



PUTTING PEOPLE FIRST!

Reg. IT: 3902/2009

NPO NR: 078-535

Annual Report – 1 August 2015



“What is important in this world is not so much where we are but in what direction we are moving!”

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Introduction:

This is the 4th annual report of People First Foundation (PFF) covering the period 1 March 2014 to 28 February 2015.

This report will cover the following:

1. PFF strategic focus for 2015
2. Our vision and mission
3. PFF programmes
 - a. Leadership forums
 - b. Workshops
 - c. Newsletter
4. Marketing and communications
5. Governance
6. Network partners
7. Fundraising and finances
8. Conclusion and thanks

1. PFF strategic focus for 2015

Our board of trustees decided last year to expand our work to the Eastern Cape and Gauteng. This coincided with the relocation of two trustees to the respective provinces. Instead of seeing this as a loss we decided to view it as an opportunity. With our limited resources we implemented this strategic choice. This meant that our work in the Western Cape had to be downscaled.

2. Our vision and mission

Vision: An effective, strong, sustainable and vibrant community-based sector in South Africa.

Mission: To work in collaboration with community-based organisations in South Africa to strengthen their capacity to effectively mobilise resources, deliver valuable services to their communities and contribute meaningfully towards the eradication of poverty.

Our vision and mission statements are fairly clear. The question is: to what extent have we been able to successfully execute it in the current challenging circumstances?

Our programmes:

During this reporting period we focused on 3 primary programmatic interventions namely our Leadership Forums, Capacity Building Workshops, Donor Forum, Mini Conference and Quarterly Newsletter.

The following is a summary of our work for this period:

NPO Leadership Forums:



Date	Topic	Venue	No. of participants
18 April 2014	NPO Leadership Forum – with a diversity of speakers representing various sectors: A/Prof Eric Atmore (ECD) Partric Solomon (Children) Tina Thiart (Corporate donor trends) Lorenzo Davids (Community Chest – CEO) Carly Tanur (Health) Deborah Dreyer (DSD) Frank Julie – PFF Chair	Artscape	67
21-22 November 2014	Donor Forum (with a panel of NPO stakeholders) and Mini Conference with 5 electives Guest speakers – Linda Diredericks (MAGI Fund) Fatima Shabodien (Direcor – Action Aid – SA)	Action Aid	18

Capacity Building Workshops:



Date	Topic	Venue	Nr of participants
1 June 2014	NPO Legal Compliance	PE – Museum	26
2 June 2014	Fundraising, marketing, media and branding	PE – Museum	26
27 September 2014	Monitoring and evaluation	Action Aid - JHB	15
1 October 2014	Fundraising, marketing, media and branding	CSD – Bishop Lavis	14

Staff from the following NPOs attended our leadership forums and capacity building workshops:

Organisation	Organization
<ul style="list-style-type: none"> • Cabsa • Catholic Welfare and Development • Interchange (Tableview) • Next Generation • Home from Home • His Way Ministries • Ocean View APD • Kolping SA • Hope House • Sanca • CCPA • Umtha Wabanga • Reach Out (Youth Division) • Kenfac Foot Clinic • WCCF • Early year Services • Kingdom Kids • Nomoxobisa Day Care • Destiny for Communities • St Luke Hospice • Sarah Fox 	<ul style="list-style-type: none"> • Harvest Community Projects • Ubonono Foundation • Ikhala Trust • Ilitha Lethu • Sophakhama • Famsa (Stutterheim) • PE Mental Health • Ithemba SDCC • Nicro (PE) • NCAW (Gauteng) • Methodist Homes (Gauteng)

<ul style="list-style-type: none"> • Sunflower Fund • Phmulela Youth Development Org • Jazzart • Westlake UCF • Socionext • Lighthouse Grouping • Overberg Training Institute • Community Chest • Mamelani Projects • Cape Town APD • YoungPeople@Work • NPO Development • Iliso Labahlali • Accountability Now • Inyathelo • Orphan Care Foundation • YMCA Athlone • Play Sport 4 Life • Cape Mental Health • Releasing Eagles 	
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Quarterly newsletter

2 newsletters were issued during this period focusing on a variety of topics such as the funding crisis, leadership issues, networking, trustee appointments, relevant NPO resources, etc. Our newsletter was sent to about 1000 NPOs captured on our database. The database is currently increasing as more and more people are subscribing. We need to urgently update our database with new NPOs who have attended our events. The rate of opening our newsletter is not good and feedback is very sporadic.

A need exists to develop a brochure for the PFF that can be distributed at events. This brochure must capture the history of PFF, our organizational design and programmatic focus. Feedback from NPO leaders should be included.

Media, marketing and communications

Our primary marketing tools during this period have been:

- Our electronic newsletter
- Block emails promoting our capacity building workshops and forwarding information from partners about events.
- Trustees have done their bit in promoting PFF in the various forums where they are active.
- Displaying our banners at strategic events

Governance:

During this reporting period we held 3 trustee meetings including a planning sessions in February 2014. An average of 4 trustees attended the meetings.

The following trustees were active during this period:



Trustee	Position	Terms of office
Frank Julie	Chairperson	2010-2015
Vuyiseka January	Vice-chairperson	2012 – 2015
Mariam Oliver	Member	2014 - 2015
James Senokwanyane	Treasurer	2011 – 2015
Shirley De Jongh	Secretary	2015 - 2015

Informal trustee evaluations were conducted to ensure that we live up to the expectations of our trusteeship. Evaluations were generally very positive in the context of our commitment to the sector via the work of PFF.

Our audit and narrative report were submitted to the NPO Directorate as per the provisions of the NPO Act. Our status is currently compliant.

Our network partners

During this period we have developed and strengthened strategic partnerships with the following NPOs, institutions and individuals:

Organisation	Value added	Value shared
Artscape Theatre, Cape Town	Free access to space for our Leadership Forums	Exposing NPO leaders to a public institution previously inaccessible
YoungPeople@Work	Volunteers providing free admin support at events	Volunteers allowed access to workshops and leadership forums expanding their networks in the process
Tina Thiart and Associates / SAFULA	Provided access to her database in promoting PFF events	PFF Trustees acted as speakers at their events and shared strategic information
Taj Aklekker	Convenor at our Leadership Forum in CT	Exposure to the NPO sector and opportunity to share experiences; endorsements for his work in the sector
Deborah Dreyer (DSD)	Presenting session on Department of Social Development focus on NPOs	Access to the NPO sector

Lorenzo Davids	Presenting donor trends to NPOs	Access for Community Chest to NPOs
Mack (Do Good Trust) (USA)	Presenting to NPOs in PE	Access to NPO leaders
Action Aid	Access to free training space	Access to NPO network
Ikhala Trust	Funding bursaries for NPO leaders to attend PFF events	Access to quality and affordable capacity building with follow up and after care
Allistair Brown (All About Mzansi)	Provide support with our newsletter	Access to NPO network
Various NPOs	Participants attending our leadership forums and workshops at a small fee enhancing our income generation potential	Access to our leadership forums and workshops sharing valuable information to enhance NPO sustainability and renewal

Funding and finances

Just like previous years, our major income was derived from workshop fees. A number of bursaries were allocated to non-funded NPOs in line with our mission to create access to survivalists NPOs. In the Eastern Cape we were fortunate that the Ikhala Trust sponsored the bursaries of about 12 NPO leaders to attend our workshop in Port Elizabeth. This helped to cover our costs. We were also provided with a donation from SAFULA of R5000 as part of a partnership with Andrew Mack from the USA.

Our Leadership Forum in Cape Town was sponsored with R5000 by the Community Chest. Income generated from workshop fees covered our event in Johannesburg.

We submitted a funding application to the National Lottery Board but is still awaiting final feedback after our submission last in November last year. Access to this funding will allow us to consolidate our work in two new provinces.

Conclusion

Once again I extend my sincere gratitude and appreciation towards the trustees of PFF who selflessly serve the sector without any expectation of financial gain. We may be small in number but our influence is huge as we invest on many NPOs. A big thanks also to our partners who are very supportive in the execution of our work. We foresee an exciting period ahead as we are stabilising our governance and consolidating our strategic partnerships with various players in the sector.

We are also re-evaluating our events based approach in line with our current capacity. In February 2016 we decided to adopt a more hands on approach and to host forums for NPO leaders to access support for specific organisational issues. It was also felt that we need to meet NPO leaders at their point of need and not just depend on events. As this report is prepared, this approach is already being implemented with great success with a road tour through the Eastern Cape just completed.

We have also launched a mini external evaluation of our programmes by targeting NPO leaders who have attended our events in the past. The results have been very positive so far with very constructive feedback to guide us in the medium term.

Thanks

Frank Julie

Chairperson

1 August 2015