



Nurturing the community, empowering the future.

Established in 2024, the Cheetah Plains Foundation represents a natural extension of Cheetah Plains' long-standing commitment to community upliftment and sustainable impact. Rooted in the belief that meaningful change begins at a grassroots level, the foundation was created to formalise and grow initiatives that support education, empowerment, and opportunity within the surrounding communities.

In its early development, the Foundation proudly supports two core initiatives: the Lezagwa Utah Community Crèche and The Beanie Project. Together, these programmes reflect a shared vision, looking to nurture the potential of young children while simultaneously creating economic independence within the broader community.

The Cheetah Plains Foundation is a registered NPO in South Africa, as well as being registered in the United States of America with Empowers Africa.



LEZAGWA UTAH COMMUNITY CRÈCHE

Laying the Foundations for Lifelong Learning

Founded in 2019, the Lezagwa Utah Community Crèche stands as a vital pillar of early childhood development in the region. Serving as a safe, nurturing, and stimulating environment, the crèche supports children from as young as six months to five years old, with these years being a critical stage in cognitive, emotional, and social development.



Today, the crèche supports over 85 children, with continued growth expected as more families seek access to quality early education. Each year, children graduate from the programme equipped with the foundational skills needed to transition confidently into primary school, marking an important milestone not only for the child, but for their family and future.

Beyond education, the crèche plays an essential role in community upliftment and employment, providing meaningful work for local teachers and assistants. It is more than a place of learning; this is a space of care, consistency, and possibility.

The Cheetah Plains Foundation actively supports the crèche through ongoing development initiatives that enhance both the scholars' learning and wellbeing. These include:

- Investment in educational materials and classroom resources
- Infrastructure improvements such as security enhancements and water systems
- The development of a vegetable garden, which serves as both a sustainable food source and a living classroom, teaching children the fundamentals of growing and nurturing their own food
- Creative enrichment through arts, crafts, and play spaces, encouraging imagination and expression

Through these efforts, the crèche continues to grow not only in size, but in its ability to provide a holistic, enriching early education experience.

THE BEANIE PROJECT

Empowering Women, One Stitch at a Time

The Beanie Project is a powerful example of social entrepreneurship in action. This initiative is designed to empower women within the local community to build sustainable micro-businesses and reclaim economic independence.



What began with a simple yet intentional investment with two manual knitting machines, has evolved into a growing network of skilled women producing handcrafted, meaningful goods. Each participant receives training and the tools needed to begin her own micro-enterprise, creating not only an income stream, but a renewed sense of purpose, pride, and self-determination.

Each beanie crafted is unique as a reflection of individual creativity and craftsmanship. Guests are invited to support the project through Shari's Boutique, where they can purchase beanies with the option to donate them to children in need. At the start of each winter season, these donated items are distributed to children at the crèche and local schools, providing warmth, comfort, and a tangible connection between guest and community.

To date, over 200 beanies have been collected for seasonal distribution, with proceeds from sales reinvested directly into the initiative. This ensures the sustainability of the project by covering material costs such as yarn and tags, while also providing direct income to the women who create them.

Each micro-business is established at a cost of approximately ZAR 4,000, covering:

- A knitting machine
- Materials such as yarn
- Skills training and development

More than a craft initiative, the Beanie Project is an evolving story of resilience and transformation, one that uplifts not just individuals, but families and the wider community.

CHEETAH PLAINS FOUNDATION

A Shared Vision for Impact

Together, the Creche and the Beanie Project reflect a holistic approach to community development, one that supports both early childhood growth and adult empowerment. By investing in education and entrepreneurship simultaneously, the Cheetah Plains Foundation is helping to build stronger, more resilient communities from the ground up.

As the foundation continues to grow, these initiatives form the cornerstone of its mission: to create lasting, meaningful impact through opportunity, dignity, and care.
