



**2024 IMPACT REPORT:**

# FREE TO WALK WITHOUT LIMITS

---

Steps Clubfoot Care – Preventing Disability and Transforming Lives

---

# CONSOLIDATING RESOURCES, DRIVING GREATER IMPACT



In 2024, we continued our work to prevent disability caused by clubfoot by supporting life-changing treatment for children. We are happy to report that thanks to our supporters, partners, and dedicated healthcare professionals, hundreds of children have been given the chance to walk, run without limits, and pursue their dreams free from the limitations of untreated clubfoot.

As you review this report, we invite you to celebrate what we've achieved together and look ahead with us to a future where no child's life is limited by clubfoot.





# MESSAGE FROM OUR EXECUTIVE DIRECTOR

RESILIENCE

FOCUS

POSSIBILITY

## 2024 Reflections - Embracing cusp moments

The world continues to shift, bringing uncertainties in healthcare, funding, and global collaboration. Yet these periods of change or 'cusp moments' can carry immense potential. They require us to reflect and then focus on what is certain, and what we can change or control. These times of global turmoil can birth innovation and build resilience. Whether personal or professional, these moments remind us of our collective strength and the power of patience, consistency and courage.

As I write this on the cusp of 2025 - which is also the year that we celebrate 20 years of STEPS - I am reflecting that for us 2024 was a year of focus. We looked at what was certain. We know that clubfoot is a treatable condition. We know the Ponseti method, and our support model works. We looked at the uncertainties; economic barriers, the under-resourced healthcare system and budget cuts. We focused on what we could change or control. Thanks to our supporters and partner clinics, we have adapted and strengthened our programme, ensuring that children in need continue to receive life-changing care so they can walk without limits, access education, and participate fully in their communities.

We ran Ponseti training events in-person, in South Africa and Namibia, and virtually. Our training provided hundreds of health professionals with the knowledge needed to build the capacity needed for sustainable clubfoot treatment across the region.

Our network of partner clinics grew to 41, and 7 new clinics are set to join our support programme in the first quarter of 2025. This means that more children can access care closer to home, which is essential for birth conditions. Our partner clinics enrolled 1,127 new patients, and thousands more continued or completed their journey to mobility. The hands-on support provided weekly by our clinic coordinators remains one of our greatest assets, increasing patient adherence and successful outcomes.

We distributed over 1,600 braces to our partner clinics and patients. For children moving from casting to maintenance, these braces are crucial in preventing recurrence, ensuring they remain on track to live active, independent lives.

We ran three successful awareness campaigns in March, June, and November, ending with a live event at a mall in December. Inspiring champions who have successfully overcome clubfoot and other challenges shared their stories, helping to reduce stigma and reinforcing that every child deserves the chance to walk, learn, and thrive.



The numbers and statistics in this report will show our achievements, but it's the stories that really illustrate the heart of our impact. Like the story of Odirile and Ofentse, two-year-old twin girls both born with bilateral clubfoot, were treated at Maitland Cottage Children's Orthopaedic Hospital and Red Cross War Memorial Children's Hospital in Cape Town.

Their mother, Dorothy, was shocked when both twins were diagnosed, but she and her husband stayed optimistic. They researched clubfoot, followed the instructions from the clinic team, and supported their daughters through every cast. Today, the twins walk and play with completely normal feet. As Dorothy says, "Nobody can believe it when we explain that the girls used to have clubfoot."



Stories like this remind us why STEPS exists. Every brace fitted, every workshop held, and every partnership created opens the door for children to live free from disability and reach their full potential.

The achievements in this impact report are only possible because of the generosity of our donors and partners. To everyone who walked alongside us in 2024 - thank you! Your support kept us resilient and committed to creating positive change. My heartfelt thanks to our team, board members, and clinic partners, whose dedication, compassion, and expertise drive our daily work. Together we have created a community that recognises these cusp moments as opportunities for growth and strength in unity.

As we celebrate 20 years of service in 2025, we will move forward with fresh energy and a deeper understanding of what's possible.

Join us as we work to build a future where no child's life is limited by clubfoot. Thank you for supporting clubfoot care. You are giving children the opportunity to step confidently into their future whatever their 'cusps' in life may bring - free to learn, thrive, and contribute to their communities.

With gratitude and appreciation,



**Karen Mara Moss**

Founder and Executive Director  
January 2025





<b>01</b>	Our Work: Addressing the Problem and.....	<b>6</b>
	Creating Lasting Impact	
<b>02</b>	Impact Highlights 2024.....	<b>12</b>
<b>03</b>	Stories of Impact.....	<b>16</b>
<b>04</b>	Our Pillars of Impact.....	<b>21</b>
<b>05</b>	Our People, Purpose and Impact.....	<b>44</b>
<b>06</b>	Financials.....	<b>49</b>

# 01

**ADDRESSING  
THE PROBLEM  
AND CREATING  
LASTING  
IMPACT**



# THE PROBLEM AND THE SOLUTION



## The Problem: Clubfoot



Clubfoot is a congenital birth condition in which one or both feet are twisted inwards and downwards. Without effective treatment, children with clubfoot face lifelong disability.

In Southern Africa, an estimated **1 in every 500 children** is born with clubfoot. Many families lack awareness or resources to access care and health systems are under-resourced, resulting in delayed treatment. Stigma and superstition can further isolate children and prevent them from receiving the care they need, perpetuating a cycle of lifelong pain, isolation, reduced mobility and emotional trauma. These children face severe barriers to education and employment, perpetuating poverty.

### Challenges and Barriers to Treatment in Resource-Restricted Settings

Delivering consistent, effective clubfoot care in resource-constrained environments remains a complex challenge. Care must be accessible, cost-effective, and integrated into the public health system, and ideally delivered as close to home as possible. The Ponseti Method is well-suited to these contexts, however multiple barriers still limit access to timely and sustained treatment.

Economic and logistical barriers are significant. Unpublished estimates from South Africa suggest that families bear at least 5% of total treatment costs in transport alone, excluding the indirect costs of time off work, lost income, and childcare. These expenses have a considerable impact on already vulnerable households. Treatment can fail if patients do not attend the clinics regularly, resulting in disability.

### Systemic and social barriers include:

- Low awareness that clubfoot is treatable.
- Delayed diagnosis and late referral to clinics.
- A shortage of trained health professionals particularly in low-resource areas.
- Long and costly travel for treatment.
- Effective treatment limited by an under-resourced healthcare system.
- Establishing new clinics requires resources and training.
- Treatment is long, requiring commitment from families.
- High patient default risk due to socio-economic and travel challenges.
- Stigma further isolates families who are often dealing with multiple social problems
- Shortage of affordable, good-quality clubfoot braces increases recurrence risk.





# THE PROBLEM AND THE SOLUTION

## The Solution: The Ponseti Method

The **Ponseti Method** is a globally recognised, non-invasive treatment for clubfoot that has a over **90% success rate** when applied correctly. It involves a series of weekly casts to gently realign the foot, a minor procedure (tenotomy) if needed, and night-time wear of a brace until age 4 to maintain correction.

Ideal for resource-limited settings, the Ponseti Method requires minimal surgical intervention. It can be provided at public hospitals and clinics, and affiliated health professionals can be part of the multi-disciplinary team to increase access to care. With the proper training and consistent follow-up children can achieve normal mobility, enabling them to attend school, access economic opportunities, and live free from the constraints of disability.

## Ponseti Method - Birth to four years old



Diagnosis



Weekly Casts



Clubfoot Brace

## The Untreated Clubfoot



Untreated Clubfoot - Before



After Treatment



*Parents of infants born with clubfeet may be reassured that their baby, if otherwise normal, when treated by expert hands will have normal looking feet with normal function for all practical purposes. The well-treated clubfoot is no handicap and is fully compatible with a normal, active life.*

- Dr Ignácio Ponseti



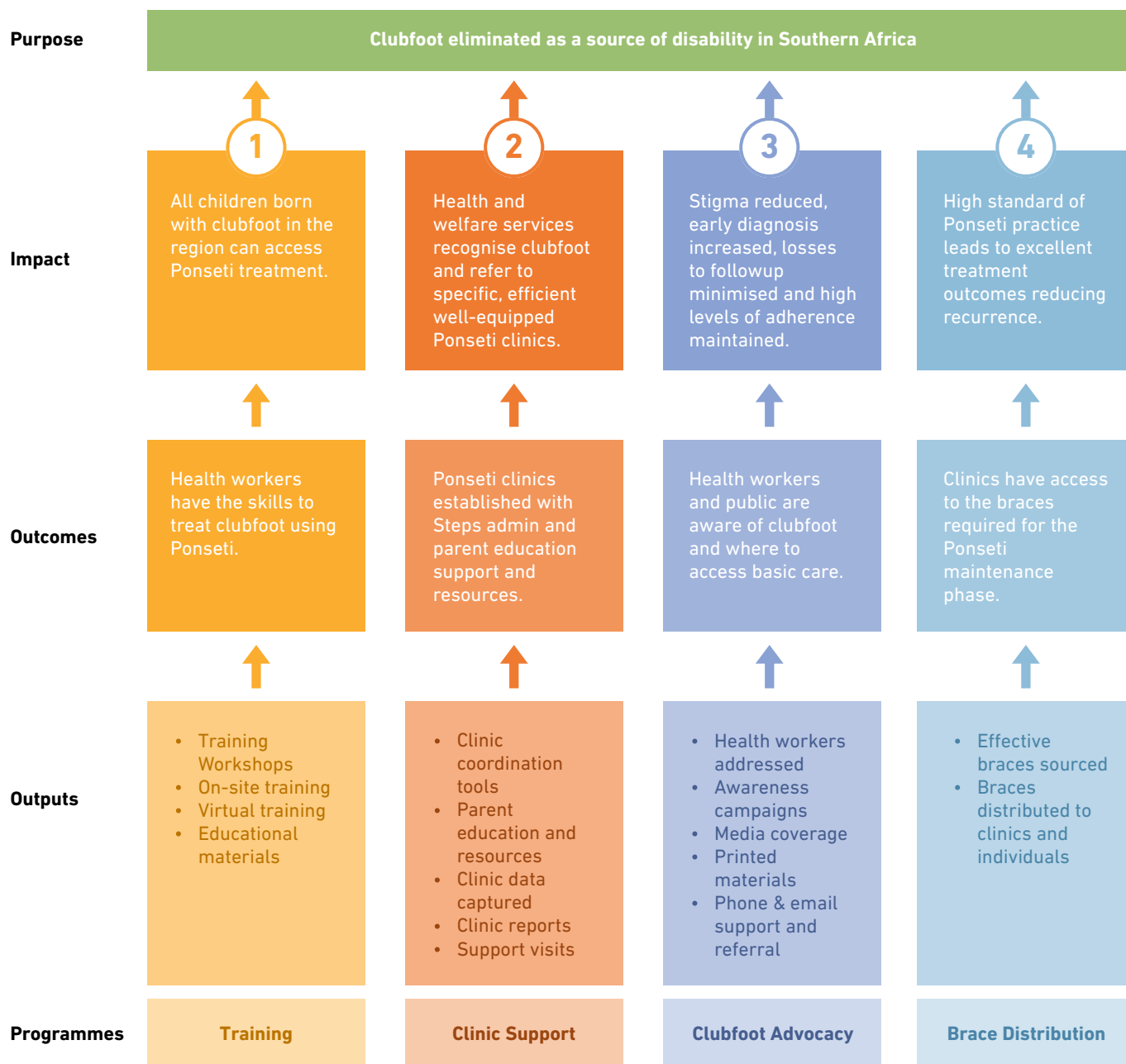
# THE PROBLEM AND THE SOLUTION



## The STEPS Model for Change

The STEPS Clubfoot Care programme prevents disability by expanding access to early and effective clubfoot treatment through a national network of specialist partner clinics.

By integrating our programme into state health infrastructure, STEPS has developed a sustainable model that empowers children to have active lives, access education and participate fully in society. The programme transforms lives and strengthens South Africa's public healthcare system for lasting impact.



# THE PROBLEM AND THE SOLUTION



## STEPS Model for Change

1

### TRAINING



**IMPACT:** Increase number of children treated.

2

### CLINICAL SUPPORT



**IMPACT:** Increase patient adherence to treatment.

3

### ADVOCACY



**IMPACT:** Remove stigma and increase early referral.

4

### BRACES



**IMPACT:** Successful 4 year treatment without recurrence.

# THE PROBLEM AND THE SOLUTION



**Our programme activities are designed to:**



Increase the number of patients treated to prevent disability



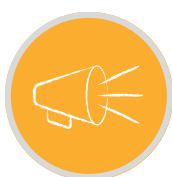
Increase the number of trained health professionals to provide quality care for all patients



Improve and expand clinic resources and support systems



Support the opening of new clinics and partnerships



Increase public and health community awareness to reduce stigma



Ensure consistent brace availability to prevent recurrence



Provide patient-centred support to promote adherence



# 02

## IMPACT HIGHLIGHTS 2024



# KEY HIGHLIGHTS



## We supported 41 Partner clinics

We supported 4,592 children in treatment at our partner clinics and 1,127 new patients were enrolled.



## We took clubfoot awareness to the public

Our inspiring champions joined us for an energetic dance challenge at a local mall.



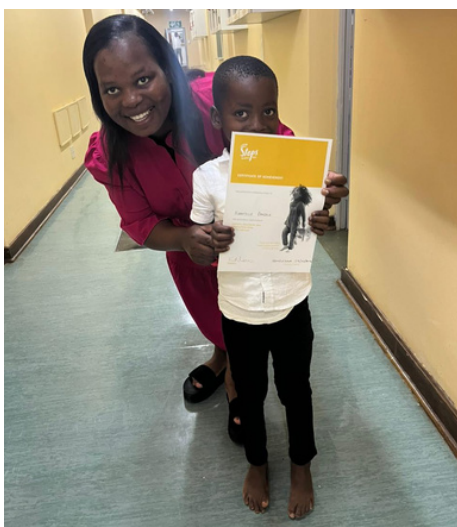
## We enhanced the skills of 429 health professionals in two countries and globally

We organised 7 Ponseti training workshops in South Africa and Namibia and 1 global webinar.



## We distributed 1,608 clubfoot braces and generated R1,6m+ sales between STEPS and our sister company Stepify

We supported our partner clinics with braces and generated income from sales to support our programme.



## We launched our 'Stepping Up' individual giving campaign

83 individual donors changed the lives of 77 children. Proof that every gift, no matter the size, has the power to walk a child into a brighter future.



# 2024 IMPACT AT A GLANCE

## Tracking progress, transforming children's futures

### 1. TRAINING & CAPACITY BUILDING



**8**

training events  
(in-person & virtual)



**429**

healthcare  
professionals trained



**855**

CPD points awarded



**58**

countries reached

### 2. CLINIC SUPPORT



**41**

partner clinics  
supported



**1,127**

new patients  
enrolled



**4,592**

children supported  
in treatment



**17,662**

patient clinic  
visits



**1,450**

educational  
materials distributed

### 3. ADVOCACY



**3**

national awareness  
campaigns



**61m**

million audience  
reach



**2**

community  
engagement events

### 4. BRACE DISTRIBUTION



**1,608**

clubfoot braces  
distributed



**R362,700**

value in donated  
clubfoot braces

Together with our partners and supporters, we're stepping up for children. Building strong systems, informed communities, and inclusive futures.

# 2024 IMPACT AT A GLANCE



## Impact Outcomes

### PILLAR 1: TRAINING

- More patients can be treated.
- Patients have successful treatment outcomes.
- More clinic workers have access to Ponseti and patient-centred care training materials.
- Consistency of treatment quality increased.
- Clinics have well-trained staff who are knowledgeable about clubfoot.
- Improved skills at smaller clinics reduces the burden on main centres.



### PILLAR 2: CLINIC SUPPORT

- Clinics are well-equipped and streamlined with patient-centred care.
- Parents feel supported and empowered for their child's treatment.
- Families can access clinics closer to home, resulting in regular clinic visits and improved adherence.
- Improved processes, data capture and reporting.
- Patients are retained for the full treatment period.



### PILLAR 3: ADVOCACY

- Clubfoot is a recognised condition.
- More support from the public.
- Communities are sensitised and stigma of clubfoot reduced.
- Clinic staff morale increased.
- More people know that clubfoot is treatable.
- Through early diagnosis more patients are treated soon after birth, reducing the burden of over-crowded clinics.



### PILLAR 4: BRACES

- Clinics and patients have increased access to braces to ensure optimum treatment and prevent recurrence.
- Children have comfortable and effective clubfoot braces.
- Risk of recurrence reduced.
- Burden on clinics decreased.



# 03

## STORIES OF IMPACT



## Twin Girls triumph – “Nobody can believe it when we explain that they used to have clubfoot”

**Clinics:** Maitland Cottage Children’s Orthopaedic Hospital Cape Town, Robert Mangaliso Sobukwe hospital, Kimberley.



Two-year-old twin girls, Odirile and Ofentse Boshupeng, were just two months old when they began treatment at Maitland Cottage Children’s Orthopaedic Hospital in Cape Town. Both were born with bilateral clubfoot, an unexpected diagnosis that initially overwhelmed their mother, Dorothy.

“It was scary at first,” Dorothy recalls. “But after researching clubfoot, we realised it was correctable, and we prepared ourselves mentally and emotionally.”

Over a series of casts, followed by tenotomy procedures and transition to the clubfoot brace, the twins gradually gained the mobility they needed. Dorothy credits the medical team for their guidance, as well as her own commitment to following every instruction.

Dorothy and Boitumelo are grateful for the care they received at Maitland Cottage Children’s Orthopaedic Hospital. “We are so happy that we took our girls to Maitland Cottage. The clinic staff went above and beyond and helped us each step of the way. Both girls’ feet now look, and are, completely normal. Nobody can believe it when we explain that the girls used to have clubfoot.

Today, the girls walk and play with completely normal feet. Dorothy says, “Nobody can believe it when we explain that they used to have clubfoot.”

The family have relocated to North West Province. The twins will continue their follow-up visits at the Robert Mangaliso Sobukwe clubfoot clinic in Kimberley until they are four and complete their Ponseti treatment.

The twins’ story underscores the power of timely intervention and dedicated support. Through the Ponseti Method, these two young girls have a future of walking, learning, and thriving - free from disability.



# MEET TISETSO ROSE



**“Trust the process and follow the doctors’ instructions—your baby will have straight feet.”**

**Clinic:** Steve Biko Academic Hospital, Pretoria

Born in July 2024, Tisetso’s journey began with an unexpected diagnosis of clubfoot at her 3-day check-up. Her mom, Lebo Mashishi, was heartbroken and overwhelmed, blaming herself for something she couldn’t control. Everything changed when they walked into Steve Biko Hospital’s Clubfoot Clinic in Pretoria.

With reassurance and care from the clinic team, Lebo found hope. Lebo says, “Today, after six casts, Tisetso is making amazing progress!”

“It’s not always easy,” Lebo shares. “There were tough moments when Tisetso cried, and I didn’t know why. But I reminded myself that this is treatable, and I had to stay strong for her. Keep praying, trust the process, and follow the doctors’ instructions. Your baby will have straight feet.”

Thanks to the love and expertise of her care team and STEPS, Lebo feels supported every step of the way. Tisetso is now on the path to a bright, active future .

# REFELETSE MONAILA



**“My son is proof that clubfoot is treatable.”**

**Clinic:** Tygerberg Hospital Clubfoot Clinic, Cape Town

Refeletse’s mother was initially overwhelmed with worry, but the kindness of the clinic staff and STEPS coordinator helped her persevere. After five casts and a tenotomy, one year old Refeletse now wears his brace at night.

“My son is proof that clubfoot is treatable,” she says. “I’m so grateful for the care and expertise we received, and we’re filled with hope for the bright future ahead.”

# MANQOBA NDLOVU



**“Now my son will be a famous soccer player one day.”**



**Clinic:** Victoria Mxenge Hospital, Durban

Manqoba Ndlovu is a two-year-old boy who was born with clubfoot. His mother, Smangele Ndlovu, felt devastated and cried for days upon learning her child had a foot deformity. Although she initially sought treatment at another hospital, the experience left her disappointed and close to giving up. Her supportive family encouraged her to continue seeking help, and that decision ultimately led her to the Victoria Mxenge Hospital clubfoot clinic, where she found renewed hope and comprehensive guidance.

From her first day at the clinic, Smangele received all the information she needed from Nirasha, the STEPS clinic coordinator. Over the following weeks, Manqoba's feet improved with each cast change, and Smangele could see a huge difference. His feet were getting straighter, and he could move around more confidently. Smangele's heartbreak and fear were gradually replaced by joy as she witnessed her son's remarkable progress. She credits the hospital's expert doctors for their skill and compassion, noting that they offered unwavering support and care every step of the way.

Today, Manqoba's feet are straight and flexible, and Smangele calls herself the happiest mother alive. She expresses deep gratitude to Dr Naidoo, Dr Nansook, and the STEPS team for restoring her hope and giving her son a chance to walk, run, and play freely. Her advice to other parents facing a similar journey is simple: “Do not wait, look for a clubfoot clinic.

Your child's feet will be fixed with the right doctors and the staff that show us mothers so much support.” With his newfound mobility, Smangele believes Manqoba will one day become a famous soccer player. An exciting dream now within his reach.

# LUBANZI MOLIO



**“I give my son's clubfoot treatment 10/10.”**

**Clinic:** Greys Clubfoot Clinic, Pietermaritzburg

Six year old Lubanzi faced three recurrences due to inconsistent brace wear and financial challenges. His mother, Nomasonto, credits the Greys clinic team and STEPS clinic coordinator Phumzile for helping her understand the importance of bracing.

“We did not give up, and I am so thankful for everyone at Greys,” says Nomasonto. “My son has now graduated from treatment. I give it 10/10!”

# BRAITON MALUNGA



**“I have never been more excited about anything in my life than when I learned my son’s clubfoot was treatable.”**

**Clinic:** Thelle Mogoerane Hospital & Chris Hani Baragwanath Clubfoot Clinic, Johannesburg

Three year old Braiton’s father, Emildo, discovered that clubfoot was treatable after a chance conversation with a shop assistant. “I have never been more excited than when I learned my son’s clubfoot was treatable,” he says.

Braiton underwent Ponseti casting and brace wear, transforming his future. Emildo’s advice to other parents: “Attend all your appointments as advised. It really works.”

# JACK JIYANE



## Jack’s Journey to Flexible Feet

**Clinic:** Charlotte Maxeke Hospital Clubfoot Clinic, Johannesburg

Patience Jiyane, wrote to us when her son, Jack, officially completed his clubfoot treatment. Jack is six years old and will soon start school with healthy, flexible feet, a milestone his mother once feared might never happen. Thanks to consistent care and adherence to the Ponseti method, Jack graduated from his boots and bars phase, marking the end of his clubfoot journey.

Patience shares, “I found out my son had clubfoot right after giving birth. I was overwhelmed and even blamed myself for having a tiny womb to accommodate my big baby. My baby was barely a month old when we started our first clinic visit. It has been a very busy journey - frustrating and tiring - but all those visits were worth it. Today I thank God and all the doctors who helped us through our journey, and my son is now cleared of clubfoot. Special thanks to Ivy from STEPS, who always made me calm and understand every procedure. My advice to other parents is: Please listen to every instruction the doctors give you, and don’t get tired of putting boots on your precious baby until the doctor says otherwise.”

# 04

## OUR PILLARS OF IMPACT



# PILLARS OF IMPACT



## PILLAR 1

### Training healthcare professionals

Ensures that more children can access high-quality care closer to home, preventing delays in treatment and reducing the burden on families and clinics.



## PILLAR 2

### Clinic support

Strengthens public health facilities and patient adherence by placing and training clinic coordinators, providing educational materials, patient family support, clinic resources and streamlined processes.



## PILLAR 3

### Advocacy

Raises clubfoot awareness, reduces stigma, and increases early diagnosis and intervention. Through targeted campaigns, people learn that clubfoot is treatable, leading to higher enrolment in partner clinics.



## PILLAR 4

### Clubfoot Braces

Distribution of the medical devices essential for maintaining correction and preventing recurrence.





# PILLARS OF IMPACT

## PILLAR 1: TRAINING

### FOCUSED TRAINING TOOK PLACE



#### South Africa (Eastern Cape and Gauteng)

- 6 Ponseti Training workshops held
- 86 healthcare professionals trained
- 855 CPD Points awarded
- 26 Hospitals represented:

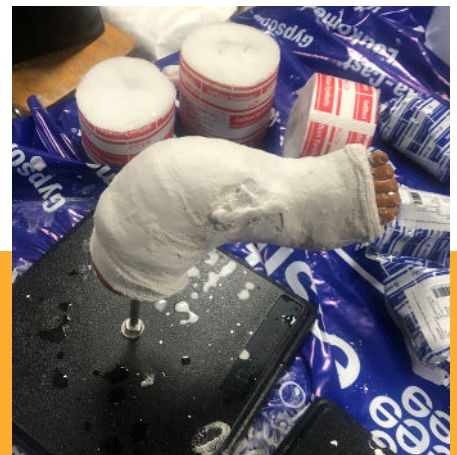
Andries Vosloo Hospital, Aurora Hospital, Chatty District Hospital, Cradock Hospital, Dora Nginza Hospital, Edenvale Hospital, Empilweni Hospital, Graaff Reinet Hospital, Humansdorp Hospital, Kalafong Hospital, Laticia Barn District Hospital, Livingstone Hospital, Midlands Hospital, Port Alfred Hospital, Rahima Moosa Hospital, Sebokeng Hospital, Settler's Hospital, Tambo Memorial Hospital, Tembisa Hospital, Thelle Hospital, Uitenhage Provincial Hospital, Vosloosrus Hospital, Walmer District Hospital, Walmer Gqeberha Clinic, Wilhelm Stahl Hospital, Zwide District Hospital.

#### Objective

Strengthen and support Provincial Clubfoot Management.

#### Outcome

7 new clinic partners will join the STEPS Clubfoot Care support programme in 2025.



#### Attendee feedback:

“

Incredible course, well planned and prepared. A lot of effort was put in! Not only has my knowledge improved but skills and confidence have improved too.

”

“

I found the casting practical extremely valuable. It allowed us to apply the knowledge that we learned during the theory part of the course.

”

“

Excellent and comprehensive course. I particularly found the Pirani scoring section extremely helpful.

”

“

LOVED the workshop and having my questions answered.

”



# PILLARS OF IMPACT

## PILLAR 1: TRAINING

### FOCUSED TRAINING TOOK PLACE



#### Namibia (Oshakati)

- 1 Ponseti training workshop held
- 22 healthcare professionals trained
- 4 Hospitals represented:

Oshakati Hospital, Rundu Intermediate Hospital, Windhoek Central Hospital, Outapi District Hospital.

#### Objective

To support an effective regional clubfoot care programme.

#### Outcome

Regional Ponseti skills strengthened, STEPS will work with local social workers on translations of parent education materials, A follow up training in Rundu in 2025 to strengthen clinics providing care for Namibian and Angolan patients.



#### Attendee feedback:

“

As a first- time attendee, I think the training gives a great foundation in treating clubfoot.

”

“

The training was very helpful and will make a huge difference in how to manage clubfoot.

”

“

It was extremely valuable learning how to manipulate the foot.

”

“

I found learning the casting techniques and how to score the foot of most value.

”

# PILLARS OF IMPACT



## PILLAR 1: TRAINING

### FOCUSED TRAINING TOOK PLACE



Clubfoot Africa  
Education



#### World Clubfoot Day Webinar

On 3 June 2024, World Clubfoot Day, we looked at the current state of clubfoot treatment with a focus on resource restricted settings.

**321** registrations

**58** countries

**3** keynote presentations, 1 panel discussion

#### 321 Registrations

80	Physiotherapist
46	Other AHP
36	NPO/Support organisation
33	Specialist/Doctor/Medical Officer/Registrar
31	Orthopaedic Surgeon
22	Occupational Therapist
20	Marketing/Sales/Communications/Media
17	Nurse
16	Academic



### Presenters



**Prof Arnold Christianson**

Retired former Professor & Head of Division of Human Genetics, University of the Witwatersrand, former expert adviser to WHO on medical genetics.



**Yulisha Naidoo**

Master of Public Health candidate & Health economist, Health Economics Unit, University of Cape Town.



**Dr Marilize Burger**

Associate professor and Head of orthopaedic research, Department of Orthopaedics, Stellenbosch University.

# PILLARS OF IMPACT



## PILLAR 1: TRAINING

### FOCUSED TRAINING TOOK PLACE

#### Panel Discussion



**Prof Jacques du Toit**

Associate Professor,  
Stellenbosch University  
Faculty of Medicine and Health  
Sciences and Tygerberg  
Academic Hospital.



**Karen Mara Moss**

Founder and Executive  
Director, STEPS Charity NPC.

#### Presentations

1. 'Care for Children with Clubfoot'
2. 'Clubfoot, a Health Economics Perspective'
3. 'The Aetiology of Idiopathic Clubfoot - Where are we: (and where are we going?)'



*"To date, care of children with congenital disorders is still limited for a majority of the world's population. Marginalised, stigmatised and disabled, they and their parents bear a heavy burden. However, for children with clubfoot globally, their effective treatment is possible and their rights and human dignity is eminently attainable."*

**- Arnold Christianson**

*"Future studies need to focus on the entire pathway, and exactly which pathway is involved. This needs to be replicated in many different populations so that we can know what is involved in the aetiology and what is not, or is there maybe a protective mechanism."*

**- Dr Marilize Burger**

*"Accessibility issues widen the treatment gap and highlight the dedication required from families to attend the weekly Ponseti clinics. Some of these indirect costs included the loss of income, missing work, transportation, childcare (if there is more than one child at home), meals for the day. These become financial barriers to accessing treatment."*

**- Yulisha Naidoo**



[A recording of the webinar is available online to watch on demand.](#)



# PILLARS OF IMPACT

## PILLAR 1: TRAINING

### FOCUSED TRAINING TOOK PLACE

Online Ponseti education plays a vital role in reaching healthcare providers in remote and resource-restricted areas. By removing geographical and financial barriers, this flexible training format allows healthcare professionals to access high-quality education without the need to travel. It strengthens local capacity for clubfoot treatment, enabling earlier intervention, improving patient outcomes, and reducing the burden on central hospitals.

#### Attendee feedback:



I was reminded how important it is to also focus and note the Health Economic issues. Ponseti method is such a cost effective way to treat clubfoot.



Detailed and concise presentations highlighting the need for more effort by healthcare practitioners. Eye opener Q&A discussion.



Information shared was very concise and relevant to what we see at weekly clinics.



It was very interesting hearing about the research being done in the different fields of genetics and economics related to clubfoot origination and the economic impact on families.



The webinar's theme was pertinent and dealt with important topics. The presentation offered appropriate solutions to lessen the challenges, such as the health economic perspective of clubfoot burden as country, health system, and families.



#### Our Training Partners

We acknowledge the valuable support from SAPOS, Essity, OPSB, the hosting hospitals and our faculty trainers who made the training sessions possible.





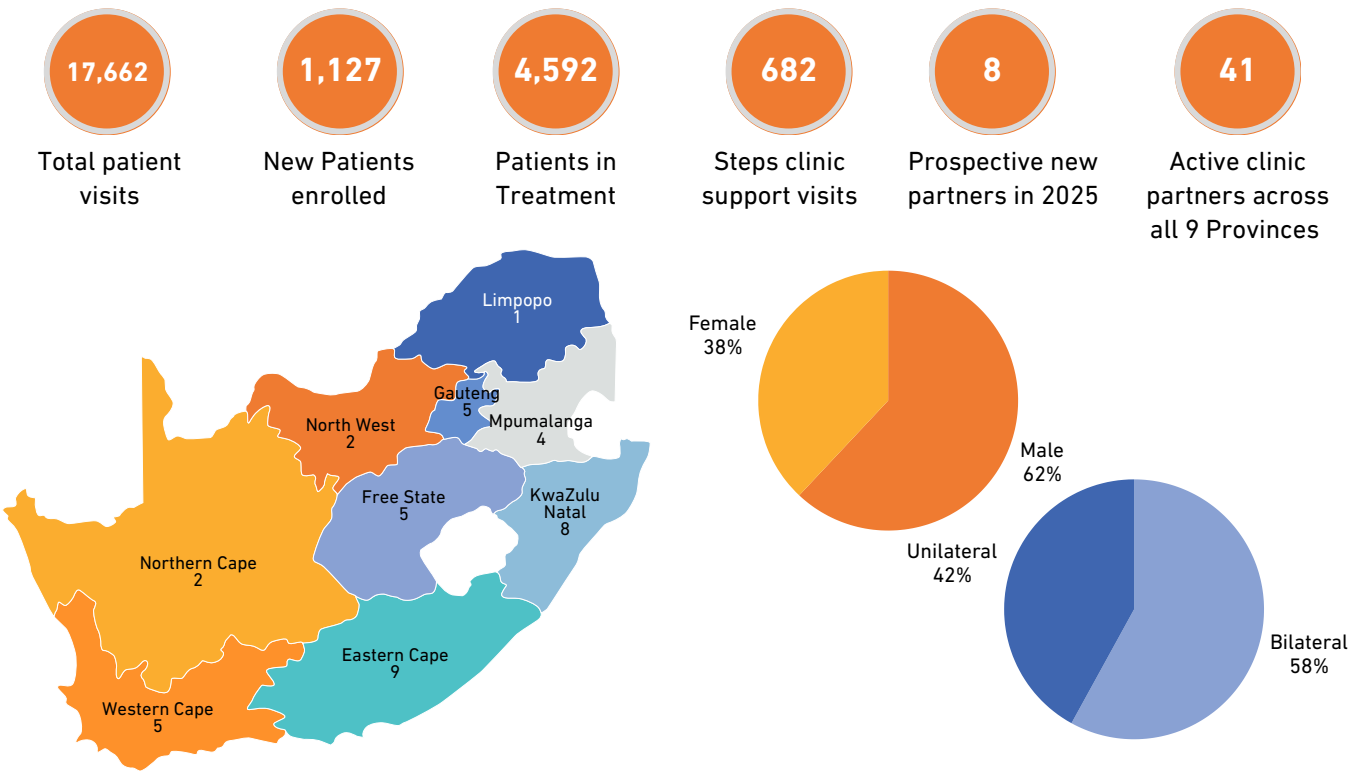
# PILLARS OF IMPACT

## PILLAR 2: CLINIC SUPPORT

OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT

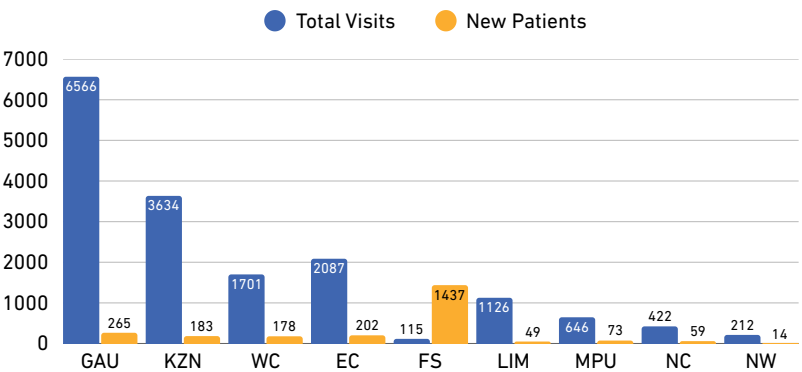
### Clinic Support and Data Report

1 JANUARY- 30 DECEMBER 2024



### New Patient Visits & Total Patient Visits, per Province

January 2024 - December 2024



### Clinic Support & Data Coordinators

**8** STEPS clinic & data coordinators are employed in clinics in the 4 most populated provinces

**10** Partner clinics have STEPS clinic & data coordinators in-clinic

**55%** Of patient visits take place in clinics attended by STEPS clinic coordinators

### Clinic Support Donations

Clinics rely on STEPS for crucial clubfoot braces, clinic support material and training. Without the support, some clinics would not be able to treat clubfoot effectively due to no or limited budget restraints.

**220** Medical Scrubs Provided

**1,450** Educational Material Distributed

**90** Treatment Graduation certificates

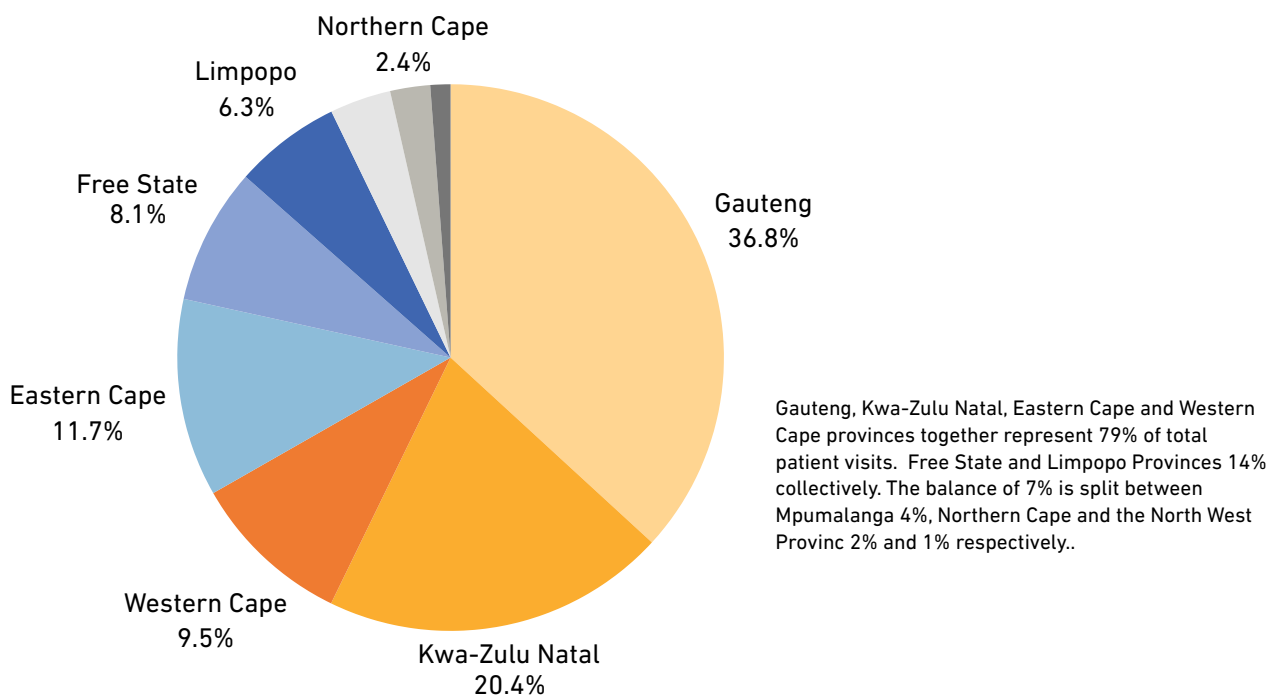
**22** Patient Assessment Books

The STEPS Clinic Coordinator is part of a dynamic team of healthcare professionals that provide the highest quality of parent and patient care within the Steps Clubfoot Care support programme. Clinic staff are often too busy to provide vital detailed education and support to parents. STEPS created the position of a clinic coordinator to help improve the effectiveness of our clubfoot clinic partners. The STEPS clinic coordinator supports family education and with the smooth running of clinic processes. STEPS is committed to supporting the success of all partner clinics.

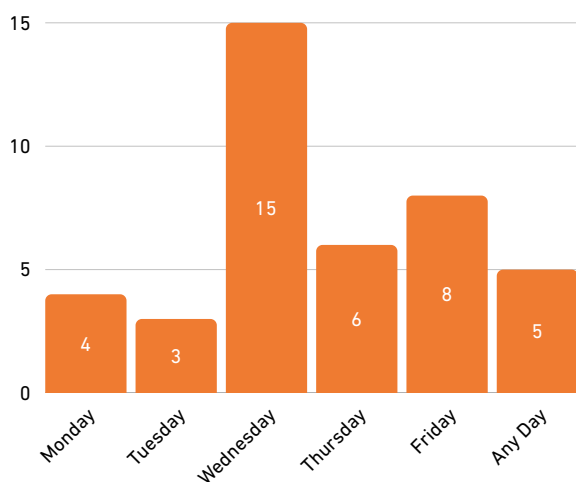
## PILLAR 2: CLINIC SUPPORT

OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT

Allocation of Total Patient Visits, per Province



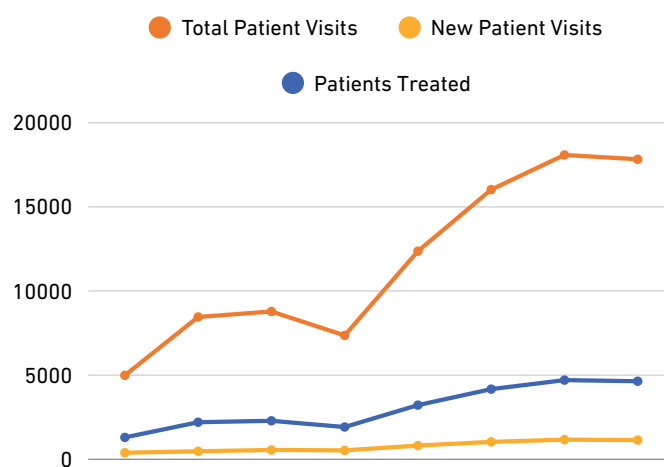
Clinic Day - Steps Partner Clinics



Most hospitals set a specific day aside to run their weekly clubfoot clinics.

There are five clinic partners that treat clubfoot patients any day. These are smaller, rural hospitals and do not have enough patients to set aside a morning solely for the treatment of clubfoot.

Steps Partner Clinic Stats Overview: 2017-2024

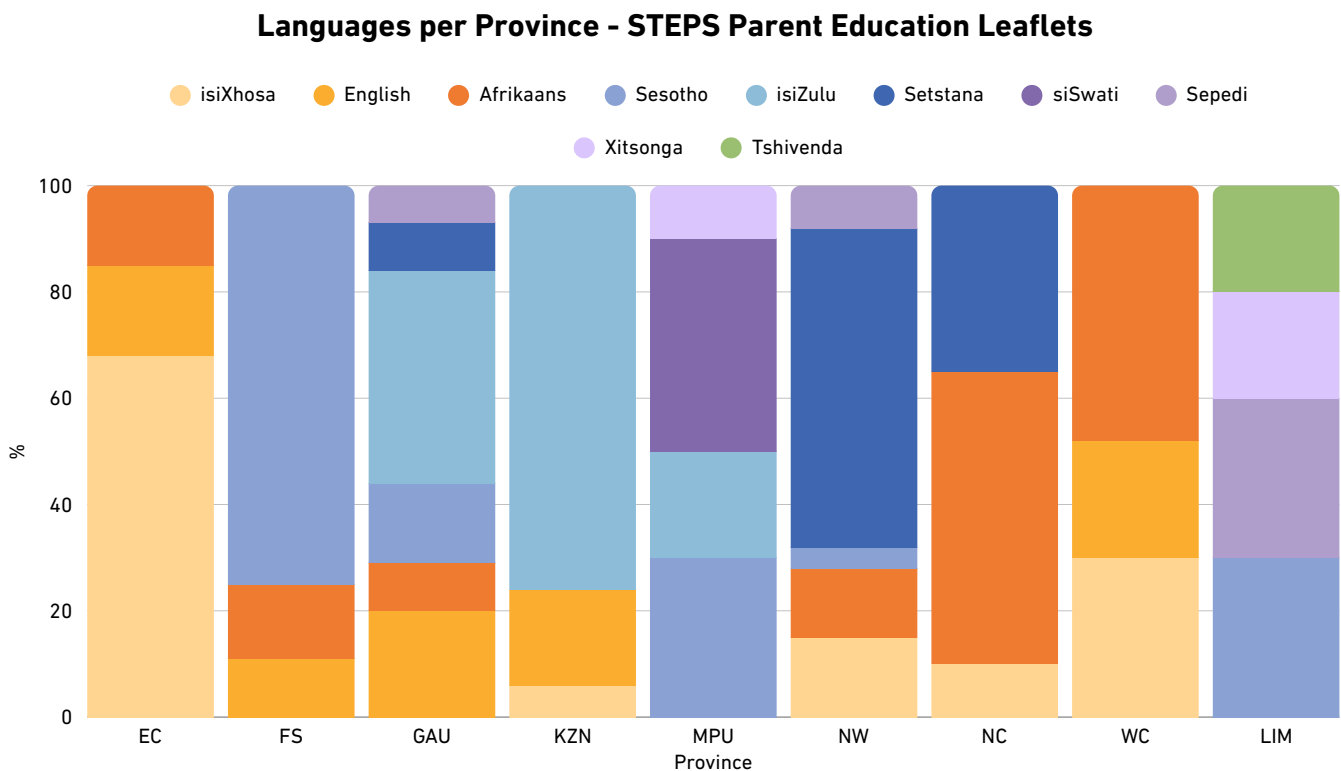
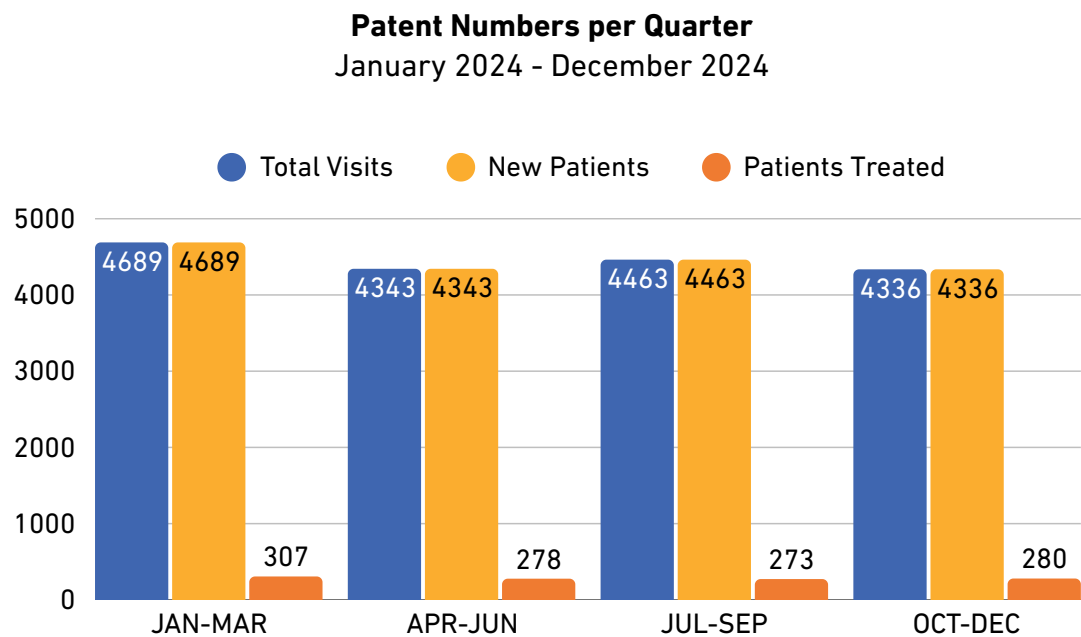




# PILLARS OF IMPACT

## PILLAR 2: CLINIC SUPPORT

OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT



## PILLAR 2: CLINIC SUPPORT

### OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT

#### STEPS Family Resources Toolkit

The STEPS Family Resources Toolkit is a practical and empowering guide developed to support caregivers of children born with clubfoot to access treatment. One of its core features is a detailed, step-by-step explanation of how families can apply for a temporary Care Dependency grant to ease the financial burden of travel particularly during the casting period, which requires weekly clinic visits and time away from work.

The toolkit includes a guide for both caregivers and clinic staff. For caregivers, it provides clear eligibility criteria, a checklist of required documents, and directions for navigating the application process with the South African Social Security Agency (SASSA). For clinic coordinators, it offers tools to support families, including a medical confirmation letter template for doctors to verify the child's clubfoot diagnosis.

This resource is especially valuable in helping families who may be unaware of the grant or unsure how to access it. By simplifying a complex administrative process, the Steps Toolkit removes barriers to financial support and enhances caregiver capacity to focus on the child's recovery. It also strengthens the clinic's ability to advocate effectively for patients within the social support system.

The toolkit is adaptable to different provincial requirements and reflects Steps Clubfoot Care's commitment to holistic, family-centred support that extends beyond medical treatment.

#### From the Frontline



##### STEPS Clinic Coordinator:

Nirasha Ramessur is the STEPS clinic coordinator at our partner clinic Victoria Mxenge Hospital Clubfoot clinic in Durban.

In 2024 they enrolled 55 new patients, supported 934 clinic visits by patients and cared for 243 children having clubfoot treatment.

Nirasha shares, "Each Monday, I witness little happy smiles and offer comfort to those who feel scared. Dr. Naidoo's unwavering support and dedication make every day rewarding. I'm proud to be part of the STEPS journey."



##### STEPS Partner Clinic:

The clubfoot clinic at Steve Biko Academic Hospital, led by Professor Ruan Goller, may be small in size but its impact is immense. Every week this dedicated team transforms uncertainty into hope for families affected by clubfoot. Parents arriving at the clinic are often overwhelmed by fear and confusion, but they are met with warmth, clarity, and compassion from the very first appointment. The team, nurses Helen, Dorah, Elbie, Kidibone, and STEPS clinic coordinator Ivy, take the time to explain the treatment, reassure caregivers, and build trust through consistent, supportive care. From the first cast to the final brace, families are guided through the process with empathy and expertise. What makes this clinic special is the sense of community it fosters. It's not just a place of medical intervention, it's a space of shared strength, encouragement, and human connection. With coffee brewing in the background and laughter echoing in the halls, every visit affirms that families are not alone on this journey.

## PILLAR 2: CLINIC SUPPORT

### OUR PARTNER CLINICS AND CLUBFOOT PATIENTS RECEIVED A LOT OF SUPPORT

#### From the Frontline

##### **STEPS Clubfoot Support Model:**

The Orthopaedic Department at Charlotte Maxeke Johannesburg Academic Hospital has benefited from the invaluable support of STEPS since 2006, when the Ponseti Clubfoot Clinic was formally established at our hospital. Since then, STEPS has been dedicated to supporting families of children with clubfoot, providing both practical assistance and emotional guidance.

STEPS has played a pivotal role in advancing parent and public education about clubfoot in South Africa. It has actively promoted the Ponseti method of clubfoot treatment among healthcare professionals, helping to improve the standard of care across the country.

Additionally, STEPS has organised numerous seminars and workshops on clubfoot treatment and facilitated vital outreach programmes, extending its impact to underserved communities.

Through successful private fundraising efforts, STEPS has made a meaningful difference not only to our local population but also to the broader SADC region.

The contribution of STEPS to children with clubfoot has been profound, and its continued work remains essential to improving outcomes for these children.

##### **- Professor A. Robertson**

*HOD: Orthopaedic Surgery, Charlotte Maxeke Johannesburg Academic Hospital.*

*Adjunct Professor: Orthopaedic Surgery, University of the Witwatersrand, Johannesburg.*



## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

### World Birth Defects Day Awareness Campaign - 3 March 2024

Campaign Period: 14 February – 8 March 2024

#### Campaign Focus:

World Birth Defects Day is commemorated globally on 3 March each year to raise awareness of birth defects, their causes, and their impact. We launched our first awareness campaign of the year around this international day, placing a spotlight on clubfoot as a common but treatable birth defect and challenging the barriers that prevent many South African children from accessing timely care.

#### Our core message:

*"Clubfoot is treatable – why aren't more South African families accessing care?"*

This was contextualised within a powerful truth: Africa has one of the highest rates of clubfoot prevalence globally, yet access to care remains inequitable, particularly in rural and under-resourced communities.

#### Campaign Reach:

- **Total campaign reach:** 30,275,049
- **Advertising Value Equivalent (AVE):** R1,363,848.23
- Content in **English and Zulu** for broader accessibility and inclusion

#### Media coverage goal exceeded:

11 media features across national TV, radio, print, and online platforms.

Radio, TV and print interviews included expert voices and powerful lived experiences:

- **Mpumelelo Mhlango**, Paralympian gold medallist and clubfoot champion
- **Dr Nduduzo Ndimande**, Orthopaedic Surgeon, featured alongside the KwaZulu-Natal MEC for Health
- **Dr Yammesh Ramguthy**, Paediatric Orthopaedic Surgeon at Chris Hani Baragwanath Academic Hospital

**702.**  
[listen to the interview >](#)



**DRUM**

**eNCA**  
[watch the interview >](#)

**GAGASI FM**

**good hope fm**

**SABC 3**  
OPEN UP  
[watch the interview >](#)

**Saturday Citizen**

**ukhozi FM**

**uMhlobo Wenene fm**



*The problem is the lack of skilled people to offer the treatment and the support needed thereafter. Cost to travel is also a significant factor.*

– **Dr Yammesh Ramguthy**  
Chris Hani Baragwanath Academic Hospital  
Digital Engagement

- 2 dedicated social media posts on STEPS channels
- Online media partners amplified campaign messaging via shares and reshares, including Expresso's Instagram page to their 175 000 followers.
- Engagement spanned both public education and advocacy messaging

#### Conclusion

This campaign successfully brought clubfoot into the national conversation on birth defects and child health, advocating for timely access to treatment and highlighting the systemic barriers families face. Through widespread media visibility, expert insights, and powerful personal testimony, the campaign underscored that clubfoot is not only treatable but should never be a cause of lifelong disability.

## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

### World Clubfoot Day – 3 June 2024

Campaign Period: 14 February – 8 March 2024



#### Campaign Focus:

World Clubfoot Day is a powerful reminder that clubfoot is the most common musculoskeletal birth defect globally, but it is entirely treatable. In Southern Africa, over 11,000 children are born with clubfoot each year, yet many still face a lifetime of disability due to delayed or inaccessible care.

To mark World Clubfoot Day, STEPS hosted a multi-channel campaign with a strong focus on sustainable giving, economic advocacy, and community support.

#### Campaign objectives:

- Raise awareness about clubfoot as a treatable condition.
- Emphasise the economic and social cost of untreated disability.
- Relaunch the RunFree2030 initiative.

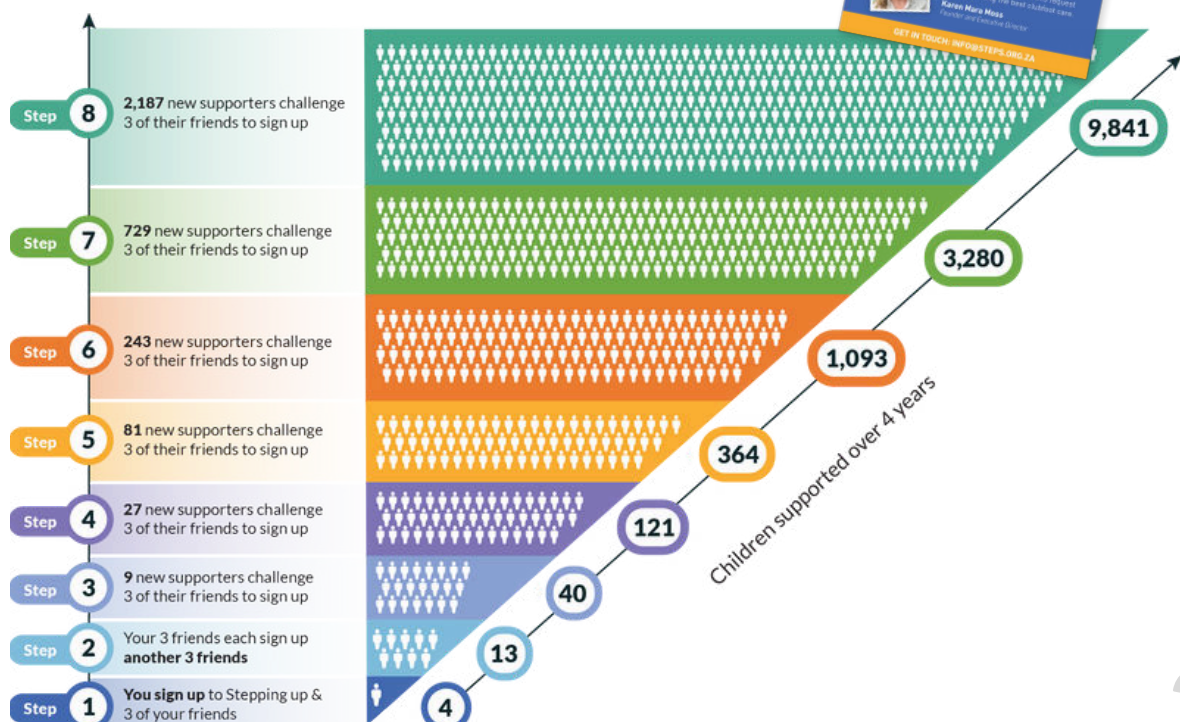
#### Our Core Message:

*Let's step up so every child can walk free from disability.*

### Stepping Up Initiative – Individual Giving Campaign

We launched the “Stepping Up” initiative, inviting supporters to give **R60/month** or **R2,500 once-off** to support a child through the full four-year treatment journey.

Small, sustained donations can restore mobility, dignity, and opportunity, changing lives and reducing the long-term economic burden of untreated disability. The campaign emphasises cost-effectiveness and long-term impact.



## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE



### World Clubfoot Day Webinar

Held on 3 June, the webinar featured expert speakers from public health, economics, orthopaedics, and genetics, drawing attention to the economic and social consequences of untreated clubfoot. We highlighted the **economic and social cost of untreated clubfoot**—from increased reliance on state welfare to the exclusion of children from education and employment. Our call to action is clear: early intervention is not only a medical necessity but a smart social investment.

### Key insights:

Untreated clubfoot increases poverty, social exclusion, and dependency.

Early intervention reduces long-term health and welfare costs.

Rural families remain under-served and urgently need consistent care access.

Treatment is cost-effective and life-changing.

### World Clubfoot Day Events at Clinics

Events were hosted with patient families and clinic teams at STEPS partner clinics across all nine provinces, including:

- Western Cape: Tygerberg and Red Cross Hospitals
- Northern Cape: Dr Harry Surtie Hospital
- North West: Mahikeng Hospital
- Gauteng: Charlotte Maxeke Johannesburg Academic Hospital
- Eastern Cape: Frere Hospital
- KwaZulu-Natal: Victoria Mxenge & Ngwelezane Hospitals
- Limpopo: Letaba Hospital
- Free State: Bongani Hospital
- Mpumalanga: Tintswalo Hospital

Mpumelelo Mhlongo, Paralympian and STEPS Champion, attended the Charlotte Maxeke Hospital celebration, inspiring families and clinic staff. ▶





# PILLARS OF IMPACT

## PILLAR 3: ADVOCACY

### FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

#### Tygerberg Clubfoot Awareness Talk – 6 June

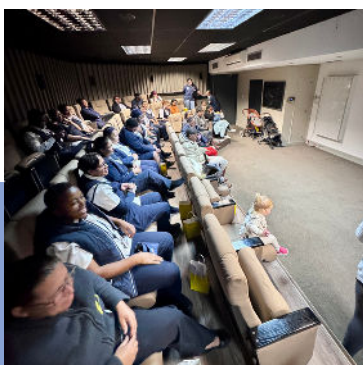
Executive director Karen Moss gave a talk at Tygerberg Hospital's awareness event, attended by healthcare workers and patient families, alongside Dr Este Knipe and patient family testimonials.

- Total campaign reach: 681,876
- Advertising Value Equivalent (AVE): R534,291.11
- Webinar attendance: 321 registrations from 58 countries



*South African families with children with disabilities incur higher health costs, pushing them deeper into poverty and increasing reliance on government and social welfare grants. This ultimately increases the burden on the government and the taxpayer in the long run.*

– Yulisha Naidoo  
Webinar Keynote speaker and STEPS board member



*It is unfortunately a heartbreaking reality that many South African families, especially in rural areas, cannot afford regular clinic visits for this treatable condition.*

– Karen Mara Moss  
founder and executive director STEPS Charity



#### Conclusion

This campaign successfully brought clubfoot into the national conversation on birth defects and child health, advocating for timely access to treatment and highlighting the systemic barriers families face. Through widespread media visibility, expert insights, and powerful personal testimony, the campaign underscored that clubfoot is not only treatable but should never be a cause of lifelong disability.

## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

### Disability Awareness Campaign - November & December

#### I Am Possible #StepItUp Challenge – A National Movement for Inclusion and Hope

Campaign Period: 7 November to 7 December 2024



The awareness campaign focused on "Celebrating Ability, Raising Awareness, Driving Inclusion" through music, dance, and community engagement to highlight clubfoot as treatable and reduce disability stigma. Coinciding with Disability Rights Awareness Month and the International Day of Persons with Disabilities, the campaign peaked on December 7, 2024, with a live event at Blue Route Mall. The original dance track "I Am Possible" embodied resilience and movement, featuring ambassadors Paralympic gold medallist Mpumelelo Mhlomo and dancer Musa Motha, whose inspiring stories emphasised the campaign's message.



#### Our core message:

*Disability does not define potential: Thriving Despite Clubfoot*

Our campaign emphasised that clubfoot, which affects around 1 in 500 children in South Africa, is entirely treatable with early intervention. Yet stigma, lack of awareness, and financial barriers mean many children still miss out on care. The #StepItUp Challenge addressed this gap through visibility, mobilisation, and public education.

#### Campaign Reach and Exposure Highlights:

1. Total reach: over 30.7 million via media and digital platforms.
2. Media coverage: 30,145,059, with an advertising value of R786,987.63.
3. 240+ participants in the dance challenge; over 1,000 attendees at the live mall event.
4. 7 clubfoot graduates celebrated treatment milestones on stage.
5. R170,000 raised to support 68 children's treatment, showcasing public engagement impact.
6. Local dance performances by Gqom Legend CPT & Gugulethu United We Stand.
7. Strategic partnerships with Blue Route Mall, Standard Bank CSI, and AspireYouth enhanced visibility.



## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE



GOLD medalist Paralympic, Mpumelelo Mhlongo (middle), has partnered with 'Britain's Got Talent' finalist, Musa Motha, in the #StepItUp dance challenge to raise funds for clubfoot condition. | Supplied

### STORIES OF HOPE

## Fund clubfoot treatment through the #StepItUp challenge

HOPE MAFU  
hope.mafu@inl.co.za

NON-PROFIT organisation, STEPS, has joined forces with Paralympic Mpumelelo Mhlongo and professional dancer, Musa Motha, to raise funds in support of clubfoot treatment through the #StepItUp dance challenge.

The dance challenge campaign, which will be administered by STEPS, aims to raise over R300 000 for clubfoot treatment during this National Disability Rights Awareness Month. National Disability Rights Awareness Month is annually celebrated in November.

Clubfoot is a deformity in which an infant's foot is severely twisted inward and pointed upward, making the foot rigid and unable to return to the correct position. Research reported that clubfoot is common in the Southern and East African region, affecting about one in 500 children; while there are 2 000 cases in South Africa.

This year's #StepItUp dance challenge is driven by the empowering message "I Am Possible".

The theme celebrates last year's challenge, where participants managed to raise over R230 000.

Moreover, Mhlongo commended STEPS' efforts in raising awareness about the medical condition.

The gold medalist was born with clubfoot condition.

"I have been incredibly fortunate to be a firsthand witness of the phenomenal work STEPS does. It has fundamentally changed my outlook on life. It serves as a reminder of how easily we can beat the odds and empower the children of today," said Mhlongo. Motha, who was a finalist at Britain's Got Talent, echoed Mhlongo's words.

"I often say Musa doesn't believe in the word impossible; I break the word into two, 'IM' and 'POSSIBLE'. This sends the message that everything is possible if you really try hard," said Motha.

Motha lost his left leg to cancer when he was just 10 years old.

Since introducing the Ponseti method in the country, the founder of STEPS, Karen Moss, has facilitated Ponseti training in Botswana, Namibia, and the Seychelles.

The Ponseti method is a manipulative technique that uses a series of casts and braces to gradually move the foot into the correct position.

"In running this NPO, I've seen far too often how children and adults with clubfoot are shunned by their families and communities, wrongly believing it to be an untreatable disability. At STEPS, we are committed to changing that narrative, educating people that clubfoot doesn't have to be a lifelong disability if effectively treated," said Moss.

As the only organisation in South Africa dedicated to supporting children with clubfoot deformity, the dance challenge would spark conversation and educate the public.

"The #StepItUp Challenge is more than just a dance; it's a movement to raise awareness about clubfoot and its solutions and the 'I Am Possible' message emphasises that clubfoot should never limit a child's potential. By promoting the safe, non-invasive Ponseti method, we aim to raise funds, allowing children to walk, run, attend school, play sports, and fully embrace life – including the joy of dancing."

The campaign will culminate in a fun in-person event at Blue Route Mall in Cape Town on December 7, where participants can partake in the #StepItUp challenge with Mhlongo himself. The public is encouraged to join the dance challenge on TikTok, using the #StepItUpChallenge, and donate via Backabuddy platform on <https://steps.org.za/>

### DANCE CHALLENGE

## Champs #StepItUp to help fix clubfoot challenge

TASCHICA PILLAY

taschica.pillay@inl.co.za

SOUTH African Paralympic gold medalist Mpumelelo Mhlongo has joined forces with Britain's Got Talent finalist Musa Motha to champion awareness and fund-raising efforts for clubfoot treatment.

The duo, both of whom have navigated the challenges of this condition, began the #StepItUp Challenge on TikTok last year to inspire a global movement and raise funds for children affected by clubfoot.

The #StepItUp Challenge is an engaging dance initiative launched in partnership with STEPS, a dedicated non-profit organisation focused on supporting children born with clubfoot. Set against the backdrop of National Disability Rights Awareness Month, which unfolds in November, the challenge aspires to collect more than R300 000 to fund treatments across South Africa.

Children with clubfoot are born with one or both feet twisted inward and pointed downward (unilateral or bilateral), making the foot rigid and unable to return to the correct position. According to studies, southern and east African populations have a higher incidence of this treatable birth defect, affecting about 1 in 500 children, including 2 000 in South Africa.

This year's challenge centres around the theme "I Am Possible", a message that resonates with Mhlongo, who was born with clubfoot. The #StepItUp Challenge builds on the overwhelming success of last year's campaign, which saw the foot-tapping choreography of Mapule Sesedinyana and electrifying beats from Dino Moran, Bee DeeJay and DJ Schuster raise more than R230 000.

Mhlongo and Motha are encouraging people to get involved by joining the #StepItUp



PARALYMPIAN gold medalist Mpumelelo Mhlongo.

dance challenge on TikTok or at an in-person event at Cape Town's Blue Route Mall on December 7.

Mhlongo said they hoped to attract more support this year to ensure that funds could be distributed to all the clinics around South Africa that were already treating children with clubfoot.

"Although the event will take place in Cape Town, this is a South African challenge and the call for action is for the whole country and hopefully will create enough of a buzz. Every community can only thrive when those who have been successful come back and

raise awareness around that community. That is my main driver of why I wake up everyday," said Mhlongo.

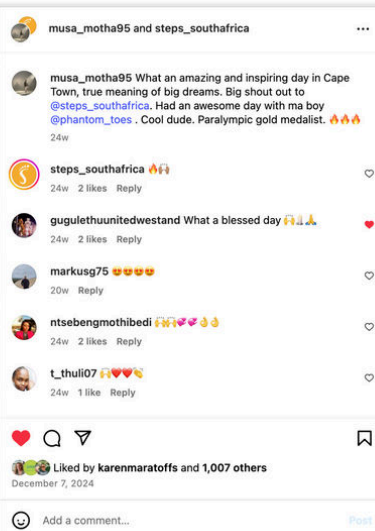
"I have been incredibly fortunate to be a firsthand witness of the phenomenal work STEPS does. It has fundamentally changed my outlook on life. It serves as a reminder of how easily we can beat the odds and empower children of today to be the future leaders that we need for South Africa to realise its potential," said Mhlongo.

STEPS was founded by Karen Moss in 2005 after her son was born with the condition.

Moss said they wanted to get a different audience to know that clubfoot is a treatable birth condition that did not have to be a disability.

"Especially in poorer and rural areas where families have fewer resources to access treatment the children are living with unnecessary disability and growing up with limited chances to go to school and access the economy. This can be resolved with treatment.

"I've seen far too often how children and adults with clubfoot are shunned by their families and communities, wrongly believing it to be an untreatable disability. At STEPS, we are committed to changing that narrative."



**kfm** 94.5

Pro bono radio campaign and promotional mentions, including 'The Flash Drive' with Karl Wastie - listen to [the interview here >](#)

**CAPETALK** 567AM

**smile** 90.4  
from ear to ear

**G**

good hope<sup>fm</sup>

**The Star**

**G**

**GOODTHINGSUY**  
ONLY GOOD THINGS!

ON SATURDAY  
**INDEPENDENT**

NETWORK

**24+**

**expreso**

**AFRICA**  
COMMUNITY MEDIA

# PILLARS OF IMPACT



## PILLAR 3: ADVOCACY

### FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

#### Social Media impact:



**Facebook:**  
688.1K views  
and 565.6K  
reach



**Instagram:**  
28.6K views, 16,370  
impressions, 15,859  
unique accounts  
reached



**Influencer amplification:**  
Musa Motha's  
shared post  
received 1,000+  
likes



*I have been incredibly fortunate to be a firsthand witness of the phenomenal work STEPS does. It has fundamentally changed my outlook on life. It serves as a reminder of how easily we can beat the odds and empower the children of today to be the future leaders that we need for South Africa to realise its potential.*

– **Mpumelelo Mhlongo**  
Paralympian and Clubfoot Champion

*I don't believe in the word impossible. I break the word into two: 'I'M' and 'POSSIBLE'. This sends the message that everything is possible if you really try hard.*

– **Musa Motha**  
Dancer and Clubfoot Awareness Ambassador. Motha lost his left leg to cancer when he was 10 years old.



#### Conclusion

This campaign successfully combined mass media, local engagement, youth participation, and digital storytelling to raise awareness about clubfoot and mobilise public action. By combining national media exposure, youth participation, influencer amplification, and grassroots celebration, the campaign reframed disability as possibility. Together, we proved: **'I Am Possible'**.

# PILLARS OF IMPACT



## PILLAR 3: ADVOCACY

## FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

### Global Advocacy

#### World Physiotherapy Africa Region Congress – September 2024

STEPS was honoured to be represented at the World Physiotherapy Africa Region Congress, where the abstract submitted by our Founder and Executive Director, Karen Moss, was accepted as an e-poster presentation. Titled *"Improving Access to Care – Multi-Disciplinary Teams for Clubfoot Management: Building Inter-Professional Teams Increases Access to Care"*, the presentation was delivered by physiotherapist and STEPS faculty trainer Michelle Dicey.

Drawing on case studies from the UK and rural Eastern Cape, the key message was clear:

- Clubfoot can be successfully treated in rural and decentralised settings through trained, multi-disciplinary teams.
- Physiotherapists are critical to scaling treatment access.
- Specific training is essential for all team members.
- Inter-professional teams reduce system strain and increase rural treatment coverage without undermining the role of doctors.



### Supporter Campaigns



#### Emma's Pedal for Wilbur (UK-SA)

Emma's inspiration is her baby son, Wilbur, who was born with clubfoot. Inspired by her son Wilbur's successful clubfoot treatment, Emma decided to pedal her way to making a difference, not just for Wilbur, but for 200 children in need of treatment. Emma has launched a yearlong cycling fundraiser aiming to raise R500,000. Follow Emma's incredible journey and support her campaign [here](#).

- £2,000+ (R47,000) raised by December 2024
- Funds go directly to treatment for children in South Africa
- Campaign gained traction in both the UK and SA through personal storytelling and social media

#### Shaun's Boys Christmas Lunch Charity Drive

After filming at a STEPS partner clinic, Shaun James was inspired by what he saw. He initiated a year end fundraising drive for clubfoot care through his long-standing friendship circle's annual Boys Christmas Lunch (BCL).

- They exceeded their target, raising R52,000
- BCL has grown from 6 to 22 members over 17 years
- Their support showcases how lasting friendships can become powerful agents of change

**Emma and Shaun illustrate that one person's passion can create a ripple effect of transformation giving children the chance to walk, run, and thrive.**





# PILLARS OF IMPACT

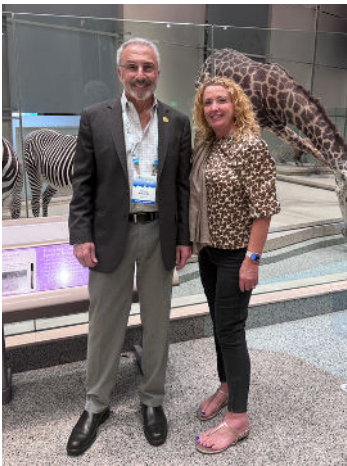
## PILLAR 3: ADVOCACY

FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE



### 2024 EPOSNA Conference

Our executive director Karen Mara Moss attended the 2024 EPOSNA Conference in Maryland, USA for meetings with Ponseti thought leaders and clubfoot brace manufacturers.



# PILLARS OF IMPACT



## PILLAR 3: ADVOCACY

### FOCUSED CLUBFOOT AWARENESS AND ADVOCACY REACHED MORE PEOPLE

#### Social Media Engagement

2024 was a year of measurable digital growth and innovation, enhancing STEPS' visibility and donor engagement across all platforms.

#### Performance Highlights



**6 million +**

Impressions across digital campaigns



**400,000**

Average monthly reach



**20,000+**

Ad clicks, reflecting strong engagement



**4,000+**

Email subscribers with consistent open rates of 20–30%

These results reflect a highly engaged audience, a strong content strategy, and a growing network of supporters ready to act.



## PILLAR 4: BRACES ACHIEVEMENTS

### MORE CHILDREN RECEIVED CLUBFOOT BRACES



**R1,680,262.00**

value braces sold



**R362,700.00**

value braces  
donated



**1,608**

braces  
distributed



**SAOA**

congress



**EPOSNA**

congress



The clubfoot brace is essential to treatment success. It maintains the foot position after casting and prevents recurrence. Without a consistent supply of clubfoot braces, there is a high risk of return to disability. Many public hospitals face budget constraints, and parents often cannot afford the cost of imported braces. STEPS plays a vital role in sourcing and distributing high-quality braces to clinics and families. By ensuring a reliable, affordable supply, STEPS helps children complete their full course of treatment, giving them the best possible chance to walk, play, attend school, and thrive.



# 05

## OUR PEOPLE, PURPOSE AND IMPACT





# OUR VISION AND MISSION

## No Child With Clubfoot Left Untreated

Our Mission is to offer every child born with clubfoot the brightest future imaginable. We're not merely treating a medical condition; we're unlocking doors to a life brimming with potential.

We Partner with a national network of specialist clinics in the South African state health sector to bridge the gap in resources and improve successful outcomes.

Our Four-Pillar model for change provides sustainable support that changes the future of a child born with clubfoot by giving them mobility, and the means to access education and make a living.

## Our Objectives

Patient-centred care
Empowering the patient caregiver
Standardised clinic excellence
Increasing access to treatment
Increasing the number of patients treated

## Our Values



**Sustainability** - Lean management and financial responsibility to secure the future of clubfoot treatment.



**Trust and Integrity** - Open communication with donors, partners, and stakeholders.



**Empathy** - Prioritising the welfare of children born with clubfoot.



**Passion** - Maintaining enthusiasm for our cause, even in challenging circumstances.



**Simplicity** - Staying focused on our core purpose, keeping the child in mind.

**Connection** - Collaborating and sharing knowledge for collective impact.

**Innovation** - Constantly seeking ways to maximise and improve our reach and effectiveness.

## Our Story

### A Journey of Hope and Impact

It all began in 2003 when a South African mother sought effective treatment for her son's clubfoot. After successful care by Dr Ignácio Ponseti in the USA, she returned home and launched STEPS in 2005 to introduce the Ponseti Method in Southern Africa and support families through the treatment journey.

In 2006 and 2007, STEPS hosted the region's first Ponseti training seminars, gaining consensus from local orthopaedic surgeons and establishing clubfoot clinics across South Africa. Training partnerships expanded with experts from Uganda, Brazil, Canada, USA and the UK, helping build regional capacity and brace-making skills.

Today, the Ponseti Method is part of South Africa's medical curriculum and endorsed by SAPOS. STEPS has provided Ponseti training to over 2,000 health professionals, hosted 36 Ponseti workshops, and organised the first African Clubfoot Conference in 2022.

We launched our Clinic support programme in 2013, and support a national network of specialist partner clinics. STEPS offers a sustainable, effective solution to support clubfoot care, restoring mobility and opportunity.

**STEPS Clubfoot Care's model is aligned to the United National Sustainable Development goals:**

**SDG Goal 1:** End poverty in all its forms everywhere.

**SDG Goal 3:** Ensure healthy lives and promote well-being for all at all ages.

# OUR TEAM



Our success is built on the dedication, compassion, and expertise of our staff. Every member of our team plays a vital role in ensuring children receive patient-centred care. We recognise the volunteer Ponseti trainers, whose contributions strengthen local capacity and result in the opening of new clinics.

## Cape Town Core Support:

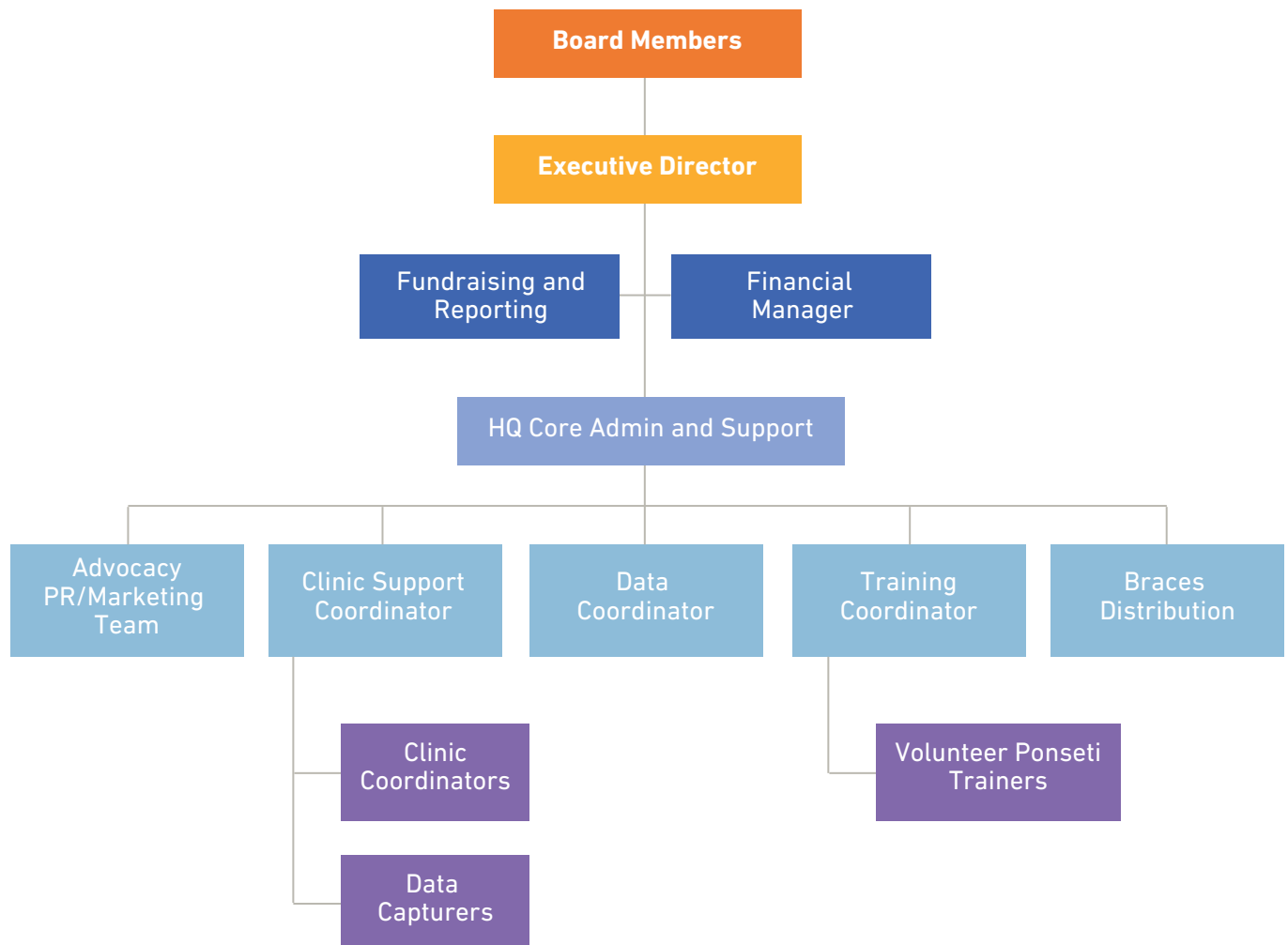
- Luke Engel
- Penny Hlakula
- Lynne Huppert
- Jane Mackinnon
- Karen Moss
- Gabrielle Rademeyer

## Volunteer Ponseti trainers 2024:

- Dr Ryno du Plessis
- Prof Jacques du Toit
- Dr Kirsty Fourie
- Dr Ruan Goller, Judy Prince
- Dr Dina Simmons
- Dr Bryan Theunissen

## Clinic coordinators:

- Ursula Kibido
- Ivy Muffler
- Linda Vuso
- Nirasha Ramessur
- Phumzile Zondi





# OUR BOARD AND MEMBERS

We welcomed two new board members and two advisory board members. Our thanks to them for stepping forward to provide their time and expertise.

Our board provides strategic guidance and fiduciary oversight, ensuring that STEPS remains aligned with its mission and maintains high standards of governance. We are deeply grateful for their expertise and commitment.

## Board Members



**Professor Jacques du Toit**  
*Chair*



**Cheryl Howard**  
*Treasurer*



**Yulisha Naidoo**  
*Secretary\**



**Lebogang Montewa**  
*Non executive director\**



**Karen Mara Moss**  
*Executive director*

*\*Appointed 2024*

## Advisory Members



**Dr Tshepo Kgatshe**  
*Medical*

*I am really looking forward to this journey of learning and being of service by contributing to the work of STEPS.*



**Thomas Sharp**  
*Sustainability*

*As an Advisory Board Member for STEPS Charity NPC, I seek to leverage my extensive medical device and business development experience to expand community healthcare access in underserved regions.*



# CLINIC PARTNERS



We partnered with 41 specialist clubfoot clinics who share our goal of improving the lives of children born with clubfoot. We are privileged to support their important work.

## Eastern Cape (9)

- Bambisana Hospital
- Canzibe Hospital
- Frere Hospital
- Isilimela Hospital
- Livingstone Hospital
- Madwaleni Hospital
- St Elizabeth's Mission Hospital
- Zithulele Hospital
- Bedford Orthopaedic Hospital

## Gauteng (5)

- Charlotte Maxeke Academic Hospital
- Chris Hani Baragwanath Academic Hospital
- Dr George Mukhari Academic Hospital
- Steve Biko Academic Hospital
- Tembisa Hospital

## Limpopo Province (1)

- Letaba Provincial Hospital

## Mpumalanga (4)

- Lydenburg Hospital
- Themba Hospital
- Tintswalo Hospital (*includes patients transferred from Mapulang hospital*)
- eMakhazeni Hospital

## Western Cape (5)

- George Hospital
- Maitland Cottage Children's Orthopaedic Hospital
- Tygerberg Hospital
- Vredendal Hospital
- Worcester Hospital

## Northern Cape (2)

- Dr Harry Surtie Hospital
- Robert Mangaliso Sobukwe Hospital

## Free State (5)

- Boitumelo Hospital
- Bongani Regional Hospital
- Dihlabeng Provincial Hospital
- Pelonomi Academic Hospital
- Universitas Hospital

## Kwa-Zulu Natal (8)

- Greys Hospital
- Harry Gwala Hospital
- King Edward VIII Hospital
- Ladysmith Provincial Hospital
- Madadeni Hospital
- Manguzi Hospital
- Ngwelezana Hospital
- Vryheid Hospital

## North West Province (2)

- Gelukspan District Hospital
- Mahikeng Provincial Hospital



# 06

## FINANCIALS



# SUSTAINABILITY AND SOURCES OF INCOME



Our goal is sustainable clubfoot care, a model that not only treats current cases but also strengthens healthcare systems to support future generations. Our sustainability plan includes:

## **Integration into Public Health:**

The STEPS Clubfoot Care four-pillar model is embedded within state health facilities, ensuring ongoing partnership and use of existing infrastructure.

## **Local Capacity Building:**

By training healthcare professionals and placing dedicated clinic coordinators in the busiest clinics, we support local expertise and continuity.

## **Diversified Revenue Streams:**

We balance donor grants with self-generated income and individual giving, reducing reliance on any single funding source.

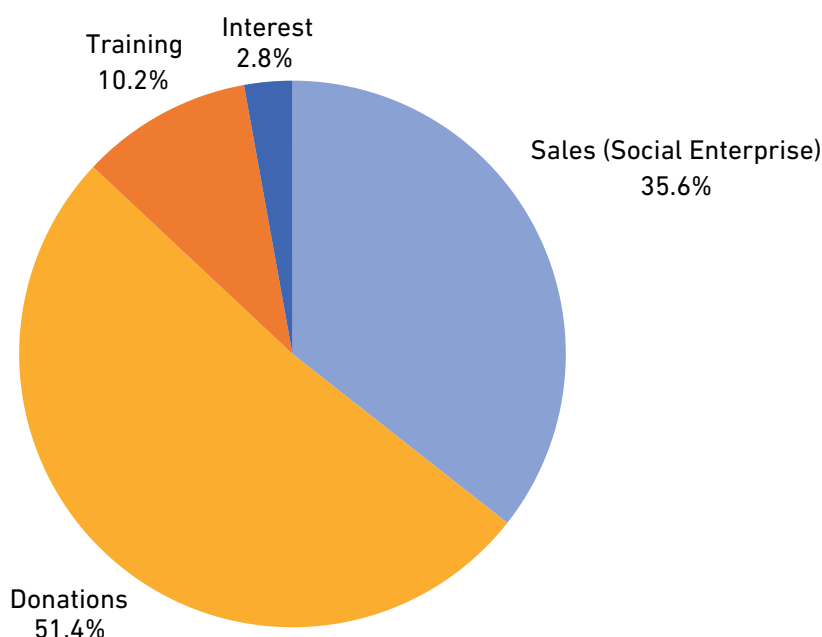
## **Digital Monitoring & Evaluation:**

Weekly data submissions, automated dashboards, and Individual Clinic Reports track key indicators and demonstrate impact to stakeholders.

## **Strategic Partnerships:**

Partnership with the South African Paediatric Orthopaedic Society (SAPOS), and collaboration with NPOs and universities secure long-term support and best-practice guidance.

## Sources of Income July 2023 - June 2024



Our funding comes from diverse sources - monthly donations, major private donors that invest to make a sustainable impact, corporates, foundations, and events..

We deeply appreciate our donors and partners. Thank you for your generous support.

We also generate our own income through sales of medical devices and events.

Self-generated  
income:  
**49%**

Donations and  
Grants income:  
**51%**

# FINANCIAL SUMMARY



For detailed financial statements, please contact us.

	2024
<b>Audited Financials Year Ending 30 June</b>	<b>R</b>
<b>REVENUE</b>	<b>5,464,372</b>
Donations received and event funding	2,905,110
Donations in kind (Clubfoot braces)	879,000
Clubfoot Brace sales	1,680,262
<b>COST OF SALES</b>	<b>(1,581,260)</b>
Donations in kind (Clubfoot braces)	(879,000)
<b>GROSS SURPLUS</b>	<b>3,004,112</b>
<b>INVESTMENT INCOME</b>	<b>134,066</b>
<b>OPERATING EXPENSES</b>	
<b>Core Activity</b>	<b>(2,721,281)</b>
Clinic advocacy	939,267
Clinic support	1,044,454
Ponseti training	466,752
<b>Support Activity</b>	
Support costs	270,808
<b>OPERATING SURPLUS/DEFICIT</b>	<b>R416,897</b>

# GOALS FOR 2025



As we enter our 20th year of service, STEPS remains committed to ensuring that every child born with clubfoot has access to the care and support they need. In 2025, we aim to:



Expand our reach to additional clinics in underserved areas.



Strengthen local ownership by empowering healthcare professionals through accessible training.



Innovate and evolve our data systems and processes, ensuring seamless support from diagnosis to completion of treatment.

**We invite you to continue partnering with us on this journey to transform even more lives.**

## OUR SINCEREST GRATITUDE

Our 2024 impact was driven by the generosity and commitment of our incredible donors and partners. We extend our heartfelt thanks to every individual and organisation that has played a role in helping children walk, learn, and thrive, free from the constraints of clubfoot.

### Donate

A one-time or monthly donation can provide life-changing treatment to a child.

### Partner

If you represent a clinic, corporate, or organisation interested in collaborating with us, please get in touch.

### Stay Connected

Follow us on social media for updates and success stories.



[info@steps.org.za](mailto:info@steps.org.za)

[www.steps.org.za](http://www.steps.org.za)

Make a contribution to Steps Clubfoot Care

