

Heartlines crowdfunds 'What's your story?' campaign

Heartlines has launched a campaign on crowdfunding platform, Thundafund.com, to bring to life, 'What's your story?', a project inspired by the film 'Beyond The River'.

Heartlines has produced 11 feature films, one six-part TV series and scores of short videos, which have been instrumental in starting conversations around important issues that play out in our society.

It has turned to crowdfunding, to bring South African people together to preserve the stories that need to be told and give 1 million individuals the platform to be heard by raising R1 million.

Dr Garth Japhet, the founder of Soul City and also an Ashoka and World Economic Forum fellow, established Heartlines in 2002. It recognises the power of storytelling and the impact it can have in bringing about meaningful social change in our society. Through its depictions of the human condition, it has both entertained and pulled on the heartstrings of over 22 million South Africans since inception 15 years ago. It has challenged us to think about our values, chipped away at our misconceptions and taught us a lesson or two in empathy.

The funds raised will empower the Heartlines team to create platforms for ordinary people to share their stories with the world. The funds will contribute towards resources, production, replication of its training events, film viewings, the website

and its overheads and staff costs.

Since the launch of the project in 2016, over 200 churches, 20 schools and 10 workplaces have already introduced, or intend to introduce the project.

The Heartlines campaign has so far raised R49,950 through 26 backers towards its goal of R1,000,000 with 40 days left.

For more information, go to [Thundafund.com](https://thundafund.com).

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