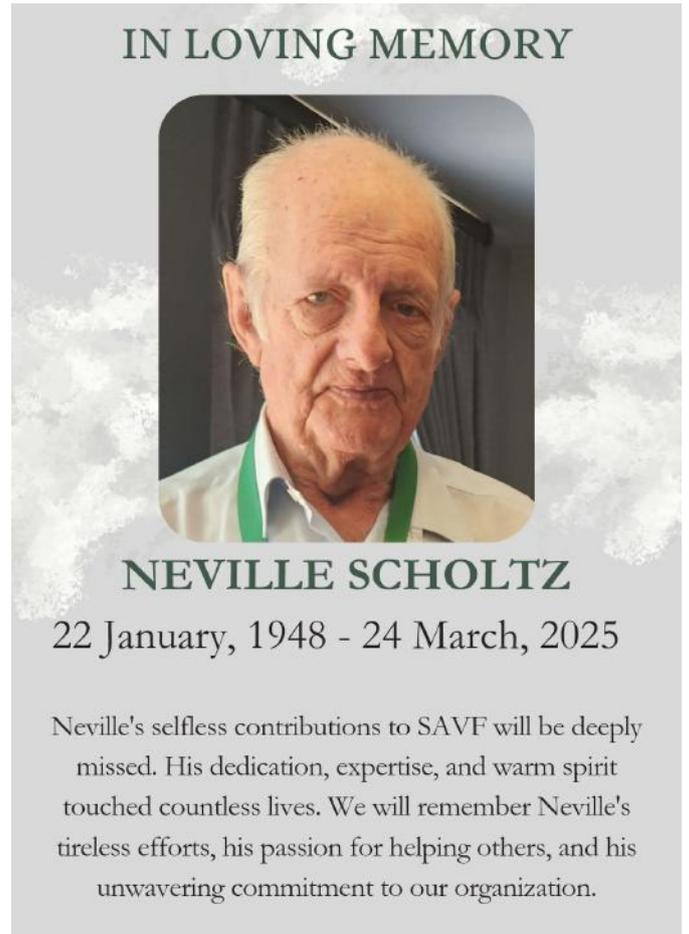
We remember with gratitude:

Mr Philani Mathonsi

Manager of SAVF Belfast CYCC. A committed leader and passionate advocate.

Mr Neville Scholtz

Member of the SAVF National Executive Board. A valued contributor to our mission and vision.



Their legacy and impact within SAVF will not be forgotten. We extend our heartfelt condolences to their families, friends and colleagues.



41 Hospital Street, Arcadia, Pretoria



hoofbestuur@savf.co.za



012 325 3920

WHAT PARENTS & CAREGIVERS CAN DO

- ENCOURAGE HEALTHY ONLINE HABITS
- USE PROTECTIVE TOOLS & SETTINGS
- SPEND TIME ONLINE TOGETHER
- KEEP OPEN COMMUNICATION
- LET KIDS HAVE FUN SAFELY



SAVF NATIONAL 

WWW.SAVF.CO.ZA

KEEPING CHILDREN SAFE ONLINE

SAVF NATIONAL 

SAFER INTERNET DAY

A CALL TO ACTION FOR SOUTH AFRICA

MORE THAN 95% OF CHILDREN IN SOUTH AFRICA REGULARLY USE THE INTERNET — BUT MANY ARE NOT SAFE ONLINE.

THE RISKS ARE REAL:

- 70% USE THE INTERNET WITHOUT PARENTAL CONSENT
- 25% ADD STRANGERS TO THEIR FRIEND LIST
- 18% SEND PHOTOS/VIDEOS TO PEOPLE THEY'VE NEVER MET
- 67% OF THOSE EXPOSED TO SEXUAL CONTENT SAW IT ONLINE

WWW.SAVF.CO.ZA

SAVF NATIONAL 

www.savf.co.za

TODAY, WE CELEBRATE THE HEART OF OUR COMMUNITIES — FAMILY.

AT SAVF, WE BELIEVE STRONG FAMILIES BUILD STRONGER FUTURES.

FAMILY DAY MESSAGE FROM SAVF

EVERY CONVERSATION MATTERS

SAVF NATIONAL 

CREATING SAFE SPACES FOR CHILDREN STARTS WITH LISTENING

START THE CONVERSATION. SAVE A CHILDHOOD

- CHILDREN NEED TO FEEL SAFE TO SPEAK UP.
- ONE CONVERSATION CAN CHANGE A LIFE.
- TALK OPENLY. LISTEN DEEPLY.

WWW.SAVF.CO.ZA

SAVF NATIONAL 



HONOURING CARE AND COMPASSION

AT SAVF, OUR COMMITMENT TO DIGNITY AND CARE EXTENDS TO EVERY PHASE OF LIFE — INCLUDING ITS FINAL CHAPTERS.

SAVF NATIONAL 

www.savf.co.za

FOR 120 YEARS, WE HAVE STOOD ALONGSIDE COMMUNITIES, ENSURING THAT THE MOST VULNERABLE AMONG US RECEIVE THE CARE, PROTECTION OPPORTUNITIES THEY DESERVE.

DEEPENING A CULTURE OF SOCIAL JUSTICE AND HUMAN RIGHTS

5 TIPS FOR CHILDREN AND YOUTH TO STAY SAFE ONLINE

- AVOID ACCEPTING FRIEND REQUESTS
- MANAGE PRIVACY SETTINGS
- DON'T SPREAD RUMOURS
- BE CAUTIOUS
- SPEAK UP



SAVF NATIONAL 

WWW.SAVF.CO.ZA

MANY CHILDREN SUFFER IN SILENCE

ONLY 41% HAVE RECEIVED ANY ONLINE SAFETY EDUCATION MOST VICTIMS OF ONLINE SEXUAL EXPLOITATION DON'T SHARE THEIR TRAUMA.



SAVF NATIONAL 

WWW.SAVF.CO.ZA

Follow us on Social Media



SAVF Treasure Room

SAVF Treasure Room at SAVF National Office display the history of SAVF through photos and memorabilia.



SHARING YOUR TREASURES

Do you possess cherished SAVF memorabilia? Photos, documents, artifacts, or stories?

Contribute to the SAVF Treasure Room and:

- Honor our founders' legacy
- Celebrate our achievements
- Ensure SAVF's story endures

Join us in preserving the past, embracing the present, and shaping the future.

Contact: head.marketing@savf.co.za



IMPORTANT LINKS



CAREERS



VOLUNTEER



SERVICES