



Talk to us
Kuthetha Nathi



Pitch Deck &

Manifesto

May 2026

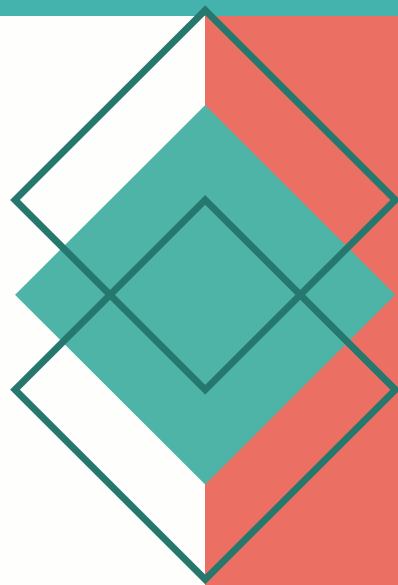
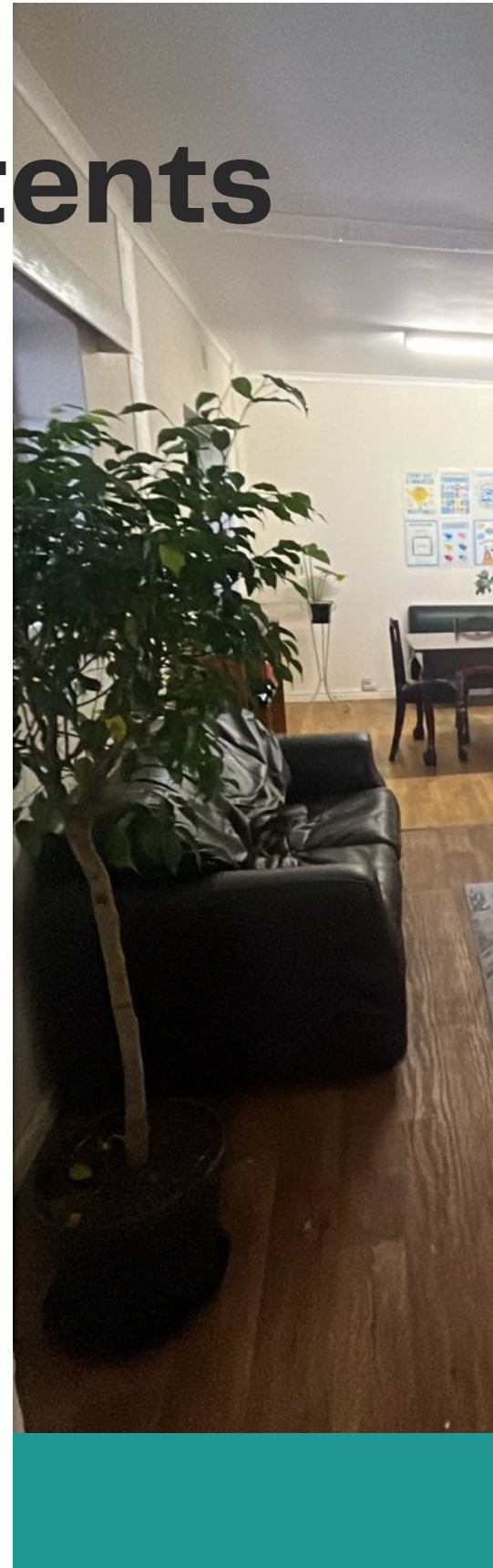




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Talking about Kuthetha Nathi



Daniel Rabinowitz
Chairperson and
Founder of
Kuthetha Nathi

Kuthetha Nathi / Talk to Us was established on 23 August 2019, with the goal of offering low-cost counselling services to the community. Mental health services are financially beyond reach for the majority of South Africans who are not in the position to pay private rates and/or who are not on medical aid schemes. Our trained counsellors offer an in-person or online service to anyone requiring psychosocial support. All community counsellors participate in mandatory weekly supervision sessions with a registered mental health professional; a defining feature that distinguishes our organisation from many others and one in which we take considerable pride. Take time to page through our manifesto to learn more about who we are and what we do.

2.5
psychologists
per 100,000
people*

0.31
psychiatrists per
100,000 people
in the South
African state
sector†

0.03
psychiatrists
per 100,000
people in
rural areas‡

74 social
workers per
100,000
people♦

Mental Health Treatment Gap

South Africa's mental health system remains under-resourced, with too few professionals available to meet the needs of communities. This disparity is commonly referred to as the mental health treatment gap. The shortage of professionals disproportionately affects communities that do not have the financial means to access quality care. The burden is deeply human, but it also has significant macroeconomic consequences. Individuals experience diminished quality of life and impaired functioning, while the broader economic impact contributes to reduced productivity and losses to the country's GDP. Without decisive innovation and investment, the cumulative costs of inaction will continue to escalate, further entrenching both psychosocial distress and economic strain.



*References:

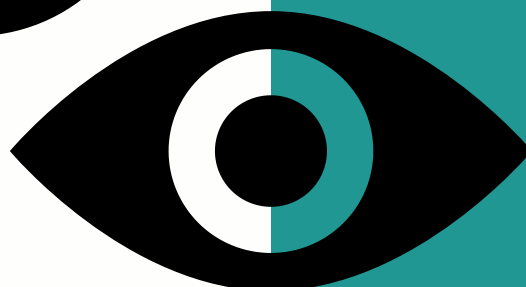
*Padmanabhanunni, Anita & Jackson, Kyle & Noordien, Zorina & Pretorius, Tyrone & Bouchard, Jean-Pierre. (2022). Characterizing the nature of professional training and practice of psychologists in South Africa. *Annales Médico-psychologiques, revue psychiatrique*. 180. 10.1016/j.amp.2022.02.012.

†Morar T, Breedt JE, Mdaka N, Maaroganye K, Robertson L. Is mental health in South Africa moving forward? *BJPsych Int*. 2024 Feb;21(1):1-3. doi: 10.1192/bji.2023.32. PMID: 38304409; PMCID: PMC10803769.

‡De Kock, Johannes H., & Pillay, Basil J.. (2017). A situation analysis of psychiatrists in South Africa's rural primary healthcare settings. *African Journal of Primary Health Care & Family Medicine*, 9(1), 1-6. <https://doi.org/10.4102/phcfm.v9i1.1335>

♦Global Social Service Workforce Alliance. (2024). Progress of the social service professions in South Africa.

Mission and Vision



➤ Mission

We are committed to developing a respected training framework that may equip and nurture community counsellors, guiding their efforts toward impactful community outreach. Through compassion, capacity-building, and connection, we aim to strengthen a network of care that reaches those most in need.

➤ Vision

We envisage a network of sustainable hubs of quality mental health care, accessible to everyone, regardless of socioeconomic circumstances. Society is collaborative - we help one another for the common good.

Egan

Our Approach

Rogers

Structured frameworks such as Egan's Skilled Helper Model, and Rogers' Person-Centred care help us to provide counselling that is both compassionate and practical.

At Kuthetha Nathi, our counselling approach is guided by Egan's Skilled Helper Model — a structured, compassionate framework that empowers clients to better understand their experiences, identify meaningful goals, and create practical steps toward change.

Our counsellors work collaboratively with clients through three core stages:

- **Exploration – creating a safe, non-judgemental space for clients to explore what is happening in their lives and how they are feeling.**
- **Insight and Goal Clarification – helping clients identify patterns, challenges, strengths, and what they would like to change or achieve.**
- **Action Planning – supporting clients in developing realistic, achievable steps toward improved wellbeing and functioning.**

This person-centred approach emphasises empathy, active listening, emotional safety, and empowerment. Rather than 'fixing' clients, we help individuals build insight, resilience, and practical coping strategies that support lasting psychological growth and wellbeing.

We also draw strongly from the work of Carl Rogers and his Person-Centred Approach to counselling. This approach is grounded in the belief that individuals possess an innate capacity for growth, healing, and self-understanding when provided with the right therapeutic environment.

Our counsellors aim to create a space characterised by:

- **Empathy – deeply understanding the client's experience from their perspective**
- **Authenticity – building genuine, human therapeutic relationships**
- **Non-judgemental acceptance – providing a safe environment where clients feel heard, respected, and valued**

Rather than directing or controlling the counselling process, we work collaboratively with clients to help them explore their thoughts, emotions, and experiences at their own pace. This approach supports self-awareness, emotional growth, resilience, and meaningful personal change.



Our Services

➤ Counselling Programme

➤ Internship Programme

➤ Outreach Programme



Low-Cost Counselling Services

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**Kuthetha Nathi /
Talk To Us**

**NEED SOMEONE TO TALK TO?
STRUGGLING WITH LIFE'S CHALLENGES?**

OUR LOW-COST COUNSELLING SERVICES ARE
HERE TO SUPPORT YOU EVERY STEP OF THE
WAY

 **YOU ARE NOT ALONE
WE ARE HERE TO SUPPORT YOU**

**WE OFFER TRAINING TO
COUNSELLORS TWICE A YEAR.**

Our trained counsellors receive weekly supervision and ongoing professional development from HPCSA-registered mental health professionals, including psychologists and registered counsellors.

LOW-COST COUNSELLING SERVICES FOR EVERYONE

► WHY CHOOSE US?

- Low-Cost Counselling Services: Quality support does not have to be expensive. We offer counselling sessions at prices that fit your budget.
- Our trained and compassionate counsellors are here to listen and help you along life's sometimes difficult journey.
- Confidential: Your privacy is our priority. We provide a secure and confidential space for you to share your thoughts and feelings.
- Referral Network: We have several partners to help you access the support you need.

♥ HOW CAN WE HELP?

- Personal and emotional struggles
- Family and relationship issues
- Stress and anxiety
- Grief and loss

\$ FLEXIBLE PAYMENT OPTIONS

We understand financial constraints, that is why we offer various options to make our services accessible to everyone.

Internship Services



At Kuthetha Nathi, local and international interns receive more than training—they experience a transformative journey into the heart of community mental health. Our interns gain hands-on experience in administration, psychoeducation, client formulation, cultural diversity, and ethical practice, all under the guidance of experienced registered mental health professionals.

Our internship programme is built on a reputation of excellence and is designed to help our interns grow both personally and professionally while making a meaningful contribution to the field of mental health.

Kuthetha Nathi offers several opportunities and activities during the internship programme:

1. IN-HOUSE TRAINING WORKSHOPS
2. PARTICIPATION IN YOUTH ACTIVITIES AT SEA POINT HIGH SCHOOL
3. DELIVERING A TALK OR A WORKSHOP
4. COMMUNITY OUTREACH INITIATIVES
5. ETHICAL RESEARCH FOR KUTHETHA NATHI
6. NETWORKING WITH DIFFERENT STAKEHOLDERS
7. GROUP SUPERVISION WITH A REGISTERED MENTAL HEALTH PROFESSIONAL
8. COMMUNITY PSYCHOEDUCATION
9. NPO ADMINISTRATIVE TASKS
10. MENTAL HEALTH ADVOCACY ROADSHOW CAMPAIGN
11. CO-FACILITATION OF SUPPORT GROUPS



Community Outreach

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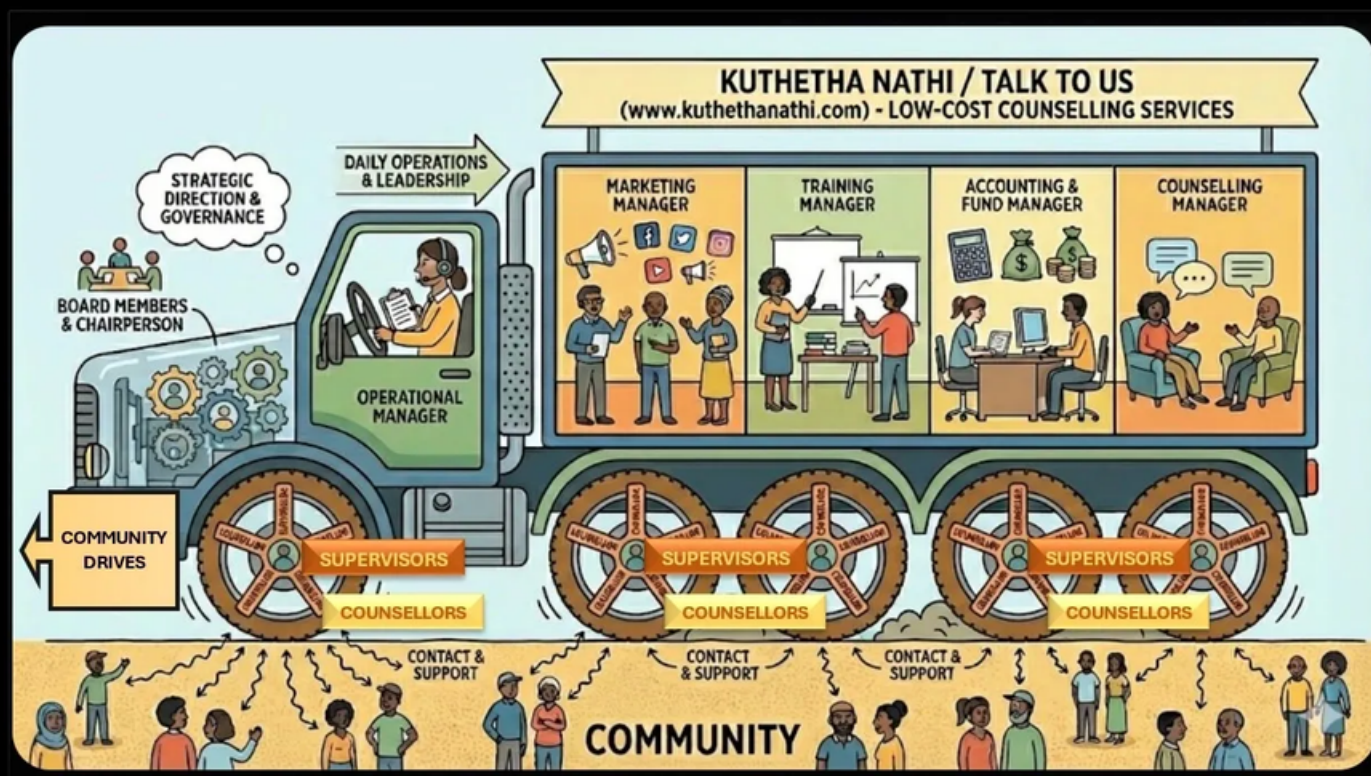


Community outreach initiatives play a vital role in South Africa by helping to address social inequalities and uplift disadvantaged communities. These programmes provide essential support such as education, healthcare, food security, and skills development, especially in areas where access to resources is limited.

By encouraging collaboration between individuals, organisations, and local leaders, outreach initiatives can promote unity and shared responsibility. Kuthetha Nathi engages with grassroots communities where opportunities for growth and social cohesion might emerge, crucial to the long-term development of the mental health of the country.



Big Hairy Audacious Goals (BHAGs)



➤ Tried & Tested model

- Task-sharing is an approach that has been proven to be effective in filling the mental health treatment gap.
- Since 2019, we have developed our “Truck” model, creating community-based supervision hubs that ensure accessible, high-quality counselling care across South Africa.

➤ Funding Needs

R50,000 - Salaries for Trainers and Supervisors
R20,000 - Operating costs (Transport, Cell Phones, Office Expenses)
R25,000 - Outreach, awareness, marketing and advocacy efforts

Why this matters: Every rand invested helps provide increased access to mental health support.



➤ Clear Funding Request

We are seeking **R 100,000** to expand our impact and provide low-cost mental health services to more communities across South Africa

Kuthetha Nathi

In Numbers

PAGE 10

2019

R 0,00

- 3 x Board Members (Including JP Senekal)
- 1 x Big Idea

2020

COVID-19

R 5,000

- 3 x Board Members (Appointment of New Member)
- 1 x Sponsor (Cape Town Psychologists)
- 1 x Supervisor (Daniel Rabinowitz)

2021

COVID-19

R 10,000

- 3 x Board Members
- 1 x Sponsor (Cape Town Psychologists)
- 1 x Supervisor (Daniel Rabinowitz)
- 1 x NPO Registration (DSD) and Bank Account (ABSA)

2022

COVID-19

R 7,000

- 3 x Board Members
- 1 x Sponsor (Cape Town Psychologists)
- 1 x Supervisor (Daniel Rabinowitz)
- 1 x Counsellor Training (UCT - Francisco Pepino)
- 1 x Basic Website Development
- 1 x Tax Registration

2023

R 10,000

- 3 x Board Members
- 1 x Sponsor (Cape Town Psychologists)
- 2 x Supervisors (Daniel Rabinowitz & Lauren Jacobs)
- 4 x Counsellor Trainings (Meet and Greet)
- 1 x Supervision Hub (Sea Point)
- 3 x Community Counsellors

Kuthetha Nathi

In Numbers

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2024

R 6,000

- 3 x Board Members
- 1 x Sponsor (Cape Town Psychologists)
- 2 x Supervisors (Daniel Rabinowitz & Lauren Jacobs)
- 8 x Counsellor Trainings (Meet and Greet)
- 1 x Supervision Hub (Sea Point)
- 3 x Community Counsellors
- 1 x Operational Manager (Joshua Saxe)

2025

R 10,000

- 3 x Board Members
- 7 x Sponsors (CTP, 3D-HUB, Bambalam, Constantia-Glen, Cellini & Polo, Lucky Devil Chilli)
- 2 x Supervisors (Daniel Rabinowitz & Mokgadi Moletsane)
- 12 x Counsellor Trainings (Meet and Greet)
- 2 x Supervision Hub (Sea Point and Online)
- 7 x Community Counsellors
- 1 x Operational Manager (Joshua Saxe)
- 1 x Head Office at Sea Point High School
- 1 x Social Media Manager (Brumilda Cloëte)
- 1 x Marketing Campaign (Raffle)
- 4 x Partnerships (Counselling Hub, SACAP Foundation, SADAG, Cornerstone Institute)

2026

R 50,000

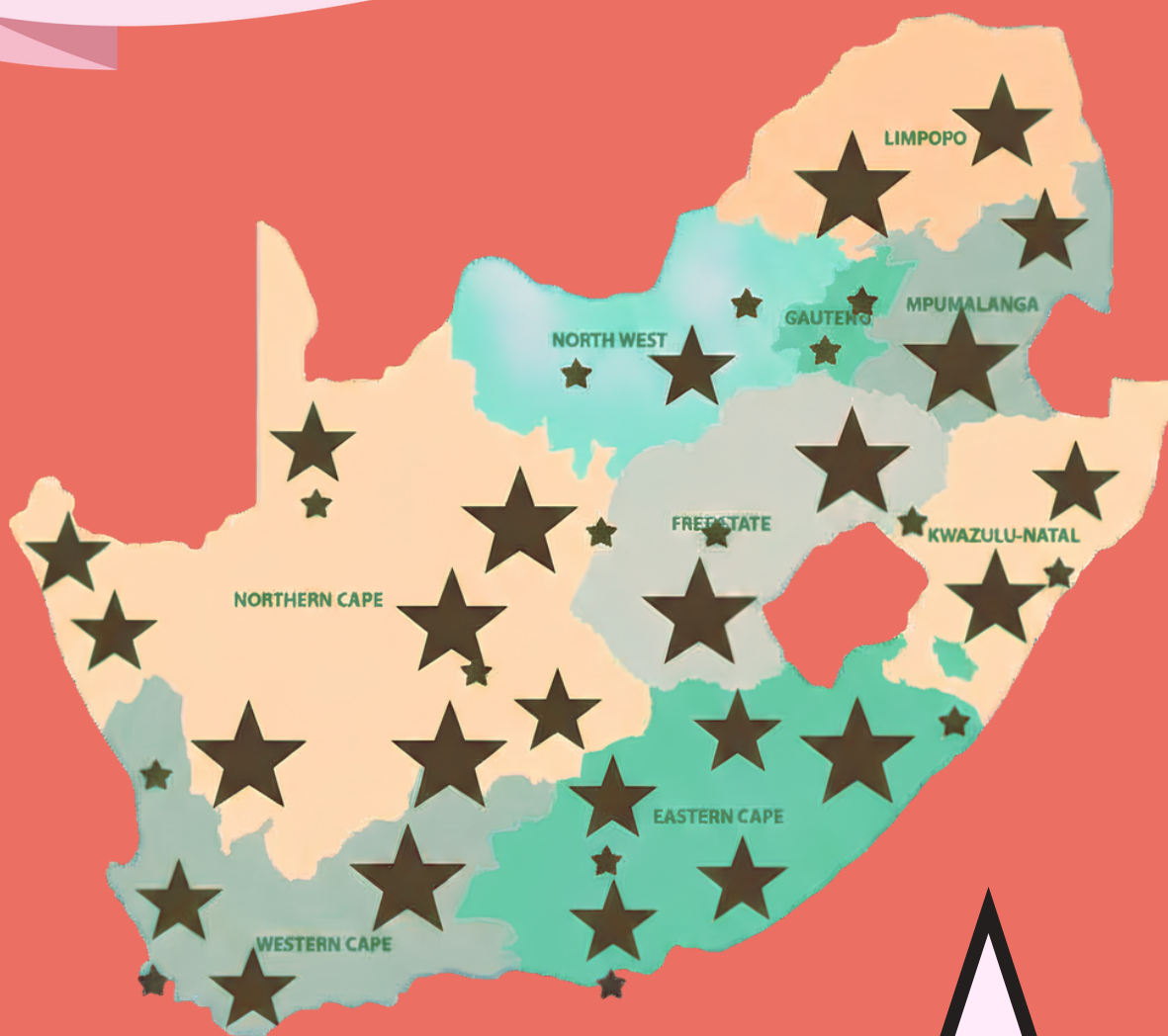
- 3 x Board Members
- 10 x Sponsors (CTP, 3@1, Denise's Delight's, Posticino, Unique Laundry, Table Mountain, Buler's, Siris, Pichulik, Funky Frames)
- 2 x Supervisors (Daniel Rabinowitz & Mokgadi Moletsane)
- 14 x Counsellor Trainings (Meet and Greet)
- 2 x Supervision Hub (Sea Point and Online)
- 8 x Community Counsellors
- 1 x Operational Manager (Shev Segal, new appointment)
- 1 x Training Manager (Mimi Coetzee)
- 1 x Head Office at Sea Point High School
- 1 x Social Media Manager (Brumilda Cloëte)
- 1 x Marketing Campaign (Raffle)
- 2 x Training Programmes (Discovering Me, Supporting You)
- 5 x Partnerships (Counselling Hub, SACAP Foundation, SADAG, Cornerstone Institute; Emeris College - Humanitas Society, You have Purpose)
- 3 x Community Outreaches

Kuthetha Nathi

In Numbers

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Our future



50 hubs
by 2035



Testimonials



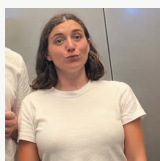
Nielab Selfie
Former Intern

I [. . .] wanted to say thank you for everything. It was a very inspiring time, and I'm really glad I was able to contribute.



Concerned Parent
Parent, Muizenberg
High School

I attended the meeting this morning and so overwhelmed with the support they giving parents and also assist us with understanding and so much love. My child have changed since the day she attended the first meeting at the school. You guys are definitely making a difference . . .



Emma Davidson
Former Community
Counsellor

My time here has been incredibly rewarding, and I'm deeply grateful for the space and support you've given me to grow. I wouldn't have wished to gain supervision from anyone else.



Our Team



*Daniel Rabinowitz -
Founder and Chairperson*

Daniel Rabinowitz
Founder and
Chairperson



*Shev Segal
(Registered Counsellor) -
Operations Manager*

Shev Segal
Operations
Manager



*Mimi Cooper
(Registered Counsellor)
- Training Manager*

Mimi Cooper
Training
Manager



*Jordan Kidwell -
Registered Counsellor
and Training Facilitator*

Jordan Kidwell
Training
Facilitator



*Brumilda Cloete -
Marketing Manager*

Brumilda Cloete
Marketing
Manager



*Francisco Pepino
- Board Member*

Francisco Pepino
Treasurer



*Tracy-Lee Sam -
Community Counsellor*

Tracy-Lee Sam
Volunteers
Manager



*Prof Mokgadi Moletsani
(Educational Psychologist) - Supervisor*

**Prof Mokgadi
Moletsani**
Supervisor



Get in Touch with Us



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