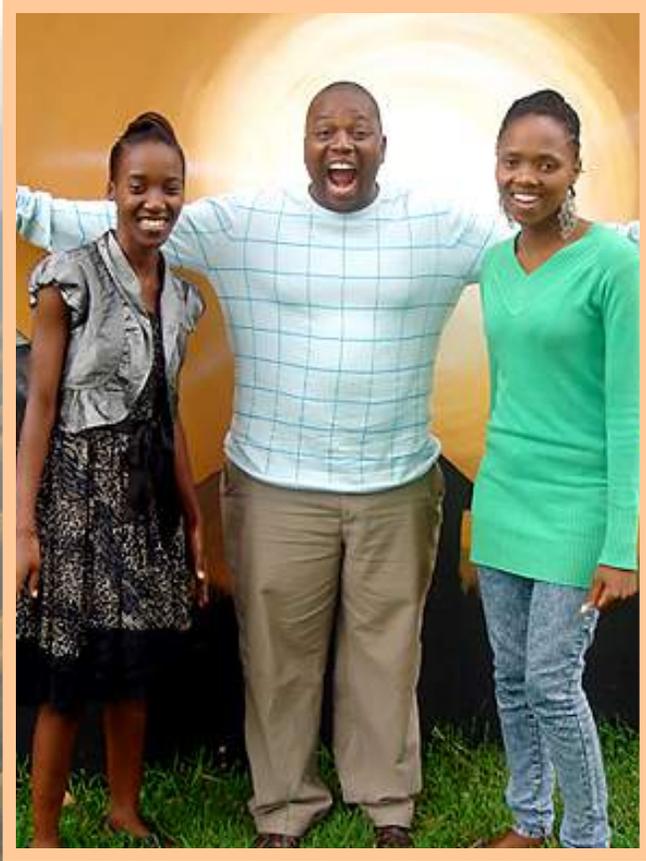
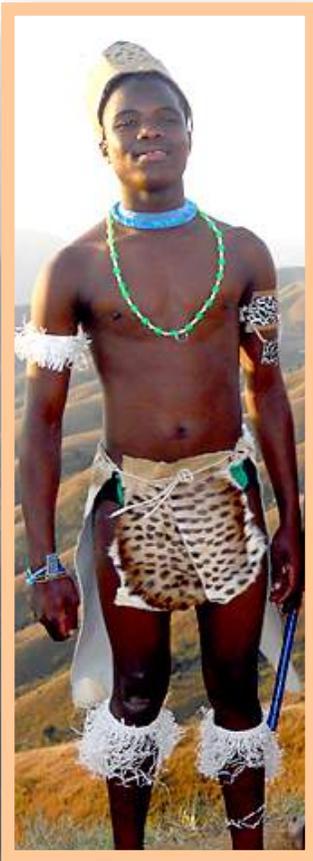




Annual Report

2011





Vuka Africa Tours And Training
P.O.Box 14040 Botha's Hills 3660
Office No. :031 765 4877
Mobile No. :078 3365 094
Email:info@vukafricatours.com
Website:www.vukafricatours.com
Business No. :2004/044747/23
Tax No. :9239/645/15/4

Annual Report — 2011

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*See more about Vuk' Africa
on www.vukafricatours.com*

About Vuk' Africa Tours

Vuk' Africa means "Arise Africa" in Zulu.

Our Vision

Vuk' Africa Tours and Training is a social business designed to showcase unique dynamics of local communities while economically empowering nonprofit organisations.

Our Mission

It's our mission to accurately portray the history of developing communities while highlighting their present-day challenges to empower locals as we give visitors an authentic cultural tourism experience.

Our Values

Honesty, transparency, people empowerment, cultural immersion, human dignity, social justice

Changes at Vuk' Africa

We faced significant operational changes as 2011 began; thankfully, we managed to handle the transitions smoothly.

-- Katie Blundy: Former Operations Manager

Change number 1 After two years of contributing tirelessly to Vuk' Africa's operations, Katie Blundy finished her assignment with us in January, returning home to Australia. At first, we felt sad losing Katie's valuable skills and heart for peoples' empowerment; later, we began to appreciate her many valuable long-term contributions.



--Hanna Botzkowski: Marketing Manager

Change number 2 Thereafter, Hanna Botzkowski, from Germany, joined our staff, taking the role of Vuk' Africa's marketing manager for a six-month period. Hanna worked hard at establishing new networks and marketing partners for Vuk' Africa Tours. We thank Hanna for her contribution to our mission.



-- Nosipho Ntuli: General Manager

Change number 3 Nosipho Ntuli was promoted. An inspiring young woman who has been with Vuk' Africa since August 2009, responsible for finances and tour coordination, Nosipho became Vuk' Africa's general manager in 2011.

Continued on page 4 . . .

-- Thulile Msomi: Intern

Change number 4 Thulile Msomi, from South Africa, joined our organisation. Placed by Tourism World Academy to gain more experience and knowledge by working at a sustainable tourism agency, Thulile is responsible for coordinating, guiding, and administering our tours.



TOUR NEWS

Our tours continue to share the essence of what it's like to live for a few days as Zulu people do, providing tourists with glimpses of Zulu life. The authenticity of life that Vuk' Africa Tours provides is highly appreciated by tourists from around the world. Vuk' Africa is honored to be part of an operation affecting real change in the lives of many.



Visitors interacting with locals

Traditional Dance

This year Vuk' Africa welcomed Amasehla Ngemdololwane Group, a Zulu traditional kick-dance group to its stakeholders (host families). These young dancers have the capacity to *smash the floor like no man's business* as they Zulu dance. The group started in 2004 and has been entertaining people at different local traditional ceremonies for enjoyment. For the very first time, their talented performances now earn them income through Vuk' Africa.



Training for Host Families

In the interest of continuous improvement and world-class service, Vuk' Africa organised great stakeholder (host family) training on 29 May 2011, which covered hygiene, hospitality, and cross-cultural skills. The sessions also enabled families to share with us much their appreciated comments such as: "I feel honored to participate in a company that is developing the community. I look forward to Vuk' Africa's expansion so it can help employ more people."



VA providing a glimpse of Zulu life

Tourist Guide Training

To the satisfaction of our stakeholders, both internal and external, we felt it appropriate to empower our tour guides with necessary skills while offering an essential introduction to Vuk' Africa for our new guides. Sadly, following these successive training sessions, Vuk'

Continued on page 5 . . .

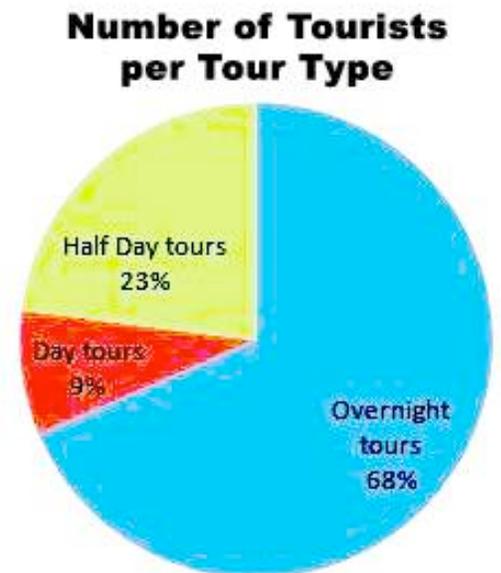
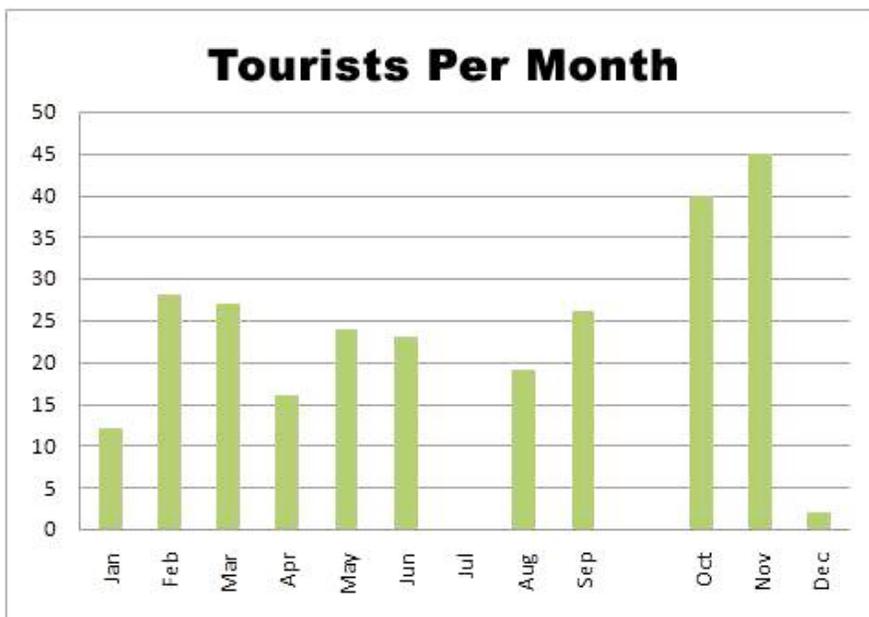
Africa lost one of its longtime serving guides, Sanele Nkosi, as a result of sickness or heart problems. We were greatly shaken by Sanele’s death and still can’t believe that he is no more.

Tourists from Around the World

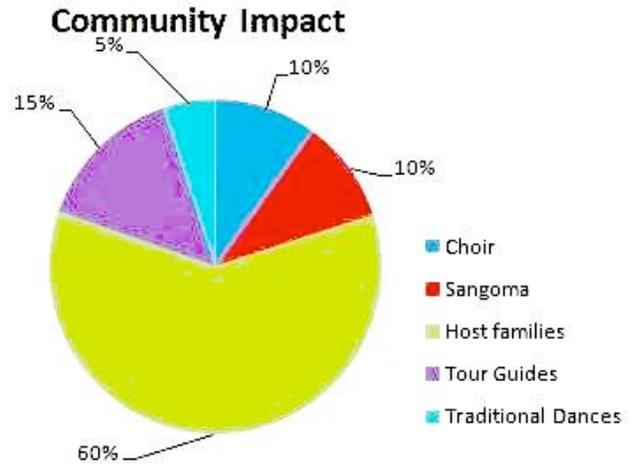
Tourists came from all over the world in 2011 to experience the uniqueness and authenticity of Vuk’ Africa’s tours. We greeted individuals and families from 16 nations: Netherlands, Sweden, Canada, Australia, Ireland, France, Switzerland, New Zealand, Singapore, Denmark, Argentina, USA, UK, India, Holland, and Finland.

Here are 2011’s tour numbers:

- * 40 tours in total
- * 262 tourists
- * A 133-percent increase in tours from 2010
- * Largest group in 2011: 16 people



Increased tour sales had a positive effect on our stakeholders, tour guides and host families, entertainers and local shops, beadwork projects and our scholarship students, and Thokomala Children’s Home and Light Providers organisation. Through your visits and your partnership with us, we’ve been able to bring smiles to many faces.



2011 BROUGHT VUK’ AFRICA A FAIR SHARE OF CHALLENGES. IT ALSO BROUGHT NUMEROUS ACHIEVEMENTS, THANKS TO SEVERAL ESSENTIAL PARTNERS.

OUR PARTNERS

In the spirit of meaningful partnerships, it’s appropriate to express our gratefulness to those partners of ours who have made it their mission to support us by directing tourists to Vuk’ Africa Tours. The following deserve recognition for their exceptional support.

Scandi Africa Tours

Vuk’ Africa loves welcoming Swedish tourists to the Valley of 1000 Hills. Thanks to Scandi Africa, through their tourist groups, many of us here in the Valley are able experience a bit of Scandinavia.

Abang Africa

Abang Africa’s vision of promoting “travel with heart and soul” is closely aligned with Vuk’ Africa’s. Our working relationship as partners started in 2010 and has been growing continuously. We look forward to further development of our partnership with Abang Africa in 2012.

Intrepid Bundu

Intrepid Bundu has consistently sent tour groups from all over the world to Vuk’ Africa. Our community benefits significantly from Intrepid Bundu’s support. Since 2010, we’ve enjoyed the company of Intrepid Bundu agents from different parts of the world who gladly visit the Valley as they experience a bit of the Zulu world with us for a day.

Continued on page 7 . . .

Loving South Africa (LSA)

LSA's and Vuk' Africa's hearts are connected by one thing and one thing only; a love for a South Africa characterized by social justice. This connection has cultivated a seamless partnership for many years as we jointly attempt to eradicate social injustice.

Town and Country Tours

South Africans say, "Local is *lekker*" (Afrikaans word meaning "good"). Our partnership with local tour operator Town and Country Tours is growing, validated by its willingness to continually refer tourists to Vuk' Africa.

Mission Travel

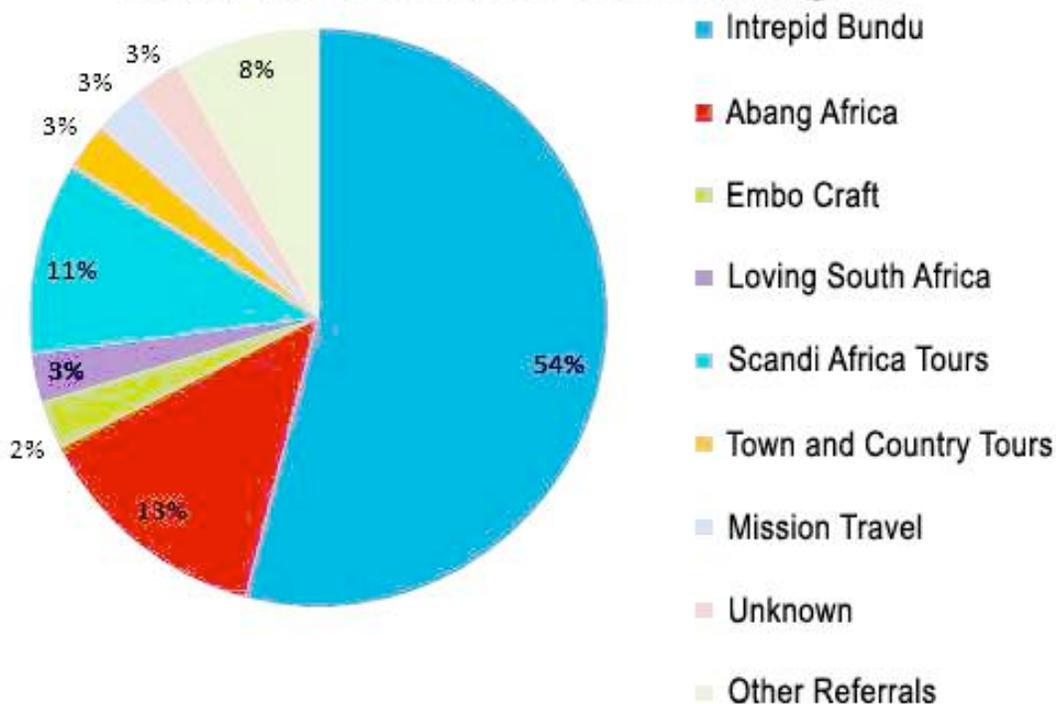
Mission Travel continued in 2011 to send us tours that helped support our local projects. For Mission Travel's dedicated efforts we are most grateful.

Other Partners

Vuk' Africa also led group tours in 2011 that originated from individual referrals made by people who had previously toured with us.

Embo Craft continued to offer us its office in Botha's Hill for a very reasonable fee while also referring potential tourists to us.

Tour Referral Percentages



2011 VUK' AFRICA ACHIEVEMENTS

Tourism KwaZulu Natal (TKZN) Certificate

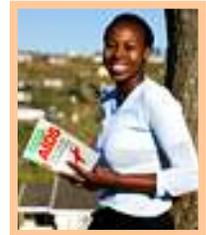
After a long application period, Vuk' Africa finally became a registered member of TKZN in February.

Projects Funded in 2011 by or through the Vuk' Africa Trust Fund

- In 2011, Vuk' Africa donated computers to Thokomala Orphanage and Light Providers to help both organisations become more efficient. In the accompanying photo, Nosipho hands orphanage leader Mr. Ntuli one of the donated laptops.



- The Beauty of the Valley Beadwork Project, one of Vuk' Africa's initiatives, sponsored the first BSSP (Beyond Self Scholarship Project) scholarship student in 2010: Thabile (shown right) recently passed her year 12/matric. We're very excited and encouraged, looking for ways to help provide a university education to her.



- Bongiwé and her brother Mfana, who have been living at Thokomala Children's Home since their parents passed away, again earned Vuk' Africa Trust Fund BSSP scholarships in 2011. Their scholarships came as a result of financial contributions made by Andrea Pearman of Australia, who met Bongiwé during a Vuk' Africa tour and was touched when she learned of Bongiwé's serious heart illness and inability to go to school until she was 10. Andrea Pearman's additional contributions have helped Bongiwé and Mfana start their school year by providing school uniforms, books, and fees. We thank Andrea Pearman for her continuous support and generosity.



Bongiwé (left) and Mfana each earned Vuk' Africa Trust Fund BSSP scholarships in 2011.

**VUK' AFRICA THANKS ITS GENEROUS SUPPORTERS
FROM AROUND THE WORLD WHO HAVE HELPED MAKE
A BIG DIFFERENCE FOR VALLEY PEOPLE.**

THREE MEDIA MOMENTS FOR VUK' AFRICA IN 2011

1

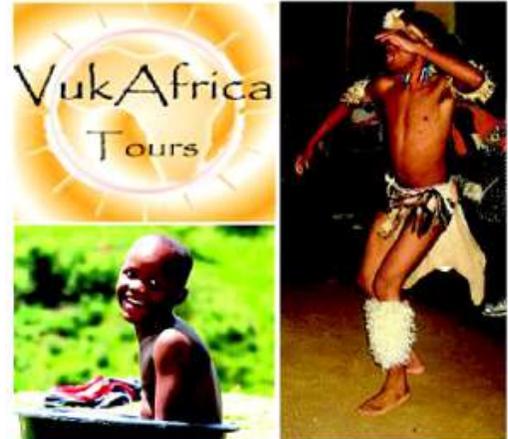
This promotional piece was published compliments of *What Where When Magazine*.

Awaken the Zulu within you! Journey with us into the depths of modern day Zulu Culture, and let the African sun, soil and people expand your mind and change your heart forever.

Vuk Africa is a cultural tourism organisation that seeks to empower, develop and showcase developing communities in South Africa. Vuk Africa will show you a unique community and way of life in the Valley of a Thousand Hills and give you the opportunity to live like a Zulu for a day!

We run cultural tours into the Valley of a Thousand Hills, a semi rural Zulu community 40 minutes west of Durban.

Vuk Africa Office
Embo Craft Training Centre
 237 Old Main Road, KwaZulu-Natal



078 336 5094 | 031-765 4877
info@vukafricatours.com



MORE THAN JUST A TOUR.
 For bookings contact:
 Cell 078 336 5094
 info@vukafricatours.com

2

... compliments of *Travelers Guide*



GATEWAY
 of KZN
 June 2011

More than just a view from the 1,000 Hills

A host of experiences

TOUR activities include:
 An introduction to the Valley of a Thousand Hills – its culture, people and issues.
 Visit traditional healer.
 Visit a beadwork project and purchase traditional beadwork and crafts directly from the women who make it.
 Walk through the community.
 Enjoy a local braai for lunch.
 Visit an orphanage and experience the world-renowned sounds of Zulu music (concert)
 An taxi experience.
 Visit a family for traditional Zulu dinner.
 Homestay.
 Breakfast and bathing.
 Walk to 'the rock' overlooking the magnificent Inanda Dam.
 Options include visiting a local school or a religious ceremony. These are dependent on the day of the tour.

They are working with the local community to generate income for struggling families, create employment, provide skills training and raise money for community projects.
 The overnight tour includes lunch, dinner, breakfast and accommodation, cost without a vehicle is R 750, while cost with vehicle is R890.
 This is not an artificially constructed tour, you will be welcomed into a family home as a guest not a tourist. This is a unique opportunity to walk in someone else's shoes and gain an insight into their life.
 You experience all that is experienced in the day tour, but also spend the night engaging with the locals and sleeping in a family home or rondaval (round house).
 Call 078-3365-094 or email info@vukafricatours.com

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... compliments of *Gateway magazine*

MOVING FORWARD: VUK' AFRICA'S 2012 TEAM

- Founder and Director of Vuk' Africa Tours, **Vusi Kweyama**, is back with us working full time, after having earned a BA degree at Monash University, following three years of study.
- **Nosipho Ntuli** continues to serve Vuk' Africa as its general manager.
- Tour Guide and Coordinator **Thulile Msomi**, after a year's service at Vuk' Africa as a trainee, will complete her internship with us in January 2012. Her passion, hard work, and critical mind will be missed greatly in the office. We wish her all the best with her endeavors, but we are sure that she will continue to interact with us in one way or the other in the future.

FINAL WORDS

Vuk' Africa's accomplishments in 2011 wouldn't have been possible without the assistance of amazing individuals, such as our former and current staff members, as well as many organisations and a variety of stakeholders.

Our vision of showcasing unique dynamics of local communities while economically empowering nonprofit organisations is slowly becoming a reality, as Vuk' Africa simultaneously provides an unforgettable tourism experience to visitors from around the world.

The eradication of humiliating poverty, unemployment, and many other social ills in the Valley continues to be our pursuit for 2012. Hence, collaboration is imperative if we are to achieve our mission.

Vuk' Africa is driven, not by its pursuit of sales but by its ability to effectively implement tourism revenue so it can help transform the lives of the downtrodden.

For contributing as you have, making a difference for us, and shaping 2011 in a special way, our thanks and appreciation go to the following organisations, families, and individuals:

- ✓ -- Our partners: Mission Travel, Loving South Africa, Embo Craft, Scandi Africa Tours, Intrepid Bundu, Abang Africa, and Town and Country Tours.
- ✓ -- Tourists who joined us on our 2011 journeys and opened their hearts and minds to a different culture.
- ✓ -- Our trust fund supporters who saw the need and gave so generously; your contributions are transforming our community.
- ✓ -- Our host families, tour guides, beadwork women, traditional healers, and everyone from the community who have accompanied us on our journey; because of your openness, many have experienced the magic of the Zulu culture.
- ✓ -- Nonprofit organizations in KwaNyuswa: Light Providers Youth Club, Thokomala Children's Home, and Beyond Self Scholarship Program. It is an honor to join you as we all fight against the poverty of knowledge.
- ✓ -- Our web servant, copyeditor, and photo editor, Warren Camp.

Siyabonga. (We thank you.) . . . **THE VUK' AFRICA TEAM**