

Podcast Episode 3: 'A Home for Every Woman Survivor'

Guest: Nkosi Phansi (Co-founder & Partner, Contento Social Homes)

Host: Caroline Phansi (CEO & Podcaster, Contento Social Homes)

Duration: 15–20 minutes

1. Opening & Introduction

a. Caroline (to listeners):

- Briefly recap campaign mission ('A Home for Every Woman Survivor') and remind listeners why safe, stable housing after refuge matters.
- Introduce Nkosi as husband, business partner, and co-founder who was "there from the start."

- Example opener:

> 'Welcome back to Episode 3 of ***A Home for Every Woman Survivor***. I'm Caroline Phansi, and today I have the pleasure of speaking with my husband and partner, Nkosi—someone who, from day one, was right there as Contento Social Homes began to grow. We'll be exploring the earliest days of our journey, the challenges we faced, and what moved us to create something truly unique for women survivors of domestic abuse. Let's dive in!'

b. Nkosi (brief greeting):

- A quick 'Hello' to listeners, perhaps a lighthearted joke about Caroline being the 'lead' but him chiming in with 'counterpoints.'

2. Core Conversation Topics & Questions

> *Note to Caroline:* You don't need to ask these questions verbatim. Instead, weave them into a natural back-and-forth. Nkosi may respond to the essence of each question, and occasionally 'turn' a question back to you as a playful counterpoint. By episode's end, all these points should have surfaced organically.

a. Onset & Personal 'Why'

- *Objective:* Uncover Nkosi's personal experience and observations at the very beginning.

- *Prompt for Caroline:*

- > 'Nkosi, you've heard the big-picture story from me dozens of times—why don't you share what your own moment of realisation was when we first talked about starting Contento Social Homes? What gap did you notice in support for women survivors back then?'

- *Follow-ups / Potential Counter:*

- 'You often remind me of something you experienced—can you paint that scene for listeners? What was going on, or in our personal circles that made you say, 'We need to do something'?''

- If Nkosi asks, 'But Caroline, didn't you already have these ideas before I did?' Caroline can briefly acknowledge her own moment, then hand it back: 'True—but I want you to tell people what you saw, because your perspective was so different.'

b. Early Challenges & Defining Mission

- *Objective:* Surface concrete struggles (bureaucracy, funding, emotional hurdles) that shaped Contento's mission and values.

- *Prompt for Caroline:*

- > 'When we went from scribbling flyers at our kitchen table to actually registering as a CIC, what hurdles did you personally wrestle with? Was it fundraising, community buy-in, or maybe balancing family life while trying to secure that first safe house?'

- *Follow-ups / Potential Counter:*

- 'Nkosi, I remember you made countless calls to housing associations in those early weeks—what was the hardest 'no' you received, and how did that shape what we stand for today?'

- Nkosi might ask, 'But you were doing more of the marketing—was it ever frustrating when I couldn't resolve a funding issue as quickly as you built our online presence?' Caroline can respond and then ask how those moments influenced their shared values.

c. Working as Spouses & Partners

- *Objective:* Explore their dynamic as husband and wife and co-founders: the strengths and humorous moments.

- *Prompt for Caroline:*

> 'Running an organisation with your spouse is rare—tell me about a time when our roles blurred. Maybe I was in 'podcaster mode' while you were stuck in a challenging funding meeting?'

- *Follow-ups / Potential Counter:*

- 'Was there ever a board meeting where I wore my 'wife hat' instead of my 'CEO hat,' and you had to gently remind me, 'Caroline, this is a partnership now'? How did we navigate that?'

- *Nkosi might tease,* 'But you're always reminding me to be patient—do you think I'd have given up if you weren't there to keep me focused?' Caroline can riff on why their relationship made the mission stronger.

d. Campaign Launch: 'A Home for Every Woman Survivor'

- *Objective:* Highlight Nkosi's impressions of the campaign's launch (2024) and its early impact.

- *Prompt for Caroline:*

> 'As we rolled out the #AHomeForEveryWomanSurvivor campaign in 2024—what went through your mind when we first saw those donation numbers come in, or heard from a social worker that this campaign might truly fill the gap?'

- *Follow-ups / Potential Counter:*

- 'Nkosi, did you expect to see the campaign resonate so quickly with BAME communities or local authorities? Was it a 'pinch me' moment?'

- *Nkosi might ask,* 'But you were on the front lines telling survivor stories—was it ever hard for you to share raw stories publicly?' Caroline can answer and then invite his thoughts on balancing advocacy with privacy.

e. Core Vision & Long-Term Hope

- *Objective:* Understand Nkosi's hopes for the future—beyond immediate next steps—especially around systemic change and sustainable housing.

- *Prompt for Caroline:*

> ‘Looking at where we stand in mid-2025—with over 470 women and 500 children supported—what do you hope people remember about why safe housing is more than just four walls? What’s your long-term vision for Contento Social Homes?’

- Follow-ups / Potential Counter:

- ‘Nkosi, do you think we’ll ever mainstream the model of ‘independent housing + home ownership across the UK? What would need to happen—policy shifts, funding streams, public awareness?’

- *If Nkosi asks*, ‘But Caroline, do you ever worry we’re taking on too much too soon?’ Caroline can respond and then ask how he balances ambition with sustainability.

f. A Fun, Personal Note

- *Objective*: Lighten the mood by connecting to something personal or playful, while still relating to the mission.

- Prompt for Caroline:

> ‘Before we wrap, let’s do a quick lightning round:

> 1. What’s one quirky habit I have when I’m on a campaign that always makes you laugh?

> 2. If Contento Social Homes were a movie, who would play you?’

- Follow-ups / Potential Counter:

- Nkosi might joke, Caroline responds with laughter, tying back to why they make a strong team.

3. Closing & Call-to-Action

a. Caroline (summary):

- ‘Nkosi, thank you for sharing these behind-the-scenes moments—from our first ‘kitchen table’ brainstorming to the launch of #AHomeForEveryWomanSurvivor. Your role, both personally and professionally, has shaped what Contento Social Homes is today.’

- Reinforce Campaign CTAs:

- ‘*To our listeners*: If you believe every woman survivor deserves a stable home, please consider donating at contentosocialhomes.com/donations or sharing a survivor story via #AHomeForEveryWomanSurvivor.’

b. Nkosi (final thought):

- A brief encouragement to listeners—perhaps a heartfelt message about why they should get involved, or a note of hope.

- *Example:* ‘Whether you’re a social worker, a donor, or someone who just wants to help, every bit of support moves us closer to a United Kingdom where no survivor is left without a home.’

c. Sign-off:

- *Caroline:* ‘Thanks for tuning in to Episode 3. Until next time, let’s keep building homes and hope, together!’

- *Nkosi:* ‘Take care, everyone!’

4. Estimated Timing Breakdown (15–20 minutes)

Opening & Introduction: 1–2 minutes

Origins & Personal ‘Why’: 3–4 minutes

Early Challenges & Mission: 3–4 minutes

Working as Spouses & Partners: 2–3 minutes

Campaign Launch & Impact: 2–3 minutes

Long-Term Vision: 2 minutes

Fun Lightning Round: 1–2 minutes

Closing & CTAs: 1–2 minutes

5. Tips for a Smooth, Engaging Conversation

- Keep it Conversational: Phrased questions may not sound exactly like a quiz; allow room for banter.

- Pivot Gracefully: If Caroline asks a question and Nkosi begins answering but then shifts to ask her a follow-up, embrace that—it highlights their partnership.
- Balance Depth & Brevity: With only 15–20 minutes, aim for concise stories that still hit emotional beats (e.g., a single anecdote about the first time they toured a refuge).
- Weave in Campaign Details Naturally: Whenever Nkosi references ‘the campaign,’ Caroline can jump in: ‘We launched in 2024 with that Crowdfunder you managed—what surprised you most about the donations coming in?’
- End on Hope & Action: Remind listeners there’s more to do—donations, volunteering, sharing survivor stories.

By the end of this episode, listeners will have heard:

- Nkosi’s first-hand perspective on why Contento Social Homes was born.
- The couple’s shared and individual challenges in those early days.
- A behind-the-scenes glimpse of how husband-and-wife teams can build a social enterprise.
- The impact and momentum of the ‘A Home for Every Woman Survivor’ campaign.
- A glimpse of where Contento Social Homes is headed—and how everyone can join the movement.