

# WITH GRATITUDE...

To every single sponsor, person, business, school, place of worship who made KPCA Group's 2025 campaign: "A Heart for PMB-Embrace our City" such a success!"



**A HEART FOR PMB – Embrace our City!**

*Spot it!*  
**Plant, Paint and Repair it!**

**"It's time to Love PMB!"**  
Let's plant, paint and repair PMB beautiful again!

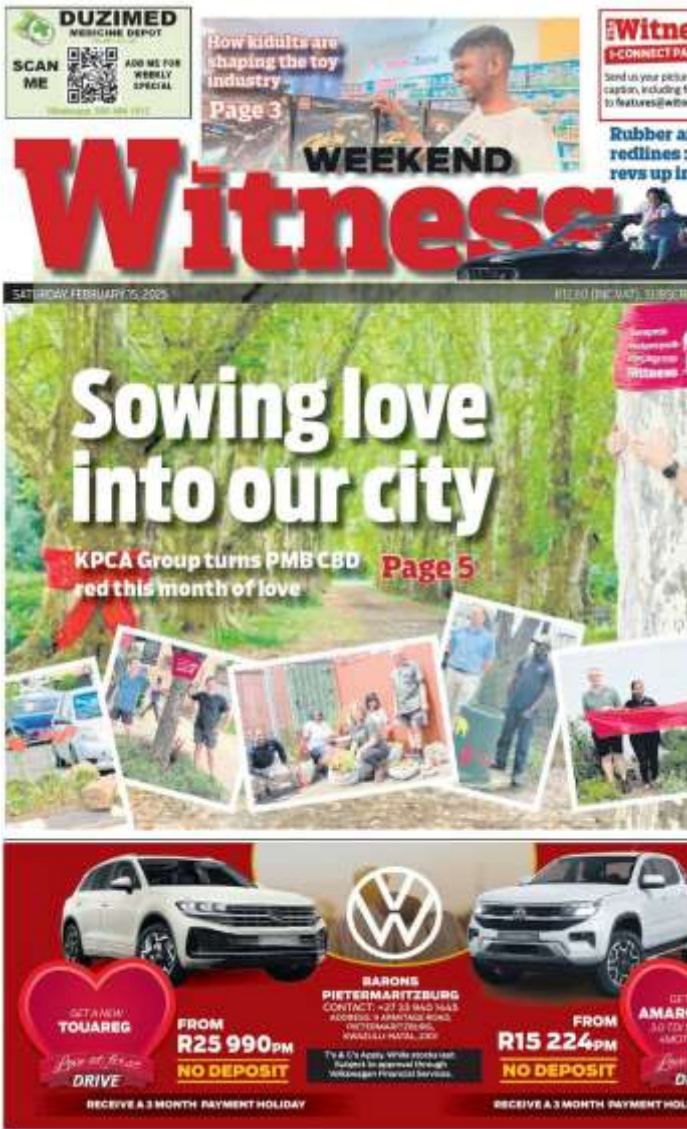
Register to participate in KPCA Group's "A Heart for PMB Campaign" by emailing Campaign Manager Lara Edwards on [info@kpcagroup.co.za](mailto:info@kpcagroup.co.za)

A variety of packages are available ranging from R300 – R4000

**Sponsors:** Witness, Social Employment Fund, Hall's, BLUFF, POSTNET, save, KPCA GROUP, GAS, conyeters, etc.

**KPCA GROUP**  
KEEP PMB CLEAN ACTION GROUP

KPCA Registration: 2025/199648/08 NPO Registration: 300-468 Exemption Ref: 930080867est



WITH SPECIAL THANKS TO OUR  
 HEADLINE SPONSORS: THE  
 WITNESS, WELOVEPMB,  
 COMMUNITY CHEST



KPCA Group Partners: Save Hyper, AET Security & PMB & District Community Chest . KPCA GROUP NPC Registration: 2023/199648/08 NPO Registration: 300-468 Exemption Ref: 930080867est

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# SPECIAL TRIBUTE



- Thanks to our relationship with DUCT, we were able to join their Social Employment Fund programme at the end of phase 3. This meant that KPCA Group's lead volunteer and horticulturalist, Glenn Mc Arthur, could have a bigger action team on the ground and that their labour was covered for 3 months. We are so grateful to DUCT for the opportunity and to Glenn Mc Arthur and this dynamic team for their commitment to our project.



# ACTION TEAM SPONSORS

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The A Team sponsorship by SEF via DUCT coincided beautifully with our annual Red Ribbon Campaign. The actual product sponsorship for our Action Team consisted of uniforms from Jonsson Workwear, lunches from Bluff Meat Supply, Brushcutters from Talisman Hire, fuel from Neil Woolridge Motors, Paint from Hall's Retail. herbicide from Remax Midlands, plants and compost from Save Hyper and implements from Cash converters....



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# SOWING LOVE INTO PMB

We launched our annual Red Ribbon campaign on Valentine's Day and over 120 red tree ribbons went up in PMB. A special focus this year, were the avenues of trees in Hoosen Haffejee and Boom Street as KPCA Group's 2025 vision is to reclaim a block in the CBD. Globally, a red ribbon around a tree advocates for the preservation of trees. This is important as they are dwindling in our CBD.



# SWEET SPOT LAUNCH

It was wonderful to call our community to plant sweet spots with a beautiful garden for Community Chest who is celebrating their 65<sup>th</sup> anniversary. This project was a partnership between KPCA Group, Save Hyper and Community Chest. The challenge is on to make Stranack Street the sweetest Street in PMB!



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# TREE ISLAND PLANTINGS

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Thanks to our A Team Sponsors, a large donation of compost from Organics for Africa, and donations from members of the public, we were able to expand our tree island garden project and clean, weed, compost and plant up 24 tree islands in the CBD.



BEFORE



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# WHY TREE ISLAND GARDENS?

- The tree islands in our city have become overgrown with weeds and are often dumpsites. With sponsorship, our Action Team is able to clean, weed, compost and plant up beautiful gardens. This greening of the existing tree islands is cost effective and brings about change fairly quickly. We are working on a streetwise model to reclaim our city, and this includes building a Street Team Fund to continue and maintain the work we have started.

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# MAKING GREYLING GREAT AGAIN...

- We reclaimed 3 Tree Islands on Greyling street. Look at the 'Before Pic'. Do you see how they had become dumpsites? Special thanks to Moffatt Optical and Irritech Agencies on Greyling Street for contributing to this particular sweet spot planting. **'Adopting' spots via our A Team can make a tremendous difference to the atmosphere on our streets!**

BEFORE



AFTER

# PRESTBURY PROMISE

- It was wonderful to work with community heroes in Prestbury and support their efforts to get this suburb clean, neat and green. Glenn and our Action Team led the charge, this included the regular brush cutting and weeding on Mayor's walk and the maintenance of gardens planted by Judy Lawrence and the Bridge Road Community. This was made possible by our A Team Sponsors and monthly donations from residents, Mayor's Walk Spar and Royal Plumbers. Talisman Hire's support has truly proven to be invaluable. KPCA Group is working with the community to build a Project Fund to maintain what we have started and tackle other issues in the area. Teamwork makes the dream work!

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# LET HOPE ARISE....

Jan Hankey and her team continue to work in Athlone & Montrose to keep the area clean, neat and green. Organizations like the Shincheonjee Volunteers put up their hands to help us conquer some space in the CBD. Dlalanathi was able to adopt two tree island spots thanks to sponsorship by Protect Turbo Charges....



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# A TRAIL OF DONATIONS FOLLOWED OUR CAMPAIGN.....

PMB is known as Umgungundlovu in isiZulu. This means the place of the mighty elephant. KPCA Group's logo is the elephant and we use this symbol to remind our city of the strength and power we have as a united community. Together we can make a strong stand for our city, and under KPCA Group's leadership, reclaim it. Thank you to our community for sowing into our Ellie Bank and empowering us to plant trees and gardens...



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# TREE PLANTERS HAVE VISION....

Trees are planted for the next generation. In our urban landscape trees not only beautify the area, but they moderate the temperature on our streets. Have a look at the Before/After photos of just one of the trees we planted a year ago with our Victory Team. What a difference it has made to the area. Thanks to donors, we were able to plant 4 trees in our CBD. Interestingly, our one tree post went viral with over 185K views. Trees = Hope!



Before & 12 months After



# SCHOOLS LOVE TREES....

A number of schools embraced our 2025 Red Ribbon Campaign including: Cordwalles Prep, St John's DSG, Peter Pan, Epworth School, Carter High School, The Turtor Centre and St Nicolas Diocesan.



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# SPECIAL TRIBUTE..

AET Security donates one day per week to KPCA Group. This incredible team has helped us conquer numerous overgrown areas in PMB. Overgrowth is not only unattractive but often presents a security risk to the area as well. We are so grateful for this partnership and encourage other businesses to partner with KPCA Group to get PMB clean, neat and green....



# DORPSPRUIT & BOTANICAL GARDENS PROJECT

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- Glenn is a horticulturalist and so naturally alien invasive weeds are the enemy. Over the last three months he has made a significant impact on the Dorpsruit River – an important environmental and security issue!
- This culminated in a project at the KZN SANBI Botanical Gardens, where Glenn and our A Team teamed up with the curator, Sthembile. Together with her team, they worked to eliminate alien weeds and overgrowth along their section of the Dorpsruit.
- This collaboration allowed training/learning and sharing of resources.
- It was wonderful to see horticulturalists and organizations working together for PMB



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# MAINTENANCE AND PLANTING ON BRIDGE & VICTORIA ROAD

- Our Action Team continued with the maintenance of our projects in Victory Road including the Chief Albert Luthuli Bridge sponsored by Foodpak, Neil Woolridge, Dr Moores and Talisman. They also continued with weeding of garden beds, and with the help of Kevin of GPS and Home Studio, we established 3 more Tree island beds in Victoria Rd.



# ALL IN A DAY'S WORK -NETWORKING IN PMB

Much of our work is 'on the beat in PMB', and it is a joy to meet and chat to Maritzburgers during the course of our day. We learn so much from these discussions – citizens & business owners are helping us build our 'Streetwise Model for PMB'!



# THE UNSTOPPABLE GLENN MC ARTHUR ...

How do we begin to thank Glenn for the amazing work he is doing in PMB? In truth he has been greening and beautifying PMB for years. Perhaps, if you are lucky, he will invite you on a tour of his magnificent Uplands Park and Conservancy in Blackridge. Our A Team was able to do a great deal of maintenance in the Park and Conservancy, which Glenn really needed in what has turned out to be a very rainy growing season. But his territory expands way beyond these beautiful parks, he has reclaimed and beautified many areas in Boughton and Blackridge and the team was able to assist him there as well. The old **KPCA Adopt A Spot Sign** near the bridge bears testimony to years of gardening and devotion to our city. We are so blessed to have this gifted horticulturalist in PMB.



# NEXT STEPS WITH KPCA GROUP...

**KPCA GROUP**  
KEEP PMB CLEAN ACTION GROUP

*On The Beat in Pmb Streets*  
#rise #reclaimpmb #victoryonvictoria

Join the Victory Team | Building Sustainable | #SavePMB #LovePMB

**STREET TEAMS**

Sunshine Substation | Taking the Bridge  
Tree Island gardens | Action Team  
Bridge Murals | Painting of Sins  
Painting of Plant Islands and bollards | We are the change we seek

Join our Street Team. Contribute Monthly R200/R500/R1000 + to keep your street clean, neat and green. Section 18 A Certificates Available. Contact Lara Edmonds on email: [info@kpcg.co.za](mailto:info@kpcg.co.za) cellphone: 0645870880 Website: [www.kpcg.co.za](http://www.kpcg.co.za)

NPC Registration: 2023/199648/08 NPO Registration: 300-468 Exemption Ref: 930080867est follow us

SILVER CONTRIBUTOR  
Monthly Partners: Save Hyper, AET Security, PMB & District Community Clinic

The end of April marks the end of our annual Red Ribbon campaign. However, KPCA Group will not only continue to embrace our beloved city, but is excited to share how we plan to expand our reach. The next step in our 'streetwise journey' is to build a sustainable business model that empowers us to grow and maintain the work we have started in PMB. To this end, our focus will be on building Street Team Funds – a potentially powerful collaborative way of taking our city back, street by street. Suburb by suburb!

*Best wishes Lara Edmonds*

**Would you like to join KPCA Group's team of partners, sponsors, donors or volunteers? Contact Campaign Manager Lara Edmonds on email: [info@kpcg.co.za](mailto:info@kpcg.co.za) to get involved!**

