



Cotlands

2024 WEBSITE
INFORMATION

TABLE OF CONTENTS

1		Cotlands 87-year journey
2		Consolidated statistics
3		Internal baseline and summative assessment results
4		Site visit compliance scores
5		Early learning playgroup stats
6		Toy library stats
7		Capacity-building stats (operations)
8		Capacity-building stats (projects)
9		CotlandsIgnite® accredited training stats
9		Skills development and training stats
10		Employee turnover
11		Employee composition
13		Marketing and communications performance

EACH OF US
CITIZENS,
HAS A ROLE TO
PLAY
IN CREATING
A BETTER
WORLD
FOR OUR
CHILDREN.

Nelson Mandela



Cotlands

87-year journey



Cotlands' legacy of 87 years can be viewed by clicking on the link below:

[Cotlands 87-year journey](#)



Consolidated statistics

Activity	Measure	2024	2023	2022	2021	2020
Early learning playgroups						
Early learning playgroups	at year end	91	79	78	46	87
Early learning play sessions	total	6 726	7 326	6 004	2 191	28 326
Children enrolled	at year end	1 391	1 124	1 122	636	1 131
Meals	total	185 082	167 340	120 748	40 054	372 017
Referrals	total	117	75	45	12	207
Toy library depots						
Members	at year end	709	344	369	84	414
Play sessions	total	328	65	64	62	433
Children served	total	6 123	3 023	1 135	880	6 195
Community capacity building						
Sessions	total	1 888	1 824	793	126	3 129
Trainees	total	11 162	12 759	6 986	2 487	15 640
Total annual beneficiaries						
Direct child beneficiaries	total	7 514	4 147	2 257	1 516	7 326
Indirect child beneficiaries	total	98 348	29 101	11 308	7 867	3 616
Adults	total	11 162	12 759	6 986	2 487	15 640
Total	at year end	117 024	46 007	20 551	11 870	26 582



Internal baseline and summative assessment results

Annually, we perform baseline and summative assessments of children attending the early learning playgroups (ELPG). The baseline assessment is conducted at the beginning of the year after participation in three sessions. It is essential to determine whether our programme achieved our goal of getting children ready for school. A sample of children is randomly selected for the baseline assessment, and the same cohort of children is assessed in both the baseline and summative assessments. The team leader does the assessments to enhance the validity of the results. Attrition of children from the programme is considered, and only the data of children for whom both baseline and summative data is available is included in the analysis.

In this financial year, we completed the baseline assessment in March 2023. Despite encouragement and follow-ups for children to attend the ELPG sessions, unfortunately not all children attended all the sessions. This was due to a number of children enrolled in the early learning playgroups being foreign nationals. The parents will take the children back to their country when they visit and they will stay in their country for more than a month and only when they return to South Africa do they bring the children back to the ELPG. Although children could not access the required number of early learning playgroup sessions, which negatively impacted their development and school readiness scores, the children's school readiness improved by 7%.

	ELOM* 2023	Academic year of 2023	Academic year of 2022	Academic year of 2021	Academic year of 2020	Academic year of 2019
Baseline score (January 2023)	March 23 On track: 28% Falling behind: 26% Falling far behind: 46%	76%	60%	63%		59%
Summative score (September 2023)	Nov 23 On track: 62% Falling behind: 20% Falling far behind: 18%	83%	67%	75%	Not available due to Covid-19 disruption impacting our programmes	82%
Percentage improvement	On track: +33% Falling behind: -6% Falling far behind: -27%	7%	7%	12%		23%

*ELOM (Early learning outcomes measure)



Site visit compliance scores

To ensure effective office administration and consistent quality service delivery and implementation of our toy library and early learning playgroup programmes, two site visits to each regional office, conducted by the operations manager, occur annually. The visits aim to provide support to implementers, provide training, and mentor regional managers in their roles. The compliance score of each region is determined by scoring each of the indicators on the comprehensive site visit monitoring checklist.

The site visit compliance scores indicate a region's overall administrative and programme implementation compliance. The average compliance score reported in FY2024 was 90%.

Site visit compliance scores

	FY2024	FY2023	FY2022	FY2021	FY2020
Total	90%	87%	93%	Not available	91%





Early learning playgroup stats

Indicator	Measure	% increase or decrease from the previous year	Total 2024	Gauteng	Mpumalanga	Total 2023	Total 2022	Total 2021	Total 2020
Early learning playgroup facilitators	at year end	-11%	47	12	35	53	52	49	55
Number of early learning playgroups	at year end	15%	91	20	71	79	78	46	87
Number of early learning playgroup sessions	total	-8%	6 726	1 290	5 436	7 326	6 005	2 191	28 326
Children	at year end	24%	1 391	348	1 043	1 124	1 122	636	1 131
Boys	at year end	25%	655	146	509	526	544	303	534
Girls	at year end	23%	736	202	534	598	578	333	597
Meals served	total	11%	185 082	39 014	146 068	167 340	120 748	40 054	372 017
Referrals	total	56%	117	21	96	75	45	12	207

There was an increase in referrals in FY24 compared to FY23 by 42 children. There were multiple factors for this increase:

1. The nurses in Gauteng and Mpumalanga would make all referrals, however, after the ending of the Stephen Lewis Funding in August 2023, the early learning facilitators (ELFs) have been completing the referrals. The nurses and regional managers have upskilled the ELFS on how to complete a referral and they are taking more initiative in the process.
2. In Mpumalanga there were multiple children referred for ear infections, and in Gauteng there was an outbreak of mumps.
3. There was also a high case of ringworm where children were referred. ELPG venues were cleaned and sanitised accordingly.

Parents were capacitated on how to identify childhood illnesses and what steps to take in caring for them which included taking children to the clinic, good nutrition and sanitisation.



Toy library stats

	Measure	% increase or decrease from the previous year	Total 2024	Gauteng	KwaZulu-Natal	Western Cape	Eastern Cape	Mpumalanga	Limpopo	Free State	Total 2023	Total 2022	Total 2021	Total 2020
Toy library														
Number of toy librarians	at year end	20%	24	4	2	2	2	6	4	4	20	17	17	22
Cotlands-owned toy library depots	at year end	n/a	12	2	3	1	1	3	1	1	12	9	9	9
Cotlands-owned mobile toy libraries	at year end	n/a	9	2	1	1	1	2	1	1	9	8	8	8
Inspired toy library depots owned by other organisations		-98%	1	1	—	—	—	—	—	—	40	36	31	39
Inspired mobile toy libraries owned by other organisations (includes toy library trailers)		n/a	5	—	5	—	—	—	—	—	5	5	6	4
Quality assurance of toy libraries not owned by Cotlands		-100%	—	—	—	—	—	—	—	—	12	13	12	39
Total members	at year end	106%	709	101	44	77	4	404	39	40	344	369	84	414
Play sessions	total	410%	328	4	1	6	2	171	—	144	65	64	62	433
Children attending play sessions	total	103%	6 123	289	73	737	168	2 512	133	2 211	3 023	1 135	880	6 195
Boys	total	98%	3 098	163	38	366	71	1 123	89	1 248	1 567	537	408	3 118
Girls	total	108%	3 025	126	35	371	97	1 389	44	963	1 456	598	472	3 077
Mobile play (go-and-play sessions)	total	404%	328	4	1	6	2	171	—	144	65	64	62	411
Children attending mobile sessions (go-and-play sessions)	total	103%	6 123	289	73	737	168	2 512	133	2 211	3 023	1 135	880	5 869
Communities served by mobile units	total	138%	419	59	1	5	—	354	—	—	176	170	20	260
ECD centres served by mobile units	total	75%	289	42	42	72	4	50	39	40	165	185	61	143
Toys lent out	total	15%	42 996	10 793	3 807	1 770	235	21 590	48	4 753	37 537	22 617	5 698	43 401



Capacity-building stats (operations)

Activity	% increase or decrease from the previous year	Total 2024	Gauteng	KwaZulu-Natal	Western Cape	Eastern Cape	Mpumalanga	Total 2023	Total 2022	Total 2021	Total 2020
Total sessions	9%	1 691	380	45	109	34	1 123	1 551	793	126	2 482
Total trainees	18%	10 121	2 340	372	1 009	441	5 959	8 606	4 656	1 003	9 851
Total males	61%	504	125	—	60	5	314	314	193	43	220
Total females	16%	9 617	2 215	372	949	436	5 645	8 292	4 463	959	9 631





Capacity-building stats (projects)

Activity	% increase or decrease from the previous year	Total 2024	Gauteng	KwaZulu-Natal	Limpopo	Free State	Total 2023	Total 2022	Total 2021	Total 2020
Total sessions	-27%	197	12	97	4	84	270	350	135	644
Total trainees	-75%	1 041	43	263	86	649	4 153	2 330	1 484	5 789





CotlandsIgnite® accredited training stats

	Total 2024	Total 2023	Total 2022	Total 2021
CotlandsIgnite® accredited courses				
Occupational certificate SAQA Qual. ID 97542 ECD L4 practitioner	21	42	8	32
New Venture Creation: Toy Library Skills Programme	4	0	4	33
Total participants enrolled	25	42	12	65



Skills development and training stats

	Number of employees trained per course
Training focus for 2023/2024	
ECD level 4	6
NVC Toy library skills programme	3
First aid training for playgroup facilitators and toy librarians	48
Undergraduate - Higher Certificate in Pre-School Education	1
Online Learning and Teaching Trends	3
Future-Focused Learning Material Development & Design	2
Driving lessons	2
Conferences, seminars, and summits	2

	2024	2023	2022	2021	2020
Number of employees trained	64	37	53	79	75



Employee turnover



	2024	2023	2022	2021	2020
Turnover percentage					
Resignations	13	24	15	43	29
Dismissals	6	9	4	23	67
Total	19	33	19	66	96
Turnover percentage (%)	15.96	25.38	16.96	41.77	55

	2024	2023	2022	2021	2020
Reason for employees leaving Cotlands					
Salary and benefits	5	12	10	6	11
Personal	5	5	2	8	4
Dismissed/retrenched	6	10	4	23	67
Other/unknown	3	6	3	29	14
Total	19	33	19	66	96

	2024	2023	2022	2021	2020
Age groups of employees leaving Cotlands					
20-35	9	20	9	44	64
36-45	4	10	7	12	23
46+	6	3	3	10	9
Total	19	33	19	66	96



Employee composition



	2024			2023	2022	2021	2020
	Permanent	Non-permanent	Total				
By gender							
Female	98	6	104	104	108	107	147
Male	11	1	12	15	22	22	28
Total	109	7	116	119	130	129	175

	2024			2023	2022	2021	2020
	Permanent	Non-permanent	Total				
By province							
Gauteng	40	6	46	45	54	49	89
Western Cape	2	-	2	2	2	4	2
KwaZulu-Natal	6	-	6	9	5	6	6
Eastern Cape	1	-	1	2	2	2	2
Mpumalanga	51	1	52	58	62	63	71
Limpopo	4	-	4	-	5	5	n/a
North West	n/a	n/a	n/a	n/a	n/a	n/a	5
Free State	5	-	5	3	n/a	n/a	n/a
Total	109	7	116	119	130	129	175



Employee composition *[continued]*



	2024			2023	2022	2021	2020
	Permanent	Non-permanent	Total				
By race							
African	95	7	102	104	114	111	153
Coloured	3	-	3	3	4	6	4
Indian	1	-	1	1	1	1	1
White	10	-	10	11	11	11	17
Total	109	7	116	119	130	129	175

	2024	2023	2022	2021	2020
B-BBEE percentage					
(percentage of employees classified as black as defined by the B-BBEE Codes of Good Practice in line with the B-BBEE Act of 2003)					
B-BBEE percentage	91.4%	90.76%	91.54%	91%	90.29%



Marketing and communications performance

	% increase or decrease from the previous year	2024	2023	2022	2021	2020
Facebook followers	7%	8 968	8 366	7 620	7 565	7 170
Instagram followers	5%	765	729	683	616	537
Twitter followers	-2%	1 529	1 557	1 569	1 583	1 567
LinkedIn followers	19%	926	781	665	503	398
Website visits*	-	109 707	37 424	51 225	42 415	45 108
Website visitors*	-	73 750	14 643	21 665	15 178	15 558
YouTube views average per annum	-43%	176	310	257	376	337
Email newsletter subscribers	15%	12 212	10 638	9 839	6 350	2 143

*The website statistics reported on prior to 2024 were taken from Google analytics. As of FY2024, we are using reports from our website host Blue Magnet which provides more detailed reporting and analytics for us to monitor and measure.

