

*Lyn van Rooyen*

Professional Consultant



## **PERSONAL DATA**

Full name: Lynette van Rooyen

Date of birth: 22 August 1960

Nationality: South African

ID number: 600822 0063 082

Driver's licence: Code 08

Languages: Afrikaans, English

Computer skills: Excellent

Living location: Randburg, JHB

Mobile number: +27 (0) 83 293 7163

Email address: [lyn@vanrooyen.info](mailto:lyn@vanrooyen.info)

LinkedIn profile: <https://www.linkedin.com/in/lynvanrooyen/>

CV last updated: August 2018

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## **AREAS OF EXPERTISE**

- Technical Expertise HIV
  - MS Office, Web and Social Media
  - Donor and Finance Management
  - Guiding and mentoring
  - Relationship Management
  - Change Management
  - Strategic Management
  - Communication
  - Training and facilitation
  - Networking
  - People Management
  - Monitoring and Evaluation
  - Nursing knowledge and experience
  - Advocacy
  - Reporting
  - Knowledge management and dissemination
  - Business Functioning and Management
  - System Design
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## EDUCATION

### Tertiary:

**Qualification:** Master of Business Administration (MBA)  
**Institution:** University of Wales  
**Year Completed:** 2001  
**MBA Research:** "Individual Type and Occupational Stress, Strain and Coping"; Recipient of the Vide Via Award for the Best Student in Organisational Behaviour, Change Management and Human Resource Strategy.

**Qualification:** Diploma in Community Health Nursing  
**Institution:** University of Johannesburg  
**Year Completed:** 1984

**Qualification:** Bachelor's Degree in Nursing Sciences  
**Institution:** University of Johannesburg  
**Year:** 1983

### Other Training and Workshops Include (but is not limited to):

<b>Year</b>	<b>Course</b>	<b>Institute</b>
2015	Quality and Accountability Seminar	Humanitarian Accountability Partnership
2015	International Fundraising Workshop	South African Fundraising Leadership Academy
2012	Masterclass on Social Media	Givengain
2012	Institutional Capacity-building Programme	NRASD and USB
2009	The Code Of Governance: King Committee	Institute Of Directors
2009	Managing Diversity in the Workplace	Trans 50
2008	Being A Director: A Practical Approach to Implementing Corporate Governance	Institute Of Directors
2008	Resource Mobilisation Workshop	Foundation for Professional Development
2004	Churches Channels of Hope Facilitator Training	CABSA
2002	Myers Briggs Step II	Jopie van Rooyen and Partners
2000	BarOn EQ-i Certification Program	MHS Organizational Effectiveness Group
2000	Organisation Character Type Assessment	OCTA
1997	MBTI Basic Certificate	Jopie van Rooyen and Partners
1994	Behavioural Medicine Applications	Cape Cod Institute

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## Registration

Registered with the South African Nursing Council as General Nurse, Psychiatric Nurse, Midwife, and for Community Nursing Science.

## **EMPLOYMENT HISTORY**

**Company:** VanRooyen.Info  
**Position:** Consultant  
**Period:** April 2018 to Current

### **Description:**

*Extensive experience in consulting to individuals and organisations, independently and while with the previous organisation. Focus areas include training and facilitation and mentoring NGO leaders of emerging and larger NPOs. Specific areas of interest are Gender, HIV and Wellness, Advocacy and Communication.*

### **Services Provided**

#### **Project Coordination**

- Extensive experience managing small and large projects, particularly in the NGO sector.
- As project manager of the internationally acclaimed CARIS programme of CABSAs, was responsible for all aspects from the original needs analysis, fundraising, management to the eventual closure of the programme 14 years later.
- Shorter term projects included acting as local host for the interfaith activities at the International AIDS Conference in Durban in 2016. This included planning and hosting a two-day conference for more than 300 participants, an interfaith networking zone in the Global Village, an interfaith worship service, managing the participation of key ecclesiastic dignitaries, et cetera.
- Most recently coordinated an interfaith advocacy campaign on access to paediatric testing and treatment for WCC-EAA.

#### **Research and Analysis**

- Writes clear and concise analysis and reports.
- Has been primarily responsible for all CABSAs and CARIS project reports, for writing or overseeing annual facilitators reports.
- Researched and authored "Faith Leaders and HIV Stigma Reduction in Africa: Good Practices Collection" for World Association for Christian Communication and Hope for HIV/AIDS International (HFA) available [online](#).

#### **Writing, Content- and Copy Editing**

- Assist with the writing and developing of organisational policies, advocacy statements, reports, and other communications in English or Afrikaans. Regularly contributes to policy and procedure documents for various NPOs.
- Recently acted as content editor for a special edition of "Contact", a publication of the World Council of Churches focussing on Health. This [special edition](#) focussed on primary healthcare at the 40th anniversary of the Alma Ata declaration.

#### **Training and Facilitation**

- Presents a range of workshops - both independently and together with her partner Jan – to ensure corporate and NPO effectiveness. Topics include advocacy, governance, leadership, wellness and stress management, etc.

#### **Communication and Social Media for NPOs**

- Extensive experience with both social and traditional media in the NPO sector.
- Social media experience includes currently managing four Facebook pages and three Twitter accounts.

- Extensive experience in editing documents and publications, recording good practice, designing and developing newsletters (using MailChimp, GraphicMail and other platforms), annual reports and various publications.

### **Advocacy and Social Justice**

- Played a key role in re-activating, promoting and supporting the international Thursdays in Black Campaign.
- Developed an advocacy training programme and has presented it to individuals in grassroots organisations and staff and management of regional organisations.
- Actively involved with the work of the World Council of Churches – Ecumenical Advocacy Alliance for many years. Serves on the HIV Strategy Group for the [Faith on the Fast Track](#) campaign, and leads a paediatric HIV advocacy campaign in South Africa. Collaborates on the Common Voice campaign. More about this work [here](#).

### **Wellness and Stress Management**

- Presents workshops and guides individuals and organisations to address stress and wellness in their context.
- Presents workshops on general and specific topics for home-based carers. The most recent client was Shiselweni Home-based Care.

### **Event and Conference Coordination**

- Coordinated the interfaith activities at the South African AIDS Conference, ICASA, and CABSA conferences and mini-conferences.
- Planned, coordinated and managed the interfaith activities of the International AIDS Conference in Durban, when CABSA acted as the local host organisation. Activities at this event included a three day preconference, an exhibition and networking zone at the global village and the presence and involvement of various high-level church leaders.

### **Constituent Relationship Management**

- Developed various organisational databases and processes for interaction and communication with key constituent groups, most recently for We Will Speak Out SA.

**Company:** CABSA  
**Position:** Executive Director  
**Period:** 2011- April 2018  
**Reason for leaving:** Suggested restructuring to board for organisational sustainability.

#### **Description:**

*Responsibilities include the overall direction, coordination, implementation, execution and control of CABSA ensuring consistency with organisation vision, values, strategy, commitments and goals.*

*CABSA, the Christian AIDS Bureau for Southern Africa, is an NGO based in South Africa, but with extensive regional and global reach. Although a small organisation with limited resources, CABSA has a significant impact, network and sphere of influence locally and internationally in equipping faith leaders and faith communities to respond to the challenges of HIV.*

*Due to the limited resources, responsibilities included not only the typical functions of an executive director but a significant degree of programme implementation, particularly around advocacy, knowledge management, networking and capacity building, as well as practical financial, HR functions, management and governance responsibilities.*

#### **Job responsibilities:**

## **Leadership and Direction**

Lead the planning and implementation of the organisation:

- Develop annual programme plans and lead organisational strategy and planning for CABSAs.
- Establish and implement programme goals, objectives, and procedures, conferring with board- and staff members as necessary.
- Define projects, tasks and resource requirements.

## **Financial Management**

Direct and coordinate financial and budget activities to fund operations and increase efficiency:

- Develop annual budget and ensure accurate management of funds according to budget.
- Financial monitoring and reporting to board and stakeholders.
- Resource Mobilisation and donor management: Identify potential funders, develop funding proposals and manage donor relations independently and together with Board and staff.
- Preparation for audit and present audited statements to the Board and AGM.

## **Knowledge Management**

Ensure that accurate and reliable information is easily accessible:

- Direct and coordinate all CARIS knowledge management activities as described in the CARIS programme manager position below.
- Develop and implement web- and social media resources for the Thursdays in Black campaign against sexual and gender-based violence.
- Develop and implement web- and social media resources for We Will Speak Out SA, a coalition of faith-based organisations responding to sexual and gender-based violence.

## **Marketing, Communication and Networking**

Develop and implement CABSAs marketing strategies including advertising campaigns, newsletters, social media and conferences promotions.

- Represent CABSAs at networking and knowledge sharing activities locally, in Africa and internationally.
- Communicate with various stakeholder groups and identify stakeholder groups' communication needs.
- Identify appropriate internal and external communication channels and messages, including:
  - Websites [ww.cabsa.org.za](http://ww.cabsa.org.za), We Will Speak Out SA and Thursdays in Black, (proficient in Drupal, Joomla and WordPress),
  - Newsletters – GraphicMail, MailChimp
  - Presentations – PowerPoint and Prezi,
  - Use Social Media Tools for various programmes and organisations, including Facebook, Twitter, YouTube.

## **Advocacy**

Develop and implement CABSAs advocacy activities, including

- Identify key issues and determine actions, interventions and communication strategies.
- Develop and present advocacy workshops to the NPO sector.
- Represent CABSAs on the International Reference Group of the World Council of Churches - Ecumenical Advocacy Alliance and participate in developing and implementing international WCC-EAA advocacy campaigns, focusing on access to medications (including work on Patent Pool), stigma and ensuring that HIV remains a global priority.
- Develop advocacy materials and campaigns, particularly for the faith-based sector, with a focus on stigma and access to treatment, care and support for HIV.
- Develop and provide advocacy campaign materials for “Thursdays in Black”, an international campaign against sexual and gender-based violence.

- Develop and provide advocacy materials and “Transformative Justice” workshops for We Will Speak Out SA.

### **Networking and capacity building for the NGO sector**

- Provide specific service and support to local and international organisations on behalf of CARIS and CABSA as per agreement.
- Acts as advisor and mentor – including on NPO management and legislative requirements - to various local and international NGOs.
- Coordinate and participate in capacity-building activities and programmes for the NPO sector in RSA, Africa and internationally.

### **HR and Staffing**

- Determine staffing requirements including job grading and salary scales.
- Interview, hire, train and manage employees in accordance with policies, plan and budget.
- Provide management, direction and support to staff.

### **Organisation of Events**

- Plan and coordinate Interfaith activities and exhibitions including (but not limited to) at:
  - 2005-2015 SA AIDS Conferences,
  - 2013 (South Africa), 2015 (Zimbabwe) and 2017 (Cote d’Ivoire) International Conference on AIDS and STIs in Africa (ICASA),
  - International AIDS Conference 2016. This includes organising an Interfaith Preconference, Interfaith networking zone, Interfaith service and faith roadmap.
- Plan and coordinate exhibitions around sexual and gender-based violence, including (but not limited to) at :
  - 1ST SA Violence Conference – Plan and organise exhibitions for We Will Speak Out SA Partners,
  - Thursdays in Black Exhibition at ICASA 2013.

### **Organisation Governance**

- Responsible with the Board for organisational governance.
- Represented CABSA on governance structures of other organisations, including:
  - Board Chair (Non-Executive) AIDSLink International,
  - Member of HIV Strategy Group and HIV Reference Group, World Council of Churches - Ecumenical Advocacy Alliance,
  - Non-Executive Board Member Homo Novus Community Projects.
- Other governance positions:
  - Non-Executive Board Member Trans 50 Association,
  - Member of Church Board, Fontainebleau Community Church.
- Co-Develop manual on organisational development for SA NGOs.

### **Publications and Presentations**

- Present case studies, papers and posters at various national, African and international conferences and events.
- Authored or co-authored
  - Discussion guide for African “Positive in Church” DVD Programme (<http://www.positiveinchurch.org>)
  - “Faith Leaders and HIV Stigma Reduction in Africa: Good Practices Collection” for World Association for Christian Communication and Hope for HIV/AIDS International (HFA) available <http://cdn.agilitycms.com/wacc-global/Faith-Leaders-2013.pdf>
  - Resource Guide which formed part of WCC-EAA publication “Dignity, Freedom and Grace: Christian Perspectives on HIV, AIDS, and Human Rights” Edited by Gillian Paterson and Callie Long.
- Guided manual redevelopment for the facilitators training of Churches, Channels of Hope Programme, an intensive HIV competence programme for faith leaders.

- Regular author, coordinator and distributor of an important CABSA weekly advocacy message “A Bible Message of the week in a time of HIV” available at [http://www.cabsa.org.za/bible-message-search?keys=Lyn+van+Rooyen&sort\\_by=title&sort\\_order=ASC](http://www.cabsa.org.za/bible-message-search?keys=Lyn+van+Rooyen&sort_by=title&sort_order=ASC)
- Contributed blogs to various organisations, including "A Pilgrimage from Thursday to Thursday" for the WCC Pilgrimage of Justice and Peace available at <https://blog.oikoumene.org/posts/a-pilgrimage-from-thursday-to-thursday>

### **Monitoring, Evaluation and Reporting**

- Plan and guide and perform organisational M and E:
  - Track programme deliverables and quality using appropriate tools.
  - Design and identify appropriate measures for monitoring and evaluation of activities and programmes.
  - Review financial statements, activity reports, training and web statistics and other performance data to measure productivity and goal achievement and to determine areas needing improvement.
  - Compile and present reports defining organisational and programme progress, problems and solutions for management committee, board, donors and other stakeholders.
  - Implement and manage appropriate programme changes and interventions to achieve outputs.

### **Key Competencies required for this position:**

- Critical and conceptual thinking and problem-solving skills
- Commitment to learning
- Conceptual thinking
- Commitment to excellence
- Information gathering and dissemination
- Understanding of ecumenical, Christian and interfaith context
- Planning and organizing
- Building collaborative relationships
- Oral and written communication skills
- Adaptability and flexibility
- Initiative
- Judgment
- Technical expertise – HIV, Advocacy, Information and Communication Technologies, NGO Management and governance.

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<b>Company:</b>	CABSA
<b>Position:</b>	CARIS Programme Manager
<b>Period:</b>	2004 - 2011
<b>Reason for Leaving:</b>	Promotion to director

### **Description:**

*CARIS, the Christian AIDS Resource and Information Service, was one of the key programmes of CABSA. This comprehensive physical and electronic resources service provides accurate, accessible and reliable information on medical, scientific and sociocultural aspect of the HIV epidemic for NGOs and includes a particular faith focus.*

*The CARIS Programme Manager was responsible for the original needs analysis, feasibility study, business plan and start-up of the CARIS Programme. Responsibilities include the overall direction, coordination, implementation, execution and control of the CARIS programme, ensuring consistency with organisation vision, values, strategy, commitments and goals.*

### **Job responsibilities:**

## **Leadership and Direction**

Lead the planning and implementation of CARIS programme;

- Develop annual programme plans for CARIS and participate in organisational planning for CABSAs.
- Establish and implement programme goals, objectives, and procedures, conferring with director, management committee and staff members as necessary.
- Define CARIS tasks and resource requirements.

## **Financial Management**

Direct and coordinate CARIS financial and budget activities to fund operations and increase efficiency.

- Identify resources required for the effective running of CARIS.
- Identify potential funders, develop funding proposals and manage donor relations independently and together with CABSAs director.
- Manage finances of CARIS programme in line with company policy.

## **Knowledge Management**

Direct and coordinate CARIS knowledge management activities:

- Conceptualise electronic systems for knowledge-management and guide the development of extensive virtual resource service using website and social media.
- Identify relevant sources of information and appropriate vehicles for resource dissemination.
- Develop a library catalogue system for HIV/AIDS-related information.
- Oversee activities directly related to making information available or providing services, including resource centre, website and databases:
  - Identify resource needs of the target market,
  - Receive and read newsletters, search websites, receive physical newsletters from relevant organisations and partners,
  - Select appropriate material for distribution to key groups, CABSAs website, newsletters, databases and resource centre,
  - Publish material for and with appropriate introduction and explanation,
  - Identify material for resource packs and distribute packs,
  - Explore relevant developments in the IT field,
  - Identify knowledge sharing opportunities,
  - Manage resource centre and lending of resources.
- Develop manual for managing NGO resource centres.
- Respond to technical questions on HIV transmission, prevention, care and support from organisations and individuals responding to HIV.
- Advise and act as “consultant” to individuals and other organisations in the field.
- Act as ‘internal consultant’ on technical matters for CABSAs staff and the Channels of Hope programme:
  - Participate in the annual manual review, with a particular focus on technical knowledge on HIV,
  - Review and rewrite materials as required,
  - Respond to requests for information from staff, regional representatives and training team,
  - Participate in annual regional representative capacity building workshops,
  - Visit Channels of Hope training when feasible.

## **Marketing, Communication and Networking**

Develop and implement CABSAs and CARIS marketing strategies including advertising campaigns and conferences promotions:

- Represent CABSAs at local and international networking and knowledge sharing activities;
- Communicate with various stakeholder groups;
  - Identify stakeholder groups' communication needs;

- Identify appropriate internal and external communication channels and messages:
  - Website – conceptualising, updating and maintaining.
  - Newsletter,
  - Presentations,
  - Web 2 tools, including but not limited to Drupal, Facebook and Twitter.

### **Advocacy**

Participate in developing and implementing CABSA and CARIS advocacy activities:

- Identify key issues;
- Determine actions, interventions and communication strategies.

### **Consulting and Service delivery**

Providing specific service and support to organisations on behalf of CARIS and CABSA as per agreement. This includes but is not limited to:

- Data processing services; WCC-EAA (World Council of Churches - Ecumenical Advocacy Alliance),
- Knowledge and resource management services; World Vision South Africa,
- Consulting on Christian Response; BOCAIP (Botswana Christian AIDS Intervention Programme),
- NGO Management and Governance– FPD (Foundation for Professional Development),
- Research on Christian Response to HIV – Churches Together USA.

### **Measurement and Reporting**

Monitoring and evaluation of the CARIS programme and participate in organisational M and E as required:

- Track CARIS Programme deliverables and quality using appropriate tools.
- Review programme financial statements, activity reports, web statistics and other performance data to measure productivity and goal achievement and to determine areas needing improvement.
- Compile and present reports defining CARIS programme progress, problems and solutions for management committee, board, donors and other stakeholders.
- Implement and manage CARIS appropriate programme changes and interventions to achieve outputs.

### **HR and Staffing**

- Determine staffing requirements for CARIS programme.
- Interview, hire, train and manage CARIS employees in accordance with policies, plan and budget.
- Provide direction and support to CARIS staff.

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**Company:** Lyn van Rooyen Consulting  
**Position:** Consultant  
**Period:** 2000 - 2004

### **Job responsibilities:**

*Consulting to large and small businesses on organisational wellness, personal development and stress management:*

- Individual and organisational assessments, problem identification, training and workshops;
  - Organisation development
  - Project research and needs analysis;
  - Client relationship management;
  - Administration and management of small business.
  - Stress management
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**Company:** Dr S Johannes  
**Position:** Practice Management  
**Period:** 1995 - 2000

**Job responsibilities:**

*Responsible for case and patient management of a busy plastic and reconstructive surgery practice:*

- Patient liaison;
- Administration and recordkeeping;
- Pre and post op information and care;
- Wound care;
- Rehabilitation.

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**\*\*1983 – 1995\*\***

**Various positions, including ward nursing, recovery unit, night duty charge positions – details available on request**

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**PROFESSIONAL REFERENCES**

**CABSA Founders:**

**Ms Logy Murray**

Carpe Diem Consultants  
[logymurray.za@gmail.com](mailto:logymurray.za@gmail.com)

**Rev Christo Greyling**

Senior Director: Faith - Advocacy and External  
Engagement  
World Vision International  
[christo\\_greyling@wvi.org](mailto:christo_greyling@wvi.org)

**Previous CABSA Director:**

Rev Nelis du Toit  
Manager CHABAHIVA Trust  
[trust.sa@chabahiva.org](mailto:trust.sa@chabahiva.org)

**Other References:**

**Ms Francesca Merico**

HIV Coordinator WCC-Ecumenical Advocacy  
Alliance  
[Francesca.Merico@wcc-coe.org](mailto:Francesca.Merico@wcc-coe.org)

**Mr Frank Molteno**

Previous Community Based Education  
Manager UCT  
[frank.molteno@gmail.com](mailto:frank.molteno@gmail.com)

**Mr John Wilkinson**

Previous Managing Director – Trans 50  
Association  
[johnwilkinson@live.co.za](mailto:johnwilkinson@live.co.za)

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