



**LIDWALA**  
INSURANCE COMPANY

**Yellow Epilepsy Pro-Am**  
**Nkonyeni Golf Estate**

Sat, July 9, 2016  
09:30 BOMB START

**AMATEURS**  
**4BALL ALLIANCE**  
**E2500**  
**(Cart & Green Fees Incl.)**  
\* Greens / Tees Sponsorships Available

**PARTNERS**

**Magaye**  
Business Investment (Pty) Ltd

**Build it**

**LIBERTY**

**IBE**  
SWAZILAND  
EPILEPSY  
ORGANISATION

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# LIDWALA INSURANCE EPI-YELLOW GOLF TOURNAMENT REPORT

2016



## **BACKGROUND**

Epilepsy is a common illness in the world. It affects 50 million people worldwide. Epilepsy is a chronic illness. It is characterised as recurrent, intermittent seizures unprovoked by any acute medical condition or transient brain disorder. Epilepsy is the fourth most common neurologic disease. One in 26 people develops epilepsy during the lifetime.

Epilepsy is one of the most common serious neurological diseases in childhood. The incidence of epilepsy is slightly higher in male patients with epilepsy. Patients with epilepsy commonly have multiple psychological, psychiatric and social problems due to their illness and also due to medication. There is significant psychological and social impact of epilepsy. Epilepsy is associated with increased mortality, including increased risk of sudden unexpected death. Epilepsy can also result in morbidity which may be physical occurring directly from seizures. The patients can also have cognitive delay, speech difficulties, language difficulties or learning disabilities. Epilepsy can also result in aggressive behaviour or psychosocial issues. Patients frequently have poor knowledge of epilepsy. Thus, they are more prone to having low self-esteem.

Epileptic patients feel stigmatised by the society and they develop social maladjustment as well. They have multiple social problems such as social withdrawal, ostracism and low self-esteem. These issues may be due to attitude and perception of the society. People with epilepsy are wrongly perceived as having mental health and also being antisocial. The patients fear rejection from their peers and from other people. Many a times, they feel lonely and feel being outcast from society. Stigma is associated with poor psychosocial health outcomes in people with epilepsy. Epilepsy stigma can be categorised into internalized, interpersonal, and institutional. The stigma is based on misunderstandings and wrong conception that are present for many



years. Despite modernisation of society, there are still wrong concepts and ideas about patients with epilepsy, resulting in difficult social environment for the patients.

### INTRODUCTION

The Swaziland Epilepsy Organization (SEO) successfully hosted its 5<sup>th</sup> annual Yellow Epilepsy Golf Tournament at Nkonyeni Golf Estate on the 9<sup>th</sup> of July 2016. Lidwala Insurance Company – the dominant insurance provider in Swaziland - has been the tournament title sponsor since its inception in 2012. Another company that has been a sponsor of the tournament since 2012 is Build It. Real Pay – the most advanced payment solution in Africa – joined the sponsorship wagon for this year’s golf tournament. The SEO would like to express its deepest gratitude for the support that these esteemed companies provide, respectively, towards assisting the SEO address the socio-economic disparities faced by people living with epilepsy in Swaziland.



***Banners and flags of tournament sponsors displayed at the venue.***



The fight against epilepsy discrimination is a public good since the disorder could undermine the collective development efforts of the country. Private companies and businesses have a unique role to play in the fight against the stigmatisation and discrimination of people with epilepsy as they interact with such people directly in employment relations and indirectly through employees' families, customers, as well as community members. By joining forces with government and civic society, the private sector has an opportunity to contribute to the development and sustainability of a vibrant and productive business environment and offer a "business case" for prevention, care and treatment.

As per usual, the patron of the organisation Prince Bandzile graced the event. This year Prince Bandzile was accompanied by Prince Lethukuthula from the Zulu Royal Family. The Zulu Prince is the chairman of Elikamthaniya Foundation – an organisation that seeks to develop rural communities and coordinate their economic and social activities to prosper. The Prince was in the country to witness the Yellow Epilepsy Golf Tournament and also to provide support to the work done Prince Bandzile of improving the lives of people living with epilepsy in Swaziland.



***I'M READY. The patron of the Swaziland Epilepsy Organization HRH Prince Bandzile ready for tee-off.***



Epilepsy Mpumalanga staff came through to support the Yellow Epilepsy Golf Tournament as well, following a Memorandum of Understanding (MoU) between Epilepsy Mpumalanga and Swaziland Epilepsy Organization where these two entities agreed in writing to partner with one another, and support each other on activities to alleviate the stigma that has for many years been inflicted to people living with epilepsy. Establishing relations with other entities outside the borders of Swaziland will expose the organization to many opportunities that may propel it to greater heights.



**SAY CHEESE. Epilepsy Mpumalanga staff enjoying the event proceedings at their stand.**

On the day, golfers from South Africa along with golfers from the Kingdom of Swaziland joined hands with the SEO in advocating for the socio-economic welfare of those people living with epilepsy. While the epilepsy golf tournament was initiated for the purpose of raising awareness about the neurological condition to the business community as well as the corporate sector, this initiative now provides a platform for the business community to interact and network whilst sharing ideas that are paramount to their business' prosperity.



***Royal Swaziland Sugar Corporation (RSSC) Managing Director (blue golf t-shirt) Nick Jackson with his team.***

Driving the country's 25 years National Development Strategy (NDS) with a vision which states that: "By the Year 2022, the Kingdom of Swaziland will be in the top 10% of the medium human development group of countries founded on sustainable economic development, social justice and political stability," this year epilepsy golf tournament had the following objectives:

- ❖ Fundraising campaign to help identify and start income generating community project for people living with epilepsy.
- ❖ Raising awareness on epilepsy
- ❖ Opportunity for Small and Medium Enterprises to network with Big corporate players
- ❖ Promote epilepsy and sport



### **SHOOT OUT**

On Tuesday, 7<sup>th</sup> of July 2016, the organization invited corporate giants including Lidwala Insurance, Swaziland Posts and Telecommunications (SPTC), Swazi Bank, Build It and Liberty Life that have supported this year's yellow golf tournament for a mini-putting competition at the Corporate Place Wood 'n' Putter golf course located on the third floor of the Corporate Place. Wood 'n' Putter is a miniature golf course. It uses artificial putting surfaces and obstacles. This mini golf indoor game is the only one in Swaziland with a complete 18-hole course.

During the tournament, the anchor sponsor, Lidwala Insurance Company, proved to be more focused than the other corporate giants as they scooped the first position with 26 points. It was closely followed by SPTC with 27 points and third was Swazi Bank with 34 points. It was, however, more than just a tournament as representatives from these companies exhibited undue passion for fighting for a cause that has afflicted many of the Swazi people: epilepsy. From a corporate social responsibility perspective, these companies have demonstrated that they are more than instruments for generating money; they are also vehicles for accomplishing societal purposes and for providing meaningful livelihoods for those of our people afflicted by the neurological disorder.

### **THE EVENT**

The pair of Brian Mayisela and Victor Masilela won the one day Epilepsy Yellow Golf Tournament at Nkonyeni Golf Estate. They won by 43 points. This was confirmed by the tournament's co-ordinator, Benedict Bennett. During the Prize presentation, the SEO was able to raise E10, 500 through an auction of wine bottles from a wine manufacturer – Bayede from Kwazulu-Natal.



**NUMBER #1: HRH Prince Bandzile, Prince Lethukuthula, Lidwala Insurance General Manager Alfred Madondo with the winners of the tournament Brian Mayisela and Vusi Masilela.**

Chairperson of Swaziland Epilepsy Organisation, Lenny Shoulder thanked all those that supported the event. He promised more activities from the organisation going forward. “We thank sponsors, the Patron (Prince Bandzile), the Zulu Prince (Lethukuthula) and our colleagues from Mpumalanga, South Africa, not forgetting the corporate companies. Everyone has played a role in making sure that this event was a success,” he said. The chairman added that golf was a wonderful sport in the sense that it was interactive, hence those taking part could share ideas and learn from each other. He said the main goal for the SEO now was to build and sustain an Epilepsy centre. “We believe such a centre will be crucial in the growth and effectiveness of the services provided by our organisation,” he said.



**MY POINT.** *The Swaziland Epilepsy Organisation Chairman Lenny Shoulders stressing a point during his remarks.*

Director of Epilepsy Mpumalanga Mariana Holtzhausen has said her organisation is pleased with the partnership it has with the Swaziland Epilepsy. Speaking during the event at Nkonyeni Golf Estate, Holtzhausen pointed out that her organisation has been friends with the locals for many years. “We are always happy to be part of such events because we get to learn a lot from each other. This has been an ongoing relationship and we hope it shall continue,” she said.

The National Director of the Swaziland Epilepsy Organisation Mbusomuni Mahlalela shared similar sentiments, stating that SEO had visited Mpumalanga Epilepsy early this year and would be going back there early February next year. “We want to widen our work so can be in a position to seek assistance from bigger institutions like the global fund and others,” he said. He added that the organisation shall continue to lobby for more support, especially in the Southern African Development Community (SADC) region.



***NICE TO MEET YOU. Director of Epilepsy Mpumalanga Mariana Holtzhausen meets the Patron of the Swaziland Epilepsy Organization Prince Bandzile.***

The Patron of the Swaziland Epilepsy Organisation Prince Bandzile has praised the visiting team from Mpumalanga Epilepsy for the support they had shown to their local counterparts. Speaking during the Epilepsy Yellow Golf Tournament at Nkonyeni Gold Estate, the prince stated that such support was very important as the two organisations shared knowledge, which helped improve the way they cared for individuals with epilepsy. He also lauded the visit of Dr. Steve Coates from England, who donated an EEG machine at the Mbabane Government Hospital Psychiatric Unit. The machine is used for proper diagnosis of epilepsy.



***The Patron of the SEO Prince Bandzile being interviewed by a Channel 5 journalist.***

“We thank the Zulu Prince, Lethukuthula, for taking his time to come and support us in this initiative,” he said. Prince Lethukuthula said it was essential for royalty to be seen to be doing something to take care of vulnerable citizens as they were part of the society. He said the efforts of the Patron, Prince Bandzile, would ensure that the chronic illness is controlled. “I am pleased to be part of this event because we are also engaged in the same work in South Africa, where we come from. People affected by this illness are a part of society, and we must not forget that,” he said.



***HRH Prince Lethukuthula signing one of the bottles of wine that were auctioned on the day while Prince Bandzile looks on.***

Prince Bandzile urged other companies to come on board and assist them. He also thanked the Swazi public for rallying behind the organisation. A resounding 48 golfers participated in this year tournament. However, this 25% less than the 64 golfers recorded last year. Prince Bandzile concluded his remarks by announcing the International Golf Tournament to be hosted by Mpumalanga Epilepsy in Dullstroom, South Africa on the 11<sup>th</sup> of February 2016 and urged each and every one present to attend.



**WINNERS.** Standard Bank CEO Phil Mnisi and South African High Commissioner Mr. Mahlangu pose for a photo with Prince Bandzile and Prince Lethukuthula after receiving their prizes. Looking on is Lidwala Insurance General Manger Alfred Madondo.

### ACHIEVEMENTS

- ❖ Strengthening of existing relations: The SEO continues to enjoy the relationship that it has formed with its South African counterparts. Mpumalanga Epilepsy was present to give support to SEO and also to share knowledge and ideas whilst raising awareness and advocating for the rights of people living with Epilepsy.
- ❖ New relations: The SEO was able to get an additional sponsor for the tournament – Real Pay. The company provided a sponsorship of E15, 000 + services that were rendered during the event, i.e., providing energy drinks to golfers and to other participants.
- ❖ The SEO established new relations with Elikamthaniya Foundation whose chairman is HRH Prince Lethukuthula from the Zulu royal family. There was immediate benefits from the relationship as we saw bottles of wine from Bayede wine manufacturer being auctioned on the day. An amount of E10, 500 was raised for the organisation.
- ❖ Media coverage: The event was covered by Swazi TV, Channel S and Times of Swaziland.



***Real Pay golfers pose for a photo with Prince Bandzile, Prince Lethukuthula and Lidwala Insurance General Manager Alfred Madondo after receiving their prizes.***

### **CHALLENGES**

- ❖ The inaugural tournament in 2012 had 25 sponsorship deals from different companies in the country. However, over the five years, sponsors have pulled out of the tournament. The recent tournament had only 3 sponsors. This is the prevailing challenge that needs to be addressed.
- ❖ Some golfers arrived early not aware that the start time has been changed from the normal 7:00 am to 9:00 am. There were complaints about that.



### RECOMMENDATIONS

- ❖ The SEO must scout for additional sponsors because it is clear that the organisation has been losing sponsorships for the tournament over the 5 years.
- ❖ Changes made to the tournament should be communicated to stakeholders and the golfers on time to avoid some misunderstandings.

### CONCLUSION

Swaziland Epilepsy Organization is fully dependent on donor funds and government subventions. In line with its strategic plan to be self-sustainable, the yellow golf campaign is one of the strategies utilized by the organization to raise funds in order to sustain its operations. An event like the Epilepsy Yellow Golf Tournament plays a pivotal role in raising the much needed funds for self-sustainability as the organization continue to cater for the socio-economic needs of the people living with epilepsy in the Kingdom of Swaziland.

### FINANCIAL REPORT

#### **SWAZILAND EPILEPSY RECEIVABLES AND EXPENDITURE BREAKDOWN FOR GOLF DAY - 9 JULY 2016**

<b>BUDGET</b>	<b>ACTUAL EXPENDITURE</b>
Allocated Budget	<b>130, 000.00</b>
Approved Budget	130, 000.00
Expenditure	58, 442.81
<b>Deficit/Surplus</b>	<hr/> <b>71, 557.19</b> <hr/>



ITEM	AMOUNT
Shoot outs	5, 000.00
Promotional material	8, 246.76
Communication	1, 500.00
Golf prizes	7, 831.05
Prize giving dinner	26, 925.00
Green fees/halfway house	13, 940.00
<b>GRAND TOTAL</b>	<b><u>58, 442.81</u></b>

**GOLD DONATIONS**

<u>Company Name</u>	<u>Amount</u>
Lidwala Insurance	E130, 000.00
Build It	E

**SERVICE DONATIONS**

Real Pay	E15, 000
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**OTHER INCOME**



Auction (Bottles of Wine)

E 10, 500.00

**TOTAL GOLF SPONSORSHIP E 000, 000. 00**

**Budget** E130, 000.00

**Total Expenditure** E58, 442

**Surplus** E71, 557

**Funds** from Lidwala insurance donation for administration

**Annexure**

The organization hosted its fifth annual epilepsy yellow golf which is a fundraising campaign falling under Resource Mobilization and Advocacy and Awareness.

**Golf 2016;** A total of **E58, 442** was spent by the organization in the golf tournament beginning from the buildup shootout which was used as a promotion tool for the actual golf tournament.

**REVENUE**

This year’s event did not receive much in terms of donations. This is because most companies donated monies towards livelihood sustainability projects done by the organization as people living with epilepsy are faced by serious socio-economic challenges



characterized by high levels of poverty and inequality because employers are often reluctant to employ them.