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### **GroundUp Media inspiring a SOS Children's Village teenager for a better future**

"Let's not get weary of doing good, for at the right time we will bear the fruit", wise words which Janine Van Wyk from SOS Children's Village South Africa lives by.

When she initially went to one of the SOS Children's Villages, seeing all the children happy and healthy – she knew that it was her purpose and passion to join the organization so that she can make a difference in the lives of these children who are our future leaders.

GroundUp Media shares Janine's passion and welcomed the opportunity to once again partner with SOS Children's Village South Africa to invest in the future of one promising teenager. The purpose of the "better future" campaign was to train and develop a teenager on how to use different social media platforms to create more awareness for SOS Children's Village South Africa to generate more support.

Frans Makwakwa, a 16 year old boy, who is part of the 'Family Strengthening Programme', which focuses on nurturing a child's growth and potential within their existing community, was selected to spend three days at GroundUp Media.

The team introduced him to many different forms of social media and was given the opportunity play a role in the social media interactions of GroundUp Medias' Facebook page by writing an introductory blurb and working with the platform to gain recognition and understanding of the fans on the page. Frans was quick to learn, eager and hungry for knowledge and drew interest and inspiration from joining the GroundUp Media team on the Cotland's Golf Day shoot in Woodmead's Johannesburg Country Club.

Janine Van Wyk our SOS Children's Village representative brought Frans to GroundUp Media last week to embark on the job shadowing programme that has helped find a raw talent in Frans's videographer capabilities. Janine has been a part of the SOS Children's Village since 2011 and had been given a new meaning in life after a personal tragedy in 2006. After the





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tragic ordeal and allowing herself to find her inner strength and new aspirations for life, Janine left her current work place and uprooted her entire life.

GroundUp Media and SOS Children’s Village found that through hands on interaction in an alternative work force, teenagers are able to gain great insight into what the working world can offer them and what routes can be taken to bring together passion and an income.



Frans found that during his three days job shadowing GroundUp Media that “...I never knew I could make a life from being a videographer, it was very interesting, I had fun you know... a lot!”

Frans also had something to say about the SOS Children’s Village and those who would be interested in visiting or volunteering at one of the villages; “Life doesn’t always have a sad ending, you don’t need to feel sorry for me. Come and see SOS Children’s Village, come and see my home too – you will see we are given hope, a new life, new opportunities and new families.”

