



UMHLANGA LAGOON NATURE RESERVE NEW BOARDWALK / PROMENADE EXTENSION PROJECT
FUNDRAISING PROSPECTUS
March 2021

VISION

A community-funded, community-minded, environmentally friendly initiative which is well maintained.

Six years in the making, construction on the uMhlanga Lagoon Nature Reserve's new raised boardwalk began in earnest at the end of November 2020.

Driven by the uMhlanga UIP and approved by Ezemvelo KZN Wildlife, this initiative aims to enhance this green public space's offering for users, protect its environmental integrity and pave the way for meaningful enterprise development in the tourism and hospitality sector.

Initial funding of R345,000 was raised by community-minded stakeholders, businesses and contributors. The uMhlanga UIP is rallying more local businesses and the public to show their support and get involved with this worthwhile initiative which adds significant value to the uMhlanga experience.

Progress to date

Construction on the boardwalk began in November 2020 with the first 80m completed on 15 December in time for the festive season shutdown.

Work recommenced on 22 February 2021 using a generous donation of R100,000 from Breakers Resort to build the next 27m.



Construction on the new boardwalk upgrade project begins.



Construction progresses well and the boardwalk starts to take shape.



Breakers Resort GM Ian Hume opens the first 80m which is well received by the public.

The public's response to the new boardwalk / promenade extension so far has been overwhelmingly positive on our social media pages.

Boardwalk Facebook content:

Posts: 7
Reach: 22 636 people
Engagements: 2474

Instagram Facebook content:

Posts: 6
Likes: 483

A screenshot of a Facebook post showing several comments. At the top, there is a comment box for 'uMhlanga Urban Improveme...' with icons for emojis, photos, GIFs, and stickers. Below it are five comments from Heidi Pearl Bransby, Philippa Charnaud, Greg Garson, John Lee, and Lynda Benecke. Each comment includes the user's name, profile picture, text, and interaction options like 'Love', 'Reply', and 'Message'.

Comment as uMhlanga Urban Improveme... 🗨️ 📷 GIF 🗨️

Heidi Pearl Bransby
Wow. I'm going to ask my husband to come and walk with me there. It looks absolutely wonderful. Yahoo. Thank you. 😊👍
Love · Reply · Message · 9 w
↳ 1 reply

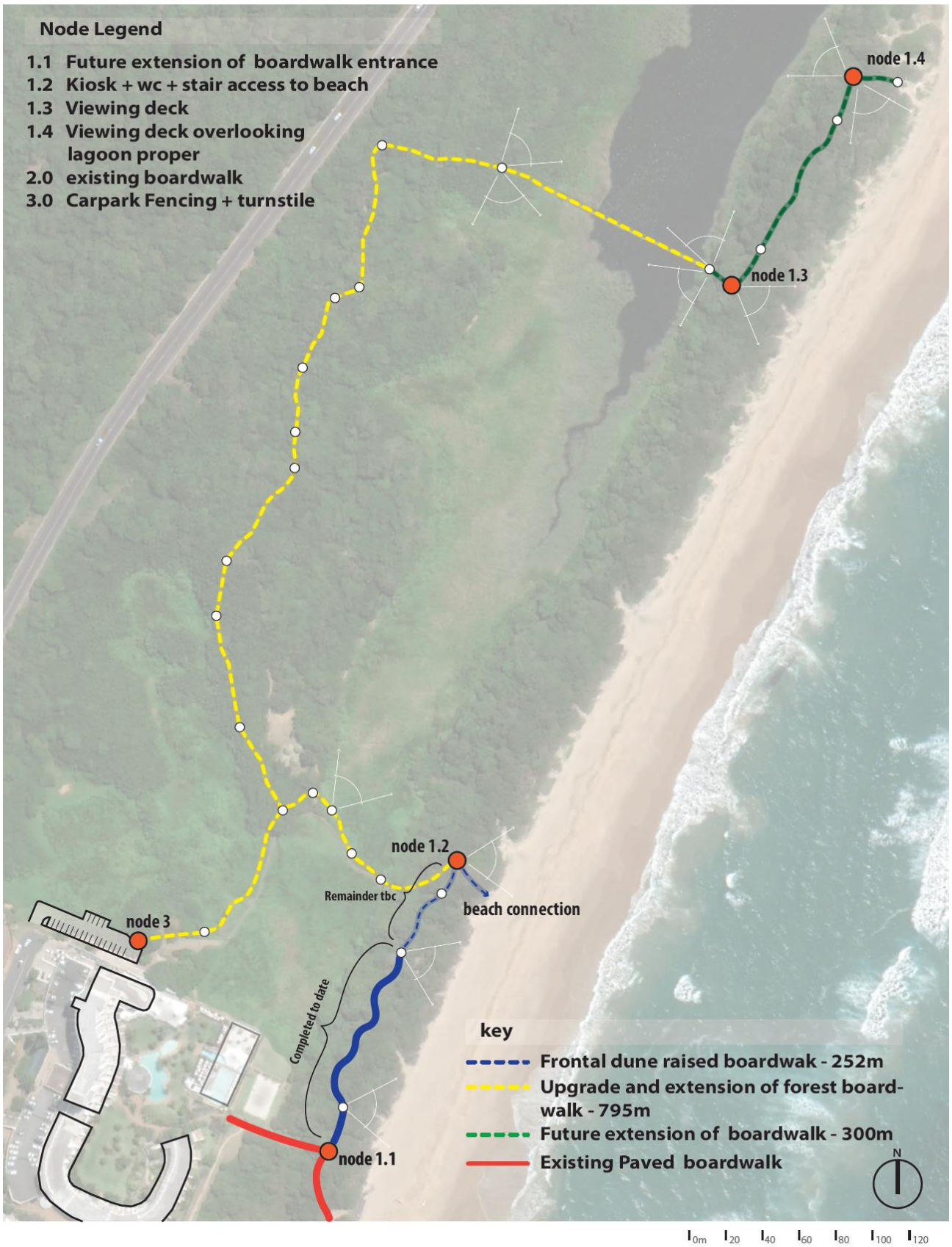
Philippa Charnaud
Well done! This is wonderful and I really look forward to making this stretch part of my daily promenade walk.
Care · Reply · Message · 9 w

Greg Garson
Excellent 👍👍
Love · Reply · Message · 9 w

John Lee
Congratulations 🎉
Fabulous start and will be very special 😊
Care · Reply · Message · 9 w

Lynda Benecke
Well done ecology Ecology Plastics and their team
Like · Reply · Message · 9 w

Boardwalk map



FUNDRAISING MECHANISM

Businesses and the public can support this initiative by making donations through the following channels:

Key contributor (contact our communications team for bank details):

Gold – R100k

Silver – R50k

Bronze – R25k

These key contributors will receive a boardwalk plaque in their or their company's name.

To date we've received R100,000 from Breakers Resort (gold tier) and R25k from a private citizen (bronze tier).

Zapper donation:

Signs with a dedicated Zapper QR code on the boardwalk and promenade encourage the public to make donations while they are in the area. We also promote the QR code across our communications channels.

Zapper funds as of 10/03/2021 – R6521,95

FUNDS NEEDED TO COMPLETE PHASE 1

Phase 1A – R340,000 is needed to complete the 80m raised boardwalk section to the proposed new multi-functional coffee shop, tour guide hub and surrounding deck.

Phase 1B – R260,000 is needed to construct, renovate and upgrade the old ablution block that will include:

- Coffee shop / refreshment kiosk for promenade / boardwalk users; and
- A tour guide hub where people can book a guided walk through the forest.

PHASE 1B'S PROPOSED NEW COFFEE SHOP AND TOUR GUIDE HUB OFFERS CORPORATES THE CHANCE TO GROW TOURISM OFFERINGS AND BUILD SUSTAINABLE NEW ENTERPRISES

The proposed Coffee Shop and Tour Guide Hub in Phase 1B will see the UIP appoint a credible uMhlanga Rocks based food and beverage business to run it. This will present an opportunity for corporate businesses to enable impactful enterprise development aligned to respective targets. This is how:

1. Help fund the build and fit out of a fully equipped coffee shop and tour guide hub
2. Select and fund people and / or small businesses to be provided with on-the-job food and beverage training and mentorship by the business appointed to run the coffee-shop.

The renovation will take place on the existing structure's footprint to avoid any negative environmental impact. Due to space constraints the training provided will be limited to assisting new coffee shop businesses and tour operators.

There is an Education Centre proposed in Phase 4 which, on completion, will present more enterprise development opportunities.

Please contact us should you wish to explore this Enterprise Development opportunity in more detail.

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