



The Angel Gown Initiative

*~ Out of grief comes grace,
beauty and dignity ~*

ANNUAL REPORT:
THE ANGEL GOWN INITIATIVE
203-283 NPO
PBO 930061837
1 MARCH 2018 TO 28 FEBRUARY 2019



The Angel Gown Initiative

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The Angel Gown Initiative

1) Organisation Overview

The Angel Gown Initiative, TAGI, started as the CSI project of the fashion house, Erik House, on 21 June 2017. So immediate was our success that on 7 February 2018 TAGI was registered as a non-profit organisation (203-283 NPO) and as a Public Benefit Organisation (930061837) on 25 June 2018.

With a pregnancy you are preparing for the joyous occasion of a new baby. The thought that you might have to go home with empty arms are often the farthest thing from your mind. It is our privilege to assist these bereaved parents with an important practical issue: how to provide your angel baby with the greatest dignity and grace when sending him or her into the hereafter.

Under the leadership of our founder, Eric Elronde, and alongside the assistance of our volunteers, we are charitably repurposing preloved wedding gowns and formal dresses into exquisitely handcrafted Angel Gown™ garments. Angel Gown™ garments are burial gowns for infants who are stillborn or born premature and therefore do not make their journey to their earthly homes.

TAGI is the first organisation in South Africa to manufacture Angel Gown™ garments and with that we quickly realized our focus must expand beyond the Helderberg area, where we are situated. With this we entered into cooperation agreements with both Mediclinic and Netcare, the two largest medical groups in Southern Africa. With their assistance we can now distribute our Angel Gown™ garments throughout their entire hospital networks.

This is our first official annual report and will cover the activities for the financial year end of 1 March 2018 to 28 February 2019. To put TAGI's enormous growth into perspective, we have included records from the time we were functioning as a CSI project, 21 June 2017 – 28 February 2018).



<https://tagi.co.za>
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The Angel Gown Initiative is a Non Profit Organisation
NPO number: 203-283 NPO
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31 West Crescent
Gordons Bay
South Africa



The Angel Gown Initiative

2) Management

Board of Directors



From left to right: E. Elronde, M. Bottomley, A. van Wyk and R. Erasmus

Eric Elronde – Founder and Chief Executive Officer

Milla Bottomley – Chief communications Officer

Anso-Mari van Wyk – Chief Compliance Officer

Radie Erasmus – Chief Information Officer

3) Major Objectives and Activities

3.1) Angel Gown™ production

We have four sizes, determined on a weight group, and each sealed package is marked with a coloured sticker to identify the size. Originally our Angel Gown™ garments were manufactured to be gender neutral and wrapped with a green satin ribbon.

By November 2017 we realized the demand for gender specific Angel Gown™ garments and so the green ribbon was replaced with baby pink and baby blue to indicate the respective genders of the Angel Gown™ garments. This change in production received a warm welcome from the public.



The Angel Gown Initiative

As our network of hospitals expanded, so did our demographics. We are currently manufacturing Angel Gown™ garments in a variety of colour and textiles to accommodate this need.

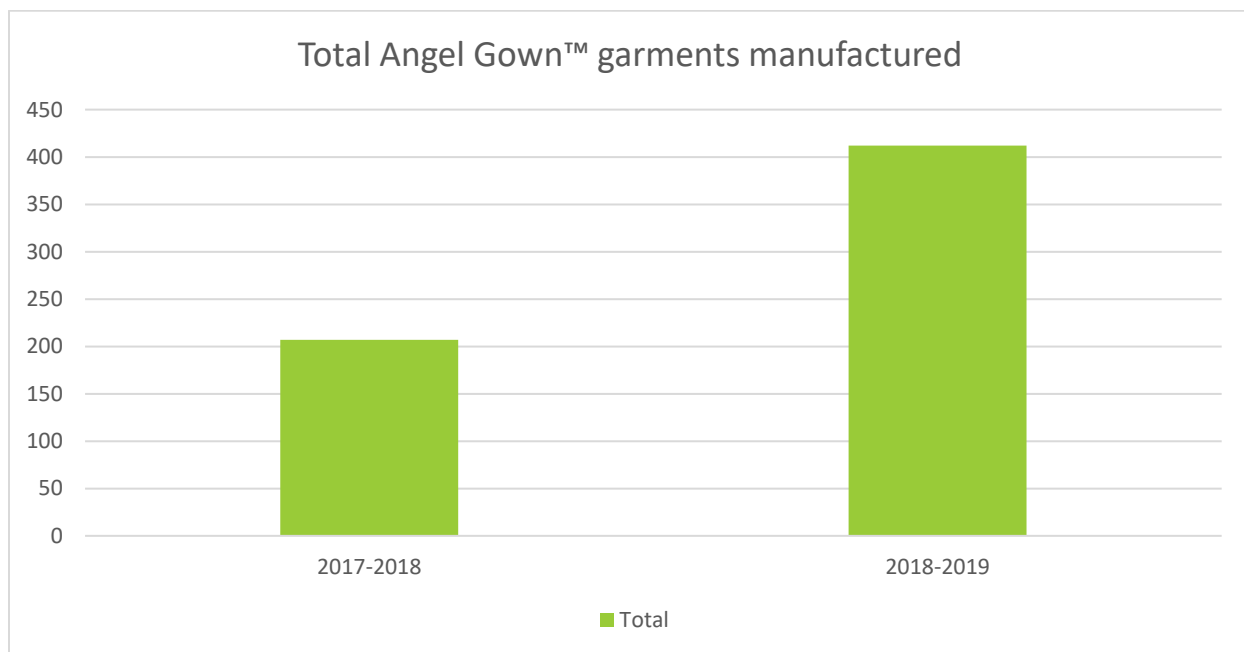
It is important to note that each Angel Gown™ is accompanied by a handwritten condolence card and hand-wrapped with care – both activities put a great deal of demand on our man hours.



In 2017 Eric Elronde was the only person involved in this production and he left his career to pursue this on a full time basis. Although he had limited help with dismantling of donations, the primary construction was solely on him. In 2017-2018 he manufactured 207 Angel Gown™ garments.

During 2018-2019 friends and family started investing more personal time in assisting with the above mentioned labour requirements and a handful of volunteers started to emerge. Most of the manufacturing was still left as the responsibility of Eric Elronde. In 2018-2019 a total of 412 Angel Gown™ garments were manufactured.

Eric Elronde invested a lot of time to train potential volunteers and after the media exposure in early February 2019 we predict that a great deal of manufacturing will be done by our growing pool of volunteers.





The Angel Gown Initiative

3.2) Angel Gown™ distribution

Originally, we focused on hospitals close to our office in the Helderberg Basin. Here we would hand deliver the Angel Gown™ garments and we quickly realized how draining this is on our resources, but more so on the personal psyche. As much comfort as our Angel Gown™ garments can provide, we know that professional training should go alongside it – training we do not possess.



Early on in 2018 we had discussions with the head offices of Mediclinic and Netcare. As they are the leading medical groups in Southern Africa, we thought it wise to start building relationships with them. After all the parties concerned reached consensus, official documents were signed, and we had secured cooperation agreements with both hospital groups.

Now we manufacture the Angel Gown™ garments and supply them freely to the hospital groups so that they can donate them, on our behalf, to their patients. In return they generously pay for the transportation to all their hospitals throughout Southern Africa. They also have professionally trained staff that can assist the bereaved parents.

We identified a model of sustainable growth which led us to focus on these two groups for 2018-2019. We have matured from a once-off favour to an established organisation that has serviced, and successfully maintain the needs of, 34 hospitals in 6 provinces throughout South Africa. We have also expanded internationally to our neighbouring country, supporting an additional 2 hospitals in Namibia.

For 2019-2020 it is our mission to grow our footprint within these groups and take in at least one additional hospital group. We have also scheduled meetings in March 2019 to secure a cooperation agreement to distribute through selected DOSA accredited doulas. This will enable us to serve members of the public that are not patients at the hospitals currently in our network, while still giving them the high standards of care that the public has come to associate with The Angel Gown Initiative.



The Angel Gown Initiative

3.2.1) Mediclinic

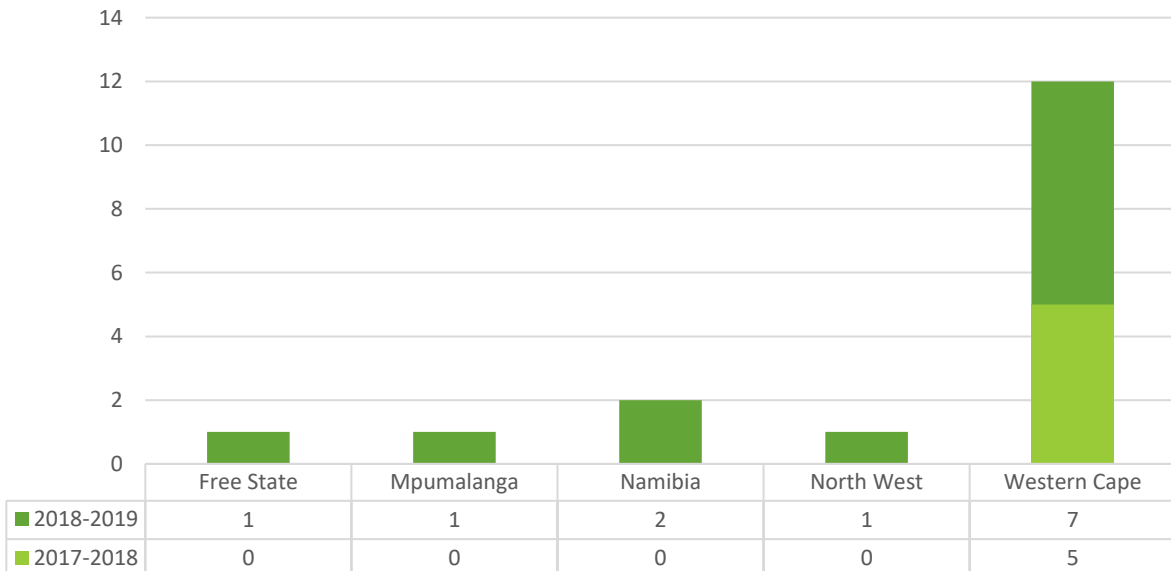
Although our first handover was at a provincial hospital, Mediclinic Stellenbosch was the first hospital to interact with us. Mediclinic was instrumental in helping us understand the procedures around how Angel Gown™ garments would work in a South African hospital environment. With their assistance we established the procedures that govern how we interact with South African hospitals.

Mediclinic was the first private hospital group to collaborate with us and by the end of 2017-2018 we were supporting 5 of their hospitals in the Western Cape.



In 2018-2019 Mediclinic assisted us with our first international donation when we donated to two of their hospitals in Namibia. We have expanded extensively into their network and currently support 17 of their hospitals spread over 4 provinces, as well as Namibia.

Mediclinic distribution and growth





The Angel Gown Initiative

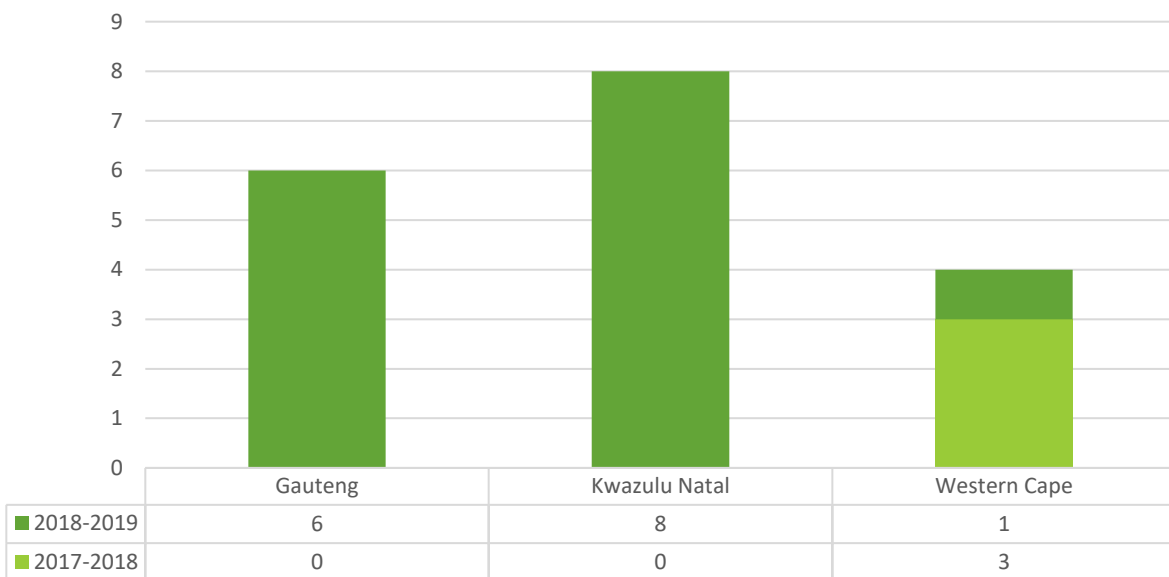
3.2.2) Netcare

Netcare was the second private hospital group to collaborate with us and by the end of 2017-2018 we were supporting 3 of their hospitals in the Western Cape.

In 2018-2019 a representative of Netcare head office had overseen the personal handover of our Angel Gown™ garments in several of their hospitals in two additional provinces. We have expanded extensively into their network and currently support 18 of their hospitals spread over 3 provinces.



Netcare distribution and growth



3.2.3) Provincial

Vredendal Hospital was the first ever hospital where we donated Angel Gown™ garments, this also happens to be the birthplace of our founder, Eric Elronde. Shortly thereafter we donated to Paarl hospital. Since our initial donation in 2017 we have not collaborated with additional provincial hospitals, but we have been in communication with other organisations to make Angel Gown™ garments more accessible to the patients at provincial hospitals.



The Angel Gown Initiative

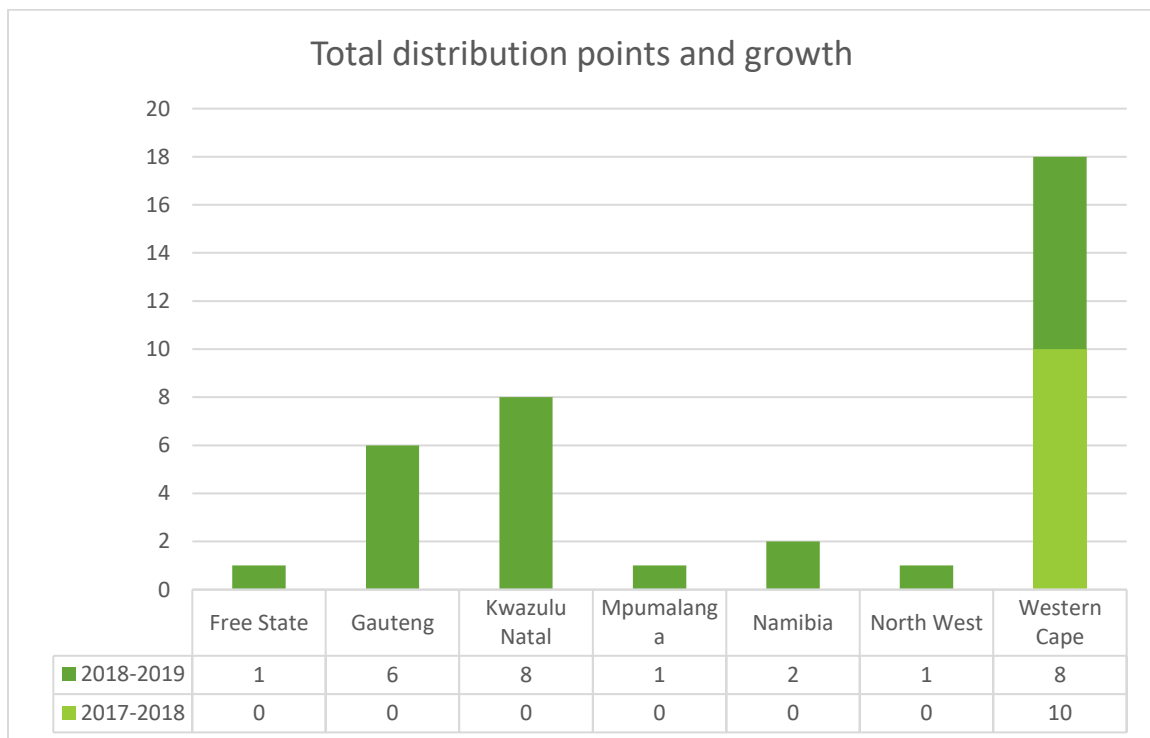
3.2.4) In summary

As we work through the hospital groups, we cannot disclose the amount of Angel Gown™ garments donated to their individual hospitals. The numbers stated here are the total number of Angel Gown™ garments we have distributed through all our hospitals, as well as through other means.

In 2017-2018 we distributed 156 Angel Gown™ garments and in 2018-2019 we distributed 337 Angel Gown™ garments.

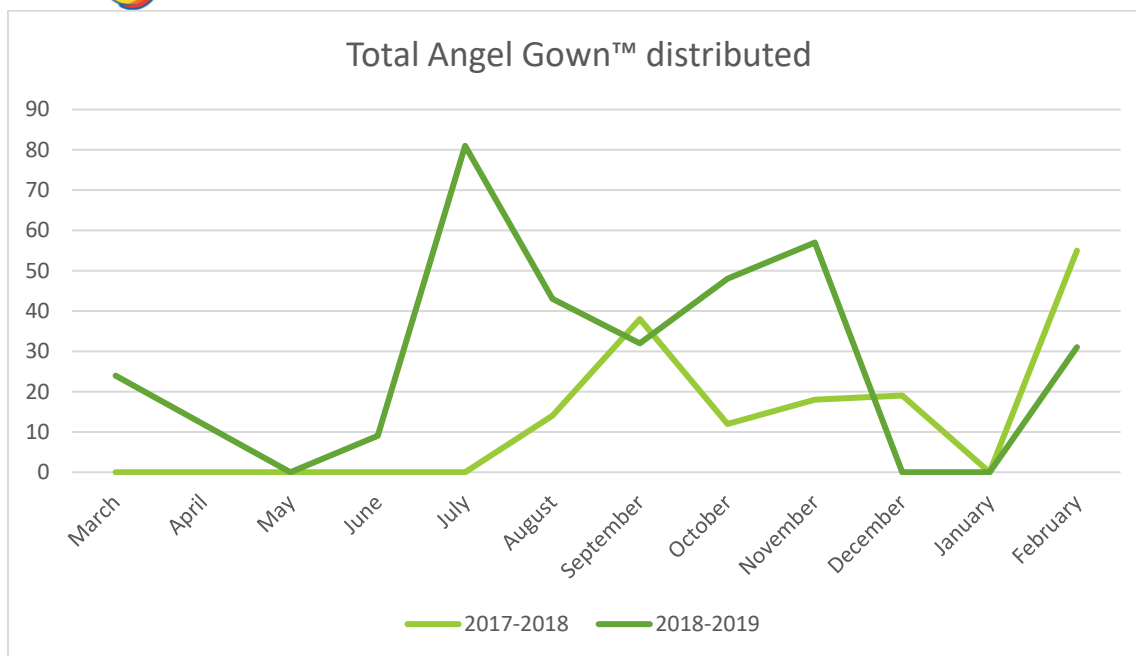


Total distribution points and growth





The Angel Gown Initiative



3.3) Capacity building activities

TAGI started as a once-off favour that grew overnight into the organisation we are today. Although we prepared our foundations well in 2017-2018, there was still a lot of learning we needed to do as TAGI kept growing and evolving at an unpredictably rapid rate.

Many of our original operational procedures quickly fell short and we needed to adjust accordingly. We admit that TAGI is still evolving, but we have established better systems to accommodate for this. Listed below are some of the major events that shaped TAGI's present, and how we adjusted to make this sustainable for us on a long term basis.

3.3.1) Donations

Due to South Africa's diverse population we realized early on that white wedding gowns alone will not be enough to cater for everyone. We now accept donations of various colour and textile. There are some donations we receive that are unsuitable for Angel Gown™ garments and we donate them to one of the other charitable organisations that we work with.

Although we still have drop-off locations spread over South Africa, with our courier sponsorship it has become easier to have our donations collected directly from our donors. With that came an influx of donations nationally. Tracking our donations and donors became problematic as more third parties became involved.

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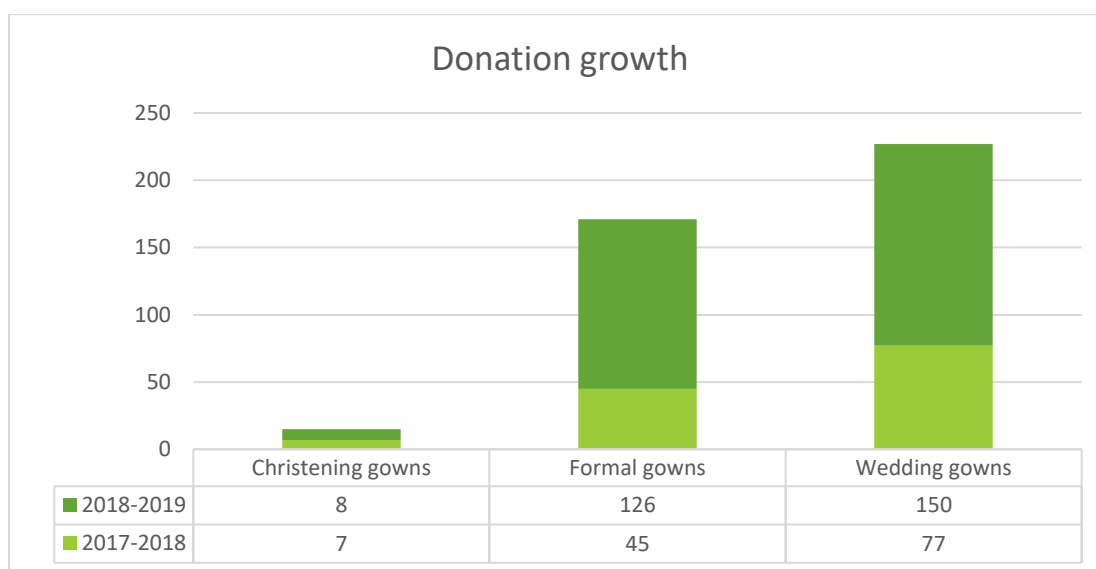
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With this a new online tracking system was implemented. We can track every donation we have ever received. Our system is so advanced that we can track the origin, corresponding donor, transitional status of the garment and the amount of Angel Gown™ garments repurposed. We keep records on our website of all donations received and Angel Gown™ garments repurposed.



In 2017-2018 we received 77 wedding gowns while in 2018-2019 we received 150 wedding gowns. We receive so much more than wedding gowns and have divided our donations into the following categories: christening gowns, formal gowns, wedding gowns and other. Other consists of everything else such as fabric, ties, non-formal clothes, ribbon, trim etc. Monetary donations are recorded in our financial statements.





The Angel Gown Initiative

3.3.2) Transportation

For the longest time we had the problem of transporting our donations to our office in Gordon's Bay. This resulted in TAGI losing precious donations.

We reached out to several logistical specialists and we were fortunate in October 2018 when ACT-Logistics generously agreed to sponsor their services to us.

They collect all our donations throughout South Africa and deliver it to us at no cost to TAGI or our donors. It is also through this sponsorship that we can transport the prepared Angel Gown™ garments between TAGI and our volunteers.



3.3.3) Volunteer work

As we grow, so does our volunteer interest. This interest isn't only locally, but comes from all over South Africa and we implemented the following to accommodate this:

- 19 April 2018 a local company, Sew 'n Sensations, sponsored our first charity sewing day at their venue, along with home baked refreshments. We pre-cut and prepared everything so that we could teach the public about our Angel Gown™ garments and hopefully entice volunteers. A small group of their clients attended, and one lady became a regular volunteer. She in turn recruited her sister to help us on a regular basis.
- August 2018 we renovated our new office and by September we relocated. Here we have enough space to accommodate up to 10 individuals at a time for 1-on-1 training and group sewing activities.
- For our volunteers that are further away, we have implemented a system where we prepare everything at our office, allowing them to focus on completing our Angel Gown™ garments. Through our courier sponsorship we can transport the prepared and finished gowns back and forth at no cost to TAGI or our volunteers. This has greatly increased our pool of volunteers, taking some of the burden off our shoulders.
- In addition to seamstresses, we have taught local volunteers how to write our condolence cards, dismantle donated gowns and how to wrap our Angel Gown™ garments.





The Angel Gown Initiative

3.3.4) Nicci Coertze Online Training (NCOT)

TAGI is proudly a South African first. So unique is our product that many of our connections, and even policies, are unique for the industries we work with. NCOT is keeping in the spirit of this as they are the first in South Africa to provide online perinatal bereavement training.

In August 2018 Nicci Coertze, founder of NCOT, approached us with the hopes of incorporating TAGI into her training manual. The core focus of this training is to provide, and prepare, bereavement workers with the necessary skills to work with parents suffering infant loss.

The beauty of this training is that it is an online program, making it available to anyone in South Africa. This includes doctors, nurses, midwives, doulas and members of the public, which ensures that anyone can equip themselves to deal correctly and efficiently with baby loss - a much needed service in our country.

As our presence grows in the market, so does contact with more of these bereavement workers. The chapter included on TAGI will enable these individuals to become an extension of our core values. When they work with an Angel Gown™ for the first time, it will no longer be a foreign concept, but a product they understand and are well acquainted with.



3.3.5) Collaboration with other organisations

Our needs to stay sustainable starts long before we manufacture a single Angel Gown™, and the parents we assist still needs support after they have said goodbye to their angel babies. Listed here alphabetically are organisations we work with to overcome these obstacles:

- **AJ's** – AJ isn't a formally registered organisation as we are, but his family charitably create beds for cats and dogs that they donate to the animal welfare shelters. After a wedding gown is processed there are lots of small scraps left that we can't use, and we feel too bad to discard of it in the trash. AJ's use these scraps as filling for the beds and so all our leftovers go to them.
- **Angel Gowns of West New York (AGWNY)** – This organisation is situated in the USA and they also manufacture bereavement apparel for stillborn infants. Due to our difficulties to support provincial hospitals, AGWNY donated two boxes full of garments that we will be distributing to Tygerberg Hospital in early March 2019.
- **Phambano** – This NPC assists all forms of NGO's to acquire donations and sponsors from tech companies. Through them we have received a variety of software that has greatly improved several of our core systems.

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- **Single Parents Helping Hands** – Also situated in the Helderberg Basin, Trudie helps single parents with a variety of needs, including matric farewell gowns. As the gowns go out of fashion, she donates them to us for repurposing. Donations we receive that are inappropriate for our Angel Gown™ garments, with permission from our donors, are then again donated to this charity.
- **The Compassionate Friends (TCF)** – This is a self-help group with international chapters, as well as several spread over South Africa. They are designed to help parents, and siblings, grieving the loss of a child of any age. We had the opportunity to meet most of their South African chapter leaders and through this connection we have been enabled to help our bereaved parents find support groups near them.



3.3.6) Trademarking

Although our organisation name is protected under the law, we initially didn't realize there would be a need to protect our product name. Who would abuse a charity?... we soon found ourselves locked with a for-profit company trying to do a hostile takeover of TAGI. Fortunately, our legal representatives quickly prevented this from being successful.

It was here that we realized the need to protect the image we created in South Africa for Angel Gown™ garments, but even more important, to protect bereaved parents against organisations trying to extort their grief.

We filed in several classes and it is our privilege to say that within South Africa it is our right to have sole use over our product name.

4) Marketing and Public Relations

In 2017 TAGI went from online publication to national television within the time span of a week, and we contribute a great deal of our growth to this. We cannot state enough how much the media attention has helped us grow. Most of our donations and volunteers are directly linked to this exposure. We want to thank every media outlet that has produced material on us and their continued support.

All the media outlets that published interviews on us in 2017-2018 returned for follow-up interviews in 2018-2019. Here is a comprehensive list presented alphabetically:

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4.1) Media

- Online: GoodThingsGuy.com, Mamma & Bear, Netwerk24
- Print: Beeld, Die Burger, Volksblad
- Radio: Cape Talk, Hashtag Radio, Radio Disa, Smile FM
- Television: Fokus SABC2, Kwêla

4.2) Public relations

- Birthday function: On our first birthday we invited the public, media and our sponsors to spend the day with us and we took them through steps of how a wedding gown becomes an Angel Gown™. This gave them the opportunity to see how we manage their resources.
- Charity sewing day: Sew 'n Sensations sponsored a charity sewing day for us at their premises. This was the first time we invited the public to come and volunteer for us.
- Head office: TAGI moved out of our house and into its own space. We can now receive members of the public, welcome the media and have ample space for volunteers to help us on site.
- NCOT: In a TAGI first, we were included in training for bereavement workers, enabling them to work with our Angel Gown™ garments in the spirit of our ethos.
- PBO status: Receiving Public Benefit Organisation status granted us tax exemption and the ability to grant S18A certificates. This contributes greatly to our sustainability.
- TCF National Annual Gathering: Once a year The Compassionate Friends holds a national gathering. This year it was in the Western Cape. Eric Elronde was asked to be a guest speaker, informing the public about us, and allowing us to build relationships with their national leaders to extend grief support to the bereaved families we assist.



5) Financial Matters

We are grateful to every individual, company and organisation that donated to our cause, be it in kind, a supporting message or a financial contribution. We are thankful that you are entrusting us to honour your special gowns, and that we will manage your resources ethically. We truly cannot continue to do this work without the support of kindhearted people organisations such as yourselves.



The Angel Gown Initiative

5.1) Donors and sponsors

The list of individuals that has donated to our initiative is too extensive to include here, but extensive records are available on our website. Listed in alphabetical order is our established and new sponsors:

* ACT Logistics * Elle's Bridal Studio * Erikr House * Eveningwear X-change Dresshire * Exceed (Johannesburg) Inc * Jacki White Photography * Lindi Gous Bridal and Evening Wear * Mambo's Storage & Home - Somerset West * Microsoft * Pick 'n Ink – Strand * Robyn Roberts Bridal Wear * SAGE * Sew 'n Sensations * Timeless Bridal Couture * Von Seidels * WEBtech * ZingDigit Embroidery and Branding *

5.2) Fundraisers

As our biggest currency is gowns, it came as no surprise that our first fundraiser came in the form of wedding gowns. Eleanore le Roux, from Elle's Bridal Studio, gathered 11 wedding gowns amongst her clients and private inventory, and was donated to us in October 2017.

In September 2018 Janene Nates, from Rubi's Rainbow of Hope, held our second dress drive, yielding 1 wedding gown and 13 formal gowns. This was followed by Nicci Coertze, from NCOT, in October 2018 having a dress drive that yielded 4 wedding gowns and 18 formal gowns.

5.3) Financial statements

For a full audited report of our financials please visit our website. The key extracts are presented here:



The Angel Gown Initiative

The Angel Gown Initiative NPO

(Registration number: 203-283 NPO)

Annual Financial Statements for the year ended 28 February 2019

Statement of Financial Position as at 28 February 2019

	Note	2019 R
Assets		
Non-Current Assets		
Property, plant and equipment	2	6,953
Current Assets		
Cash and cash equivalents	3	731
Total Assets		7,684
Equity and Liabilities		
Equity		
Retained income		(35,955)
Liabilities		
Non-Current Liabilities		
Loans from members	4	43,639
		43,639
Total Equity and Liabilities		7,684

The Angel Gown Initiative NPO

(Registration number: 203-283 NPO)

Annual Financial Statements for the year ended 28 February 2019

Detailed Income Statement

	Note	2019 R
Revenue		
Donations received		49,301
Operating expenses		
Advertising		5,490
Bank charges		1,190
Consumables		3,158
Delivery expenses		36,461
Depreciation		632
General expenses		636
Gifts		2,394
Legal expenses		21,125
Packaging		507
Postage		117
Printing and stationery		2,802
Repairs and maintenance		10,744
		85,256
Loss for the year		(35,955)



The Angel Gown Initiative

6) Constitution

It was decided at a Special General Meeting on 12 February 2019 to amend the constitution for the following three reasons:

- Chrismari Elsbury had resigned her position and Milla Bottomley had been appointed in her place. The constitution had to be updated to reflect these changes.
- In June we received PBO status and this requires the constitution to reflect certain amendments to accommodate this status.
- Eric Elronde closed Erik House during 2018 to dedicate himself full time to TAGI. As such Erik House had to be removed from the constitution as a distribution channel.

7) Final Word

This has truly been an exceptional year of growth for The Angel Gown Initiative. The interest from the public to become involved continues, corporate sponsors grow stronger and we attract new donors on a weekly basis.

We apply a lot of effort and time to keep the public informed on our activities, how their donations are managed and to stay true to our transparency ethos. We keep an open line of communication with the hospitals in our network and through that we have built long-lasting personal relationships.

Ultimately, we know that bereaved families are benefitting from our unique service. We firmly believe it is not only due to the quality of our Angel Gown™ garments, but the key role the hospitals and their professionally trained staff contribute when assisting bereaved parents.

The success of our initiative is evident by the number of hospitals that has joined our network in such a short period of time. In one year, our footprint has grown from a handful of hospitals locally to a national collaboration, and even internationally.

The positive feedback from parents assisted by our Angel Gown™ garments, paired with the ongoing consultations of specialists in the baby death community, we will ensure that our Angel Gown™ garments evolve with the needs of bereaved parents, while keeping the highest possible standards of quality.

One in four pregnancies result in death, and with a rising pregnancy rate we are aware of the challenges that await us. We continue to implement sustainable procedures and build new relationships to ensure we reach as many families as quick as possible, while still delivering high quality Angel Gown™ garments.





The Angel Gown Initiative

We thank every friend and family member for your continued support, we thank all our donors for trusting us to honour the memories of your gowns, we thank our sponsors for enabling us to continue with our work and we thank every staff member involved in our hospital network to assist us in providing bereaved families with the utmost love and care in this terrible time of loss.

We have the greatest confidence that TAGI will continue to grow and develop strong relationships and partnerships to help us reach our full potential.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Eric Elronde', with a long, sweeping flourish extending upwards and to the right.

Eric Elronde

Chief Executive Officer