2019-2020
Sunshine Cinema
Annual Report
Contents

1. A Letter From Our Leadership
2. Our Missions & Vision
3. Why Sunshine Cinema?
4. Mobile Cinemas on the Move
5. Stepping up in the Time of a Global Pandemic
6. Shining a Light on Gender Equality
7. Immersive Education
8. Speak to be Heard
9. Thinking out the Box
10. How We Work
11. A Letter From Our Board Member
12. Supporters
13. News From Berlin
14. Financial Summary 2019
15. Who We Are
At Sunshine Cinema, we are driven by the power of storytelling. Telling and sharing stories is one of the key ways we connect to one and other. Stories inspire hope, they teach us empathy and allow us to feel what it’s like to walk in someone else’s shoes. The local conditions of people’s lives influence every aspect of existence; from how they access information on these issues to how they express themselves and exercise their agency.

In South Africa our Ambassadors have been developing weekly podcasts in rural parts of the Northern Cape, Free State, Limpopo and Eastern Cape to promote community dialogues dealing with the key themes mentioned above. While screenings are on hold, they are interviewing local ward councillors, filmmakers, civil society leaders and audience members about the issues that affect their communities and what solutions are available to address them. These dialogues promote debate that challenge norms, educate and shift perceptions and create a space for people to talk about the issues that directly affect them. The Ambassadors are also at the same time spending time building an archive of conversations with creative visionaries, interviewing filmmakers, artists and powerful storyteller icons like Gcina Mhlope about the importance of “speaking to be heard”.

Currently we work with 16 Sunbox Ambassadors in South Africa, Zimbabwe, Zambia and Malawi who are sharing media; movies, podcasts and educational materials in their communities that challenge established views on gender equality, active citizenship, LGBTQI rights, substance abuse and youth sexual health rights.

This year we have also launched a new project in Zimbabwe. Chronic underdevelopment of the media sector in Matabeleland and the Midlands highlighted the importance of direct outreach into local communities. To address this, our Sunbox Ambassadors in Gweru and Bulawayo are now working in collaboration with Internews, Film Aid, and Zimbabwean media partners, focusing on the need to strengthen the capacity of media and civil society to inform and elevate citizen voices so that powerful institutions are held accountable to deliver on key themes such as gender rights, good governance, human rights, corruption, health, environment, and climate change.

Further afield in Southern Malawi, in the tea growing regions of Thyolo and Mulanje the Sunbox Ambassadors are producing podcasts, and sharing educational short films that capture the local experiences of female farmers, cooperatives striving for better labour rights, and good agricultural practices that promote climate resilience and sustainability. They have begun to host regular live TV debates, and radio discussions based on the content they have produced to reach a wider network of people in the country involved in the tea industry.

Three months ago if we had been asked what the world would look like today, we think we all could have all been forgiven for not predicting this current extraordinary reality coming. Due to the COVID-19 pandemic and the ban on public gatherings in early 2020, we were compelled to innovate and pivot. To this end we developed a free podcast series; The SunCloud. The content is shared on a zero rated data website VULA, as well as on community WhatsApp groups, and social media platforms.

This year we have also launched a new project in Zimbabwe. Chronic underdevelopment of the media sector in Matabeleland and the Midlands highlighted the importance of direct outreach into local communities. To address this, our Sunbox Ambassadors in Gweru and Bulawayo are now working in collaboration with Internews, Film Aid, and Zimbabwean media partners, focusing on the need to strengthen the capacity of media and civil society to inform and elevate citizen voices so that powerful institutions are held accountable to deliver on key themes such as gender rights, good governance, human rights, corruption, health, environment, and climate change.

Further afield in Southern Malawi, in the tea growing regions of Thyolo and Mulanje the Sunbox Ambassadors are producing podcasts, and sharing educational short films that capture the local experiences of female farmers, cooperatives striving for better labour rights, and good agricultural practices that promote climate resilience and sustainability. They have begun to host regular live TV debates, and radio discussions based on the content they have produced to reach a wider network of people in the country involved in the tea industry.
A Letter From Our Leadership

We are building a youth led media network that captures public opinion not only about the effects of COVID19, but what the pandemic reveals about broader socioeconomic inequalities faced by the people we work with. We also now have a stronger, more diverse board, and have seen the impact of our Southern African network on existing locations as well as growth in new locations. The current group of SunBox Ambassadors represent youth on the frontlines responding to pressing current and future challenges. They are the lighthouses we need to follow and listen to and support, grow their potential and capacity. As an organisation we will continue to build opportunities for them to access a broader network of collaborators and like-minded organisations.

The Sunbox is jam packed full of energy, both literally and figuratively. None of our work would be possible without the continued support of the private sector. For the second year in a row JBL have provided their Bluetooth speakers for the Sunboxes as well as headphone sets for our 360 HIV: Choice immersive campaign. Similarly, Canon South Africa generously sponsored cameras for the Ambassadors. These tools have been central to our media training. As a mobile cinema, mobility is key and we owe a great deal to Alu Cab South Africa. Their support over the last two years has led to our Landrover (Lamu the Landy) being modified to house a solar cinema, with the renewable energy support of MLT Power. This tour drew the biggest crowds in Sunshine Cinema history.

Circumstance breeds innovation. The last few months have been challenging but they have also given us the space to reflect, and strategise. We are confident that pivoting from uncertain times, can lead to great growth in the future. This period has marked a new journey in online media training and support and we look forward to the partnerships and opportunities this will create.

In under resourced areas where we work Sunbox Ambassadors are driving powerful conversations, demanding that youth voices be heard concerning the most pressing issues facing their communities. As Covid-19 changes the way we can connect for some time,

We continue to find ways in which we can best impact the rural communities and empower young people through film and podcasts. As restrictions slowly lift we will begin to host screenings again, following government protocols and social distancing measures.

Thank you for your continued support, we look forward to being together again soon to #SparkConversation.

Sydelle Willow Smith
CO-FOUNDER & EXECUTIVE DIRECTOR

Rowan Pybus
CO-FOUNDER & FILMMAKER

Nozuko Poni
PROJECT MANAGER
Sunshine Cinema is a solar powered media distribution network. We capacitate Sunbox Ambassadors that are trained in media facilitation, and equipped with a mobile solar cinema kit (the Sunbox) which is loaded with a range of award winning African films and documentaries. We recognise the power of popular culture as a gateway for people to access participatory politics; and we position young people as informed civic actors.

We promote diverse narratives, local civil society groups, and advocacy resources through our film screenings and the Suncloud podcast series that our Ambassadors are now running, focusing on current affairs and which capture public opinion about socioeconomic inequalities faced by local communities. In the long term our goal is to strengthen our growing network of youth Sunbox Ambassadors as skilled media facilitators and content producers, improving their employment opportunities by offering the programme as an accredited curriculum course.

The areas where we work face rising unemployment levels and digital exclusion due to a lack of infrastructure and exorbitant data costs. The cost of not having access to information contributes to young people being stuck in cycles of poverty, and social injustice and also keeps the older generations stuck in practices of tradition that perpetuate stigma and alienation of women’s rights and LGBTQI groups.
Why Sunshine Cinema?

Audience Development:
The film industry contributes a substantial amount to the GDP of countries like South Africa creating over 20 000 jobs. However, the industry is largely service driven and has a very low commercial success rate in terms of a cinema going audience - creating only $89.6 million from revenue from ticket sales. Meanwhile countries like Zambia, Zimbabwe and Malawi face even bigger challenges with a dearth of cinemas and very fragile local film industries. In all the countries where we work international films receive priority focus, limiting screen time for local stories and in turn local demand.

According to recent digital marketing reports about 40 percent of Africans are online. That figure represents an estimated 525 million people. However, limited signal and exorbitant costs of data means that many people remain digitally excluded from accessing online streaming platforms and social media. Audience development strategies need to be holistic in their approach, recognising digital divides, and which are linked to core goals of economic, enabling a healthy process for creation and consumption.

Our Equipment promotes Renewable Energy and is easy to use:
Our solar powered mobile cinema kits are very easy to use, equipped with solar panels, a screen, speaker, camera, a range of films and training manual. The Sunbox Ambassadors are able to easily learn how to use the equipment, and facilitation methodology. The podcasts are recorded using Skype on Ambassadors’ smartphones, which is very cost effective without a loss in quality. The demand to build public engagement spaces at a grassroots level is not going to diminish. The solutions to complex global issues that have a direct effect on a local level are going to come from small rooms filled with innovative minds. These grassroots voices need a tool to amplify their solutions, both locally and further afield. Our mobile cinema innovation, the Sunbox, provides a way for countless organisations to mobilise their network through face to face engagements.
Media facilitation skills are invaluable life skills:
Learning how to interview someone, research, speak to an audience, produce content and facilitate discussions on important community issues builds confidence and hones critical thinking and communication skills.

Media interventions build community:
Platforms for community dialogue are integral for intergenerational & inclusive discussions which allow information to be shared. Such spaces create opportunities for myths to be debunked and greater shifts in perceptions. Such spaces provide the opportunity to speak about everyday realities, share educational information and advocacy resources that promote inclusive communities which can drive social change.

Community based media interventions that are inexpensive and green:
Our screenings are free to the public to insure democratic access to our content. Online engagement is dynamic in that we share our podcasts on data free websites, as well as WhatsApp Broadcast lists that use a limited amount of data. Our solar powered and radio driven media interventions are inexpensive for our audience members to use and access and ensure wide reach.
The Sunbox Ambassadorship improves employment opportunities:

While African populations rise so do youth unemployment figures. Creative industries are integral for job creation, as Africa becomes one of the world’s largest workforces within a generation. Our Sunbox Ambassadors are being trained in event coordination, community mobilisation, public speaking & audience engagement, photography and video technical skills and report writing- all essential employment skills. They also work with a range of youth empowerment platforms like Activate and Youth Capital.

Collaboratively we are building pathways for African audiences to access African Cinema, developing local demand. The continent has the youngest population in the world and the creative industry has an important role to play in job creation. Many of our Ambassadors have gone on to be media entrepreneurs developing online radio platforms, have started PR companies, completed their tertiary education, and some have even bought land to farm using the opportunities that their modest stipend has afforded them.

Our model works well for partner organisations:

Our screenings have become platforms for civil society organisations to reach audiences in innovative ways. Schools request Ambassadors to do regular screenings as they see the behavioural change in their students and the power of film as an educational tool. Ambassadors hold screenings at local clinics in the waiting rooms, and are often invited back due to the increase in the number of people coming for sexual health services and HIV testing. The screenings offer informative and entertainment value while clients sit for hours in the waiting rooms. Our podcasts create a space for filmmakers whose work we showcase to engage our Ambassadors and learn more about how their films are received in different audience contexts. Our podcasts showcase the work of local partners where the Ambassadors are based, providing a platform for key information to be shared with a wider audience. Our WhatsApp Webinar training sessions are open to youth media producers from a range of organisations such as Youth Capital and The Children’s Radio Foundation and improving interviewing skills facilitated by experts from organisations such as WITNESS to be shared with as wide an audience as possible.
In the last year we successfully completed two major regional mobile cinema tours with our modified Land Rover - “Lamu the Landy”. In September 2019 thanks to the Open Society Foundations Public Health Program we took Dylan Mohan Gray’s latest documentary “From Durban to Tomorrow” on a tour of South Africa’s three major cities: Cape Town, Durban and Johannesburg to showcase the trajectory of HIV/AIDS Activism in the country 25 years into the new democracy. Dynamic panelists ranged from Advocacy leaders of S.W.E.A.T, youth HIV activists, and former head of the Treatment Action Campaign, Vuyiseka Dubula. We reached over 500 direct audience members at the event. During the tour our work was profiled by CNN Voices of Africa: see the article here!
A few months later, in February 2020 we hit the road again with the support of Participant Media who funded us to take the biopic “The Boy Who Harnessed the Wind” on a three country tour through South Africa, Zimbabwe and Malawi. The Tour marked the launch of three new Ambassadorship sites in each country. Each project was launched with a large scale solar powered screening celebrating the story of William Kamkwamba which focuses on local innovation and climate resilience. During the tour we reached over 2000 direct audience members in diverse venues, from the Bulawayo’s National Arts Gallery to rural villages in Southern Malawi. Due to the success of the tour Participant and Netflix have agreed to extend our license agreement so that Ambassadors can continue to screen the powerful film for the rest of the year, once COVID 19 restrictions are lifted. Click here to view our Tour Video!
When the COVID-19 pandemic led to the closing of schools, and made any public gatherings and face to face community engagements and learning impossible, the Sunbox Ambassadors jumped at the opportunity to innovate and develop an online engagement strategy. In partnership with the likes of Movies That Matter, Internews and DGMT, our SunCloud podcast series helps listeners access key information at home, through zero rated data sites, and Whatsapp broadcast lists, engaging on key topics concerning the effects of the COVID-19 pandemic. Many of the podcasts and Webinars they produce deal with the effects of lockdown on education, where many learners and tertiary students who cannot afford to access e-learning platforms. The Ambassadors have interviewed a wide range of students, teachers, education experts, and government officials on the topic in order to unpack the challenges faced by their communities in the wake of the pandemic.

See our SoundCloud Profile Here!

When public gatherings are permitted again they will be hosting regular after school film screenings on key life orientation focused topics including sexual reproductive health, gender equality, history of African youth activism, gender equality and reaching learners at schools in dynamic, educational and entertaining ways.
“I have seen a change in the way men in our community talk about issues of gender equality from watching the films screened focusing on gender based violence. They have started opening up a lot more, taking the topics more seriously because of the effects of the regular screenings and dialogue sessions. You find that people talk about issues they can’t normally talk about at home, at the screenings, because African parents do not normally talk about such topics with their children.”

- Qwa Qwa Audience Member

“The reason why young people are freely able to talk about sexual health issues is that they cannot discuss such topics with their parents. This leads to the wrong information and bigger problems in the long run. We need spaces to share such information freely so that young people feel empowered with the correct information.”

- Zimbabwe Podcast listeners
Since launching our Ambassadorship program in 2018 we have focused on important social issues affecting the communities where we work. Gender inequality is one of the biggest issues facing women in Southern Africa. Ideals of male superiority manifest in men feeling entitled to sex with women without consent, strict reinforcement of traditional gender roles and hierarchy and punishment of transgressions. In these communities women have low social value and power, and masculinity is associated with the control of women. There is a great need for public engagement on these issues to promote inclusionary spaces that celebrate gender empowerment. That is why Sunbox Ambassadors across Southern Africa are using their platforms to spark conversation about these pressing topics. The majority of our Ambassadors are women, and screen many films made by women filmmakers. We are proud to be able show films with strong gendered themes like Nomfundo, Alison, Liyana, Call me Kuchu, The People Vs Patriarchy, Strike a Rock, Inxeba: The Wound, The Pearl of Africa amongst others.

Many of the Ambassadors’ recent podcasts have focused on the effects of the COVID-19 lockdown and the subsequent increase of gender violence reports. In the Eastern Cape, Nomtha Maitawane spent time talking with filmmaker Sihle Hlope about her upcoming documentary on Lobola and traditional systems enforcing patriarchy. She also hosted discussions with legal expert Tess Peacock on the systems of support available to rural women experiencing gender based violence. Further afield Ketiumetse Moloi a Sunbox Ambassador in Qwa Qwa Free State interviewed filmmaker Lebogang Rasethaba about his documentary, The People Vs Patriarchy and why so many men are raised to celebrate toxic forms of masculinity.

Our Ambassadors in Zimbabwe have been tackling the lack of access to sexual reproductive health services during lockdown, and in Malawi on the benefits of gender equality in the tea farming sector in Malawi. Many listeners of the podcasts, and audience members at screenings have highlighted the need for such conversations to be held, and for continued platforms for engagements on these issues as highlighted by screening audience members and podcast listeners below.
We Use Virtual Reality (VR) as a Tool To Promote Sexual Health Education — for the Last 2 Years We Have Been Developing a Series of VR Films Focusing on HIV Education, in Partnership With Makhulu Media, UNAIDS, Google, The Gates Foundation and Desmond Tutu HIV Foundation. The Films Highlight Stigma Free Life Saving Information Regarding Disclosure, Treatment & Adherence, and Prevention Methods for HIV.

360HIV Choice, Is the World’s First Attempt To Address Stigma Towards Those Living With HIV Using Immersive VR Media. It’s Intended That This Immersive “Choose Your Own Adventure” Film Series Will Stimulate Necessary Dialogue and Youth Demand for Sexual Health Information Free From Stigma. The VR Films Provide First Person Immersive Stories About Treatment, Adherence, Disclosure, PrEP and Adolescent SRH Services Told Through the Journey of a Semi-Discordant Couple Navigating Their Sexual Relationship.

Watch the Preview Here!
“The films have taught me, even as old as I am, if something happens to me I shouldn’t be afraid to speak out!”
- Audience member, Alice
   Eastern Cape

“We don’t normally talk about these kind of things, we do not hold discussions, we do not have dialogues. These Sunshine Cinema screenings have brought a lot of change”
- Audience member, Kitwe Zambia

“I learned a lot about the laws and the Constitution of South Africa from the screenings. It has been a really informative experience as now I know who to approach for help. The people willing to help, police stations, clinics. I know where to go get guidance because of the Sunbox screenings”.
- Audience member, Qwa Qwa, Free State

“We do not see everything the same way, even though we all have the same eyes. The more different views we have in one room, the easier it is going to be to solve the challenges we face.”
- Soul Maruping, Sunbox Ambassador,
  Potsmasburg, Northern Cape
Speak to be Heard

World-wide, in the age of tunnel vision & social media silos, different viewpoints are not being acknowledged and people increasingly are speaking past one another due to the social tyranny of their fellow citizens. We promote access to local media content that includes everyday voices trying to make sense of the uncertain realities facing the globe. These insights challenge dominant narratives and highlight local realities and solutions. In a similar vein to how they host screenings through online engagements, the Ambassadors serve as community mobilisers bringing people together to discuss complex social issues and solutions on how to address these. Our screenings are a safe space to share, to speak out, to learn and engage. Since 2017, we have been able to hold over 2000 community based screening events, reaching over 30 000 audience members in rural and peri-urban sites in Southern Africa through hosting free cinema events in community centres, classrooms, taverns, outdoors and even shipping containers. The majority of our audiences are young people, but older people do attend which leads to meaningful intergenerational conversations during the post-screening events.
“When I first started the Ambassadorship I thought it was just going to be this easy thing of showing films. Now I realise this is a great opportunity for me to gain event management skills, and enhance my love of film and research. I have to plan each screening, and interview, research my topics and understand my audience. I know I am going to learn a lot from engaging different organisations and people, and broaden my understanding on an array of issues. Being a Sunbox Ambassador means being part of change. Within my community they say things like a woman can never be a leader. I am a young female and will inspire others, using my voice.”

- Bulisile, Zimbabwean Sunbox Ambassador

“I am now more courageous to stand, steer and spark conversation”
- Tate, Qwa Qwa, Sunbox Ambassador
Thinking Out the Box

What impact does the Ambassadorship have on the young people we work with?

Across our programmes our core focus areas are threefold. Firstly, **youth economic development** where we aim to improve career paths by developing journalism, facilitation, event management and enhanced financial literacy skills. Secondly, **diverse media access** where we promote independent media and build a network of spaces for grassroots activists to speak to local audiences. Thirdly, we are **developing tools to promote citizens’ rights and access to policymakers**. Ambassadors have demonstrated growing confidence to lead and facilitate change in their communities. They are able to address different stakeholders and maintain relationships with them on behalf of the programme. The ambassadors themselves have demonstrated a positive change in opinion and a shedding of prejudices inherited from their surroundings. Their confidence has improved and they have made many connections with a wide range of social actors in their communities. We have linked them to a diversity of career development platforms.
**TRAIN** ambassadors to work as community mobilisers, plan events, conduct interviews, complete reports, document their screenings and engage their audiences using social media as a tool for advocacy.

**CREATE** podcasts that celebrate local filmmakers, and address important social issues in the community and stimulate intergenerational dialogue.

**CURATE** a bouquet of contemporary African cinema content from award winning fictional films, to hard hitting social justice documentaries in a variety of local languages to ensure the Ambassadors have a diversity of content to use for the screenings.

**CONNECT** ambassadors across all our projects so they can learn together through Whatsapp Webinars, share each other’s content and amplify their reach.

**ESTABLISH** local community partnerships to strengthen Ambassador’s reach through their screenings and podcast, building platforms for collective engagement.

**SUPPORT** ambassadors with films, training manuals, monitoring and evaluation tools, and ongoing training.

---

**How We Work**
I first learned about Sunshine Cinema back in 2018 when I attended a screening of the documentary, This Land. 2018 was the year before South Africa’s 6th national election. At the time, I was reconciling my own ideas about land rights and structural inequality. Already, at this screening, Sunshine Cinema’s mission was clear: storytellers, community activists, and young people were hungry to engage in a rich dialogue about their realities. And film, was the catalyst to this conversation.

Over the course of 2019, I observed how the organisation expanded its work to Zambia, and Malawi, and Zimbabwe- training young people as media facilitators and growing its network of Sunbox Ambassadors. I was fortunate enough to meet the dynamic team of Sunbox Ambassadors in Lebowakgomo, Limpopo last year. Through their skills and enthusiasm, they have created the space for their peers and broader community to be in conversation with one another.

To me, Sunshine Cinema’s work represents a deep commitment storytelling. Its’ model harnesses solar energy to connect audiences, the programming stretches our thinking, and its mission is concerned with a deep reckoning about our future.

As a young black woman, passionate about the power of storytelling - having the opportunity to leverage my perspectives, skills and networks to support the next phase of Sunshine Cinema’s growth is a great privilege and responsibility. I am excited, not only to continue to support the organizations efforts, but also to prompt the important accountability questions that are crucial in being an effective Board Member. How can we be a better support to the African Film Industry in our mission? How can we continue to drive meaningful dialogue during COVID-19 pandemic? What are we not paying enough attention to?

Like many others, our ability to convene has been severely impacted during the COVID-19 pandemic. Sunbox Ambassadors are continuing to lead programming through the free SunCloud podcast. This series is fantastic, and as an unashamed plug I would encourage you to check it out here and read more about our work here.

It’s easy to feel discouraged, and almost hopeless, if we are to think critically about the levels of uncertainty experienced in societies today. And while I am no advocate for misguided optimism; with the work of critique, we must also propose. Sunshine Cinema’s work sits in this space, an innovate platform to #sparkconversations. Join us.
In February 2020 we were selected as an inaugural fellow of the newly launched Berlinale Talents MasterCard Fellowship. Jury members included among others, the renowned filmmaker Wim Wenders as well as the team at Mastercard. The fellowship provides business mentorship development and support, celebrating our innovative work as an African Cinema distributor.

Our Sunbox Ambassador project manager Nozuko Poni was also selected as a Berlinale Talents Market Studio Talent alongside 255 other film industry professionals. Such opportunities continue to provide business mentorship, development support, great networking and global connections for which we are very grateful.
Financial Summary

Sunshine Cinema Project Expenses

- Operational Costs: R1,285,027 | 48%
- Equipment: R263,699 | 10%
- Film Licences: R55,560 | 2%
- Other Direct Costs: R85,304 | 3%
- Speakers & Facilitators: R30,800 | 1%
- Ambassador Stipends: R202,797 | 8%
- Travel, Meals & Accommodation: R316,105 | 12%
- Vehicle Hire & Repairs: R91,549 | 3%
- Venue Hire & Catering: R17,185 | 1%
- Video Production: R333,247 | 12%

Total: R2,681,273

SC Income

R4,410,642 Raised

- Project Funding: R3,636,243
- Operational Grants: R1,728,000
- Donations: R8,923
- Production Income: R310,275
- Funding for Equipment Purchases: R263,701
- Screening Time: R18,700

See our Full Financial Report Here
Sydelle Willow Smith is a storyteller and co-founder of Sunshine Cinema. She holds a Masters of Social Science in African Studies from The University of Oxford. She is passionate about audience engagement and experimenting with modes of public participation. It is within the context of public participation where she has drawn together her interests in media, anthropology, and socio-political interventions.

Nozuko Poni has a passion for working with rural communities. Her past work includes managing a Google-powered initiative to train African youth in Digital Marketing, resourcing grassroots mobilization with Stop The Bantustans and Alliance for Rural democracy, and touring with the film This Land which has led to her managing the 12 Sunshine Cinema SunBox sites for the past two years. She is a 2020 Berlinale Market Studio Talent.

Rowan Pybus is an impact campaign specialist. His work for the last 20 years has been focused on social and environmental development. He founded Makhulu Media in 2005 to create film stories that matter, and is the Co-Founder of Sunshine Cinema. In the course of his career he has won awards from the UN Forum on Forests, National Geographic, Jackson Hole Wildlife Film Festival and is a Salzburg Global Fellow.

Lufefe “Fez” Figlan is a young passionate videographer from Langa Cape Town, who’s dedicated to exploring and telling stories of social upliftment and empowerment. Fez was the recipient of the inaugural Sunshine Cinema SAE film scholarship and is now a board member of Sunshine Cinema.

An award-winning producer, Shanna brings unflappable competence and a wealth of valuable experience to the table of any production. Organisation is an art form, after all, and Shanna is a creative master of her craft. Able to stretch a budget, handle logistics, effortlessly put people at ease, manage a team of brilliant individuals and provide creative input, it’s the reward that pushes her to aim for perfection.
The Board
Members

Hlubi Mboya-Arnold

Hlubi Mboya-Arnold is an Award Winning TV and Film actor, athlete, social justice activist, philanthropist, social entrepreneur, educator and reading for her MBA at Henley Business School. She currently is an Executive Director at Future CEOs and Non-Executive Director at the Mandela Education Programme.

Susan Levine

Susan Levine is an associate professor of anthropology at the University of Cape Town. She holds a PhD in political economy, an MA in visual anthropology and a BA in cultural anthropology. Currently leading the critical health humanities in South Africa, Susan is passionate about the value of the arts for health education and health systems.

Faith Pienaar

Faith is from Johannesburg and has worked to build a number of youth-led social movements centering the use of creative approaches such as film, photography, and illustration for positive social change. She is interested in institutional reform as it relates to governance, and is currently completing a Masters in Organisational and Institutional Studies at Wits with the Public Affairs Research Institute. With over five years of professional and volunteer experience in South Africa, Malaysia, and the United States, Faith brings with expertise in programme development and implementation, communications, campaign building, research, and strategic advisory services. Faith currently works as a Researcher and Project Manager at the Mcebisi Jonas Centre for Change.

Stephanie Bousheri

Stephanie Bousheri is a San Francisco based accomplished entrepreneurial leader and UC Davis and UCSF trained clinician scientist with global experience spanning patient care, clinical research, product strategy, commercialization, and business development. Throughout her career she has focused on ways to use technology and the idea of scale to innovate, uplift, educate, and help others. From working as a nurse; to taking the first therapeutic HIV vaccine to Africa; to operating as a GM at an Ed-Tech company. Over the course of her career she has worked with both Fortune 500 companies and start-ups to bring novel solutions to market and drive company growth. In her free time she gives back by serving on several Boards, and advising early stage companies.

Vincent Manzini

Vincent Manzini also known as Sir Vincent is a DJ, Producer, Social Entrepreneur, Speaker and a Culture Activist who’s mission has always been to shine a bright light on where he comes from and it’s people. Vincent founded the first DJ academy in Khayelitsha called Jump Start Music Academy which sought to open up the music industry to kids who do not have the resources and access. With more than 15 years experience in marketing Vincent Manzini is the co-founder and Director of Blank Kanvas where is credited with securing sponsorships for various platforms in the past 2 years.
Bushra Razack is a professional consultant with extensive international experience (including in Ghana, Kenya, Cameroon, and South Africa) working with organisations such as Standard Chartered Bank, CBM, Seeing is Believing, UNOCHA, and Right to Sight International. Specialises in programme development and management. One of 100 young South African leaders selected to the prestigious Mail & Guardian Mzanzi Top 100 list for 2017. She is the winner of the 2018 Power Woman of the Year award in Innovation. She is a non executive board member of Boschendal Wine Estate, as well as the CEO of Phillipi Cultural Village.

Dylan Valley is an award-winning documentary filmmaker and a media scholar who views film as a liberatory tool. Valley has done work on revisiting the history of Afrikaans, reframing it as a creole language (Afrikaaps) and has documented urgent responses to police brutality (The Uprising of Hangberg). Prior to joining UCT as a lecturer, Valley worked in the Film and Television Department at the Wits School of Arts at the University of the Witwatersrand (Wits). In 2013 Dylan received a Pulitzer fellowship from the University of Southern California (USC) in Los Angeles, where he received his master’s in specialised journalism. In January 2020, his virtual reality documentary Azibuye – The Occupation premiered at the Sundance Film Festival. Sundance, Azibuye is Valley’s first virtual reality project, and he is planning to do more work in this field, both in research and practice.

Sivuyiswe Giba is the co-founder and director of SivuBuhle Media, a documentary and multimedia production company based in the Eastern Cape. Sivu comes with a variety of film experiences from feature film to documentary and her passion is mostly documentary filmmaking, where she had her formal film training from Big Fish School of Digital Filmmaking specialising in producing and directing. Having won a series of awards for her films, she is also a Film business developer who is passionate about provincial film development. Sivu is passionate about indigenous stories and that is what she mainly produces and directs especially authentic rural stories where the heart of the community is.
WITH SPECIAL THANKS TO INDIVIDUALS AND ORGANIZATIONS WHO SUPPORTED OUR WORK IN 2019
In the Press
Sunshine Cinema
Team Contact Details

Co Founder/ Research Director:
Sydelle Willow Smith
sydelle@sunshinecinema.org

Co Founder / Technical Director:
Rowan Pybus
rowan@sunshinecinema.org

www.sunshinecinema.org
19 Glynville Terrace
Gardens
Cape Town
South Africa

Non Profit Company:
Reg: 2017/112606/08

Public Benefit Organisation:
930060987