

Refilwe Community Project

Corné Engelbrecht

Saving time and money without scrimping on quality.

Taking graphic design and video production in-house doesn't have to be daunting – even if you have limited resources. In fact, insourcing can save huge amounts of time and money as has been the experience of the Refilwe Community Project, a South African charity for disadvantaged and vulnerable children. Using a combination of CorelDRAW and Corel VideoStudio Pro, Refilwe creates a vast array of marketing material, including videos, slide shows, banners, business cards and annual reports to raise awareness of the plight of those in their care and to appeal for donations.



"It just gets better with every update – it's more user-friendly, there are more options to choose from, more shortcuts and it takes less time to accomplish your end goal."

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Giving a hand up

Named after the Tswana word meaning "gift", the Refilwe community project is a multi-focused initiative serving the informal settlements surrounding the town of Lanseria outside Johannesburg. From caring for abandoned babies to supporting early development for pre-schoolers, as well as providing after-school care which is linked to a recycling project, the charity focuses on offering a hand up, rather than a hand out.

CorelDRAW® Graphics Suite Case Study



OVERVIEW

NAME:

Corné Engelbrecht
Donor Relations Manager

ORGANISATION:

Refilwe Community Project

LOCATION:

Lanseria, South Africa

INDUSTRY:

Charity

PRODUCTS:

CorelDRAW®
Corel® VideoStudio® Pro

PROJECT SUMMARY

The simplicity and range of tools available in CorelDRAW and Corel VideoStudio Pro enables children's charity Refilwe Community Project to produce all their own marketing and fund-raising materials. Being self-sufficient saves the charity money and cuts down on production time.



Children in the After Care Centre have to collect and bring recyclable material in order to participate in the programme. They are paid for these materials in "Mulas", a fictitious currency which can be exchanged for stationery, food or personal care items.

As is the case with many charities, Refilwe is heavily dependent on the donation of cash and goods to support over 200 children and infants and it has to make the most of volunteered services and thinly-stretched staff.

Donor Relations Manager Corné Engelbrecht is no stranger to CorelDRAW and has been using the graphic design software to produce

banners for promotional events, create thank you letters, business cards, posters and stickers. "It just gets better with every update – it's more user-friendly, there are more options to choose from, more shortcuts and it takes less time to accomplish your end goal," he enthuses.

With Corel VideoStudio Pro, Corné can extend his creativity to compile slideshows and videos that demonstrate the crucial work the Refilwe Community Project is undertaking.



Powerful tools, but simple to use

"When approaching large organisations for funding, I want to be able to impress them with a professional presentation – Corel VideoStudio Pro allows me to put something really amazing together, quickly," he explains.

"I can shoot footage on my smartphone, combine stills with video clips, import music, select different visual effects and export the finished product in a variety of formats without losing quality. These are powerful tools which let you unleash your creativity, giving you the freedom to experiment and try new things without really messing it up."

The ability to do creative work in-house reduces the to-ing and fro-ing with external designers or video producers, resulting in a much quicker approval process. And in addition to saving time, it saves money as they don't have to pay outsiders to do the work.

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Lightening the load

Corné has negotiated a weekly promotional event at Lanseria International Airport, the only privately-owned airport of its kind in South Africa, which attracts some 160 000 passengers annually.



The Customer Information Desk at Lanseria Airport is regularly converted into a Refilwe Information Desk, helping the charity raise its profile and much-needed funds

Each Friday, the Customer Information Desk at Lanseria is converted into a Refilwe Information Desk where a variety of activities are held to foster awareness and procure donations.

This is where the banners come in handy for branding purposes and Corné has created a slideshow presentation which is on a looped display in the departure lounge, to demonstrate how the organisation gives hope to children living in devastating circumstances.

"Refilwe is involved in a number of pro-programmes, so it's quite tricky trying to cram everything into a 30-second slideshow. The ability to add word art, drag and drop clips, zoom in on photos, use transitions and sound effects in a simple and user-friendly way lets you do a lot of cool stuff and reach your end goal without a huge amount of effort," he explains.

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Refilwe Community Project uses CorelDRAW to design t-shirts and the adverts that help sell them.



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