

ignisive Overview

#igniteinclusivechange

SFB Trailblazers



ignisive SPARK

ignisive is the spark, but the real power lies in the people it lights up.



One spark. Countless ignited hearts.

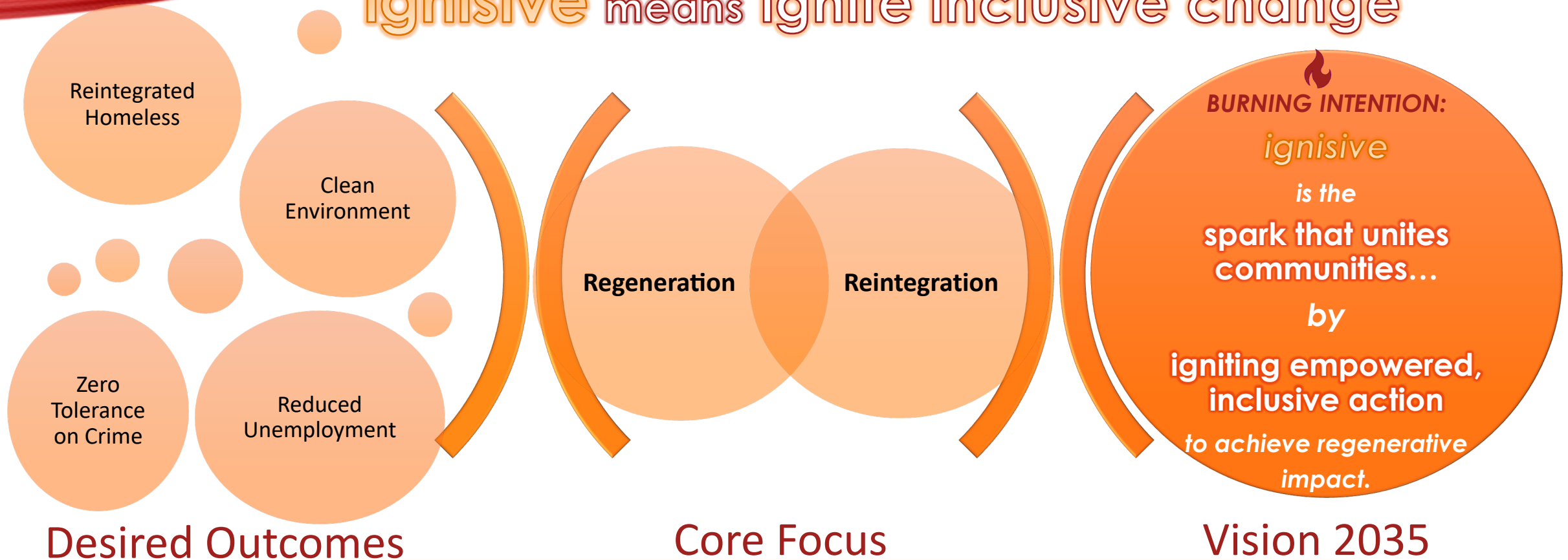
💖 We exist to ignite authentic, **inclusive collaboration** across government, business, and community to achieve CSI outcomes:

- 💥 ensuring those closest to the challenges are **equipped and empowered**
 - ⚡ to lead **transformative change**
- 💥 ignisive has built a proven model
 - ⚡ that **regenerates** fractured communities
 - ⚡ and **reintegrates** individuals with dignity, skills and purpose
- 💥 working with over **12 Street People Categories**
- 💥 our approach tackles **root causes** (at source),
 - ⚡ not only **symptoms** (on street)
 - ⚡ aligning **safety, skills, and social impact**

- 💖 Our goal:
- 💥 to co-create **safe, resilient communities**
 - ⚡ through values-driven **partnerships**
 - ⚡ that deliver measurable, **lasting impact**.

ignisive VISION

ignisive means ignite inclusive change



What Fuels Us: MISSION... **IGNITING UNITY | EMPOWERING IMPACT**

ignisive unlocks potential, equips communities, and builds regenerative systems that accelerate growth, build self-worth, and open doors to possibility.

60 plus structures on
beaches and greenbelts

ignisive JOURNEY

Unleashing Possibilities

Before ignisive | With ignisive



Zero Adults &
Children
permanently
living on street



Over 9000
Social
Interventions

ignisive STRATEGIC PILLARS

🔥 IGNITING UNITY | EMPOWERING IMPACT



REGENERATION

Cultivating unity and resilience through proactive (consistent) engagement and **inclusive integration**—fuelling impactful change.

🧩 At the heart of our CSI model is collaboration:

Strategically aligning Government, Business, and Community stakeholders to dismantle silos and design impactful, people-powered solutions with beneficiaries at the table.



REINTEGRATION

Empowering individuals to rejoin society with confidence through tailored reintegration and skills-building pathways.

ignisive TRAILBLAZING TRANSFORMATION

Cleaner streets, safer spaces,
and a community that doesn't
just survive—they blaze forward

**From
Streetlight
to
Spotlight:**

**Streetwise,
System-
Smart:**

We build **from the ground up**,
with those who know the
streets best

Real work simulations, '**skills labs
on street**'®, and employment
pipelines with 100% off street-
to-society transition.

Reintegration isn't a buzzword—
it's a blueprint.

**From
Pavement
to Pay
check:**

**Homeless
to
Hopeful:**

We've seen the shift. From
survival mode to thriving in
mainstream jobs and
independent living.

 **IGNITING UNITY. EMPOWERING IMPACT**



Extensive reach and coordination across a network of stakeholders.



#igniteResponsibly

"Collaboration brings small sparks together to generate breakthrough innovation."
~ SCOTT BELSKY



Coordinated and collective efforts of ALL STAKEHOLDERS to ensure community and businesses 'give responsibly'.
Single view approach to extend reach and provide impactful, UNITED support to those on ignisive's RSDP.





ignisive STAKEHOLDER CAPACITY BUILDING

Initiate regular **IGNISIVE STAKEHOLDER meetings/workshops**...to integrate ALL efforts and ensure all local, provincial and national Government entities (as well as NGO's) are **aligned** with Community Social Impact (CSI) strategy.

& STRATEGIC PARTNER SUPPORT

- Collaborative support from a wide network of **business and community partners**.
- Including support from **ignisive Ambassadors** (Community Role Models) who add their voice (and influence) to the cause.



TRACK RECORD:

No illegal "car guards" in over 5 years.
7 day a week, work on street,
everyone reintegrated into
progressive employability skills programme and
crime reduced to almost zero where our
Stewards are based. **Drug arrests down by 75%.**

"Navigating **12 Street Based Challenges**,
from **Street to Source**,
with unique (innovative) methodologies..."

ignisive **SUPPORT & SERVICES** COMMUNITY (PARKING) STEWARDS (TIER 1)



...and more

18 Urban Maintenance Projects

Always willing to jump
into action...
cleaning, clearing and
fixing...while learning
valuable skills on the
job.

ignisive SUPPORT & SERVICES

FIELD OPS & ECOSQUAD STEWARDS (TIER 2 & 3))

Almost 200 tons of litter removed in just over a year

SparkClean

TRACK RECORD: Reintegrated ALL those living permanently on street:
Clifton: All Homeless Reintegrated in 8 months
Camps Bay: All Homeless Reintegrated in 10 months
(Supported by CIDs)

From
Streetlight
to
Spotlight:



Professional **Empowering Skills Development** Programmes include on-the-job, simulated and experiential learning through ignisive's **“on-Street Skills Lab”**

From
Pavement
to Pay
check:



SPARK[©]

ignisive EMPLOYABILITY SKILLS PROGRAMME

TRACK RECORD: 95% RSDP success with 75% already employed fulltime and 70% living independently.

**blaze
your
own
trail**



Key collaboration
with Authorities

"Sea the Change"

"Boxes of Love" – from CB Primary



The "Sky is the
Limit" for these
children now



Vital to get children
off street ASAP!

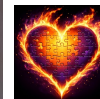
TRACK RECORD:
*In over 15 months:
Still no children
living permanently
on street in our
area of focus.*

ignisive STREET CHILDREN INTERVENTIONS

Our track record has strengthened with our proactive work **on street and at source.**

Based on our fully **integrated approach** we have achieved collaborative stakeholder support, in helping **keep children in school and off street.**

We have also **partnered schools** to extend the reach and impact.



Reintegration Interventions

ignisive COMMUNITY SOCIAL IMPACT RESULTS

Regeneration Urban Support

774

Street based assessments

(Avg 10/mth)

Shelter Placements

68% completed

Rehabilitation

21

Family Reunifications

(zero on street)

Street Children Assistance

18

DSD Referrals

10

Foreign Nationals Assistance

10

Involuntary Intakes

18

Urban Maintenance Projects

636

Locations actively monitored

179 988kg (198 Tons)

Litter Collected

2081 (Avg 130/mth)

Safety Incidences Reported

564 (Avg 30/mth)

Public Assistance (NAR)

681 (Avg 45/mth)

Illegally Parked Vehicles (NAR)

59

Lost Property Retrieval

ignisive CSI Interventions = over 9000
(2025 - 2026):

General CSI Interventions

No adults/children living permanently on streets in our areas of focus

27

Stakeholder Interventions

49

Formal Training Interventions

56 (at any given time)

ignisive Tier RSDP Programme Participation

(70% of Stewards)

Independent Living

(75% Transitioned)

Permanent Employment

🔥 Fire builds it. Sweat earns it. Skills prove it.

ignisive ROI OFFER

TORCH: Our Flame-Lit Action Plan to fuel Inclusive Change

Urban Squad, Community Champions:

Where Safety, Stewardship, and Urban Renewal Meet.

At: **R350 per person** / per day:

For: Average **20 to 50 Stewards**/
per area (determined by reach)

**Efficiency gains and cost-effectiveness increase as ignisive programmes scale across additional communities.



WITH TONS OF **ignisive** **SWEAT EQUITY**

ignisive CONTACT

Theresa Massaglia

Founder/CEO

Ph: +27 (0)83 658 6020

Email: theresa@ignisive.com

**“When leaders empower,
beneficiaries rise;
when beneficiaries rise,
communities thrive.”**
~ ignisive



WEBSITE:

- <https://ignisive.com>



FACEBOOK:

- <https://www.facebook.com/share/18vNT6tSTy/?mibextid=wwXIfr>

INSTAGRAM:

- https://www.instagram.com/ignisive_igniteinclusivchange?igsh=MTJwdnQxZzhuaWU2MQ%3D%3D&utm_source=qr

TIKTOK:

ignisive

- www.tiktok.com/@ignisive





ignisive ARTICLES / VIDEOS

ignisive VIDEOS:

Ignisive inspires youth:

<https://www.youtube.com/watch?v=vJ9mPktiOVY>

CwC to ignisive:

<https://www.youtube.com/watch?v=1ixRhziJvSk>

ignisive Women's Day collaboration:

<https://www.instagram.com/reel/C-cQftIKqIj/>

ignisive 'Walk a mile in my shoes':

<https://www.instagram.com/reel/DL3BYr0s3bl/>

ignisive 'From Streets to Stadium':

<https://www.instagram.com/reel/DNu4ANe0O9s/>

ignisive 'Spark Employability':

<https://www.instagram.com/reel/DN1J4RZUM1Q/>

Ignisive PUBLISHED ARTICLES / STORIES:

- <https://iol.co.za/weekend-argus/news/2026-03-12-camps-bays-innovative-approach-to-homelessness-a-people-first-model/>
- https://sentinelnews.co.za/news/2025-07-29-how-ignisive-is-transforming-lives-on-mandela-day-in-camps-bay/#google_vignette
- <https://atlanticsun.co.za/news/2022-03-03-a-new-name-to-ignite-community-change/>
- <https://www.linkedin.com/posts/joshua-parsons-7437a8133-igniting-change-how-theresa-massaglia-and-activity-7275766990907023360-Bgeb>
- <https://villagenlife.travel/2023/12/13/village-n-lives-village-bakery-takes-meaningful-strides-in-supporting-ignisive-and-the-camps-bay-community/>
- <https://capetowner.co.za/atlantic-sun/news/2025-03-25-empowering-marginalised-youth/>
- <https://peoplespost.co.za/world-homeless-month-ends-with-symbolic-walk-in-camps-bay-20241119/>
- <https://atlanticsun.co.za/news/2022-10-26-ignisive-takes-pupils-on-city-excursion/>
- <https://www.cliftoncid.co.za/meet-our-service-providers/>
- <https://www.news24.com/multimedia/watch-a-deep-sea-adventure-for-at-risk-grade-1-pupils-20230516>
- <https://peoplespost.co.za/bishop-lavis-school-of-skills-learners-experience-table-mountain-for-the-first-time-through-ignisive-outreach-project/>
- <https://shop.noxrentals.com/products/i-love-camps-bay-plakkie-flip-flops>
- https://capeargus.co.za/news/2022-05-25-integrated-operation-to-get-children-and-adults-off-the-streets-unfolds-in-camps-bay/#google_vignette
- <https://www.news24.com/community-newspaper/peoples-post/kalksteefontein-primary-school-learners-explore-robben-island-20240924>
- <https://www.news24.com/Community-Newspaper/Peoples-Post/camps-bay-good-samaritans-share-boxes-of-love-with-learners-from-bishop-lavis-for-christmas-20231212>
- <https://atlanticsun.co.za/news/2020-12-03-camps-bay-community-cares-for-the-homeless/>
- <https://campsbayratepayers.blogspot.com/2021/11/cape-town-community-roleplayers.html>
- <https://www.campsbayprimary.co.za/assets/21-july-2023.pdf>
- <https://www.bizcommunity.com/Article/196/422/88842.html>