



## ***PUTTING PEOPLE FIRST!***

**Reg. IT: 3902/2009 - NPO NR: 078-535**

***Annual Report – 2019***



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

**Prepared by: Frank Julie (Chairperson)**

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## **Introduction:**

This is the 8<sup>th</sup> annual report of People First Foundation (PFF) covering the period 1 April 2019 to 31 March 2020.

This report will cover the following:

1. PFF strategic focus for 2019
2. Our vision and mission
3. PFF programmes
  - a. Annual Donor Forum and Mini Conference
  - b. Capacity building workshops
  - c. Road tour (Northern Cape/Western Cape)
  - d. Newsletter
4. Marketing and communications
5. Governance
6. Network partners
7. Fundraising and finances
8. Success stories
9. Conclusion and thanks
10. What is People First Foundation

### **1. PFF strategic focus for 2018**

We started the year with our planned minimum programme but since funding was accessed from the Community Chest in July, we were able to roll out a maximum programme. We were therefore able to also host training workshops in the Eastern Cape as well as Western- and Northern Cape

### **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 5 primary programmatic interventions namely our Leadership Forums, Capacity Building Workshops, Annual Donor Forum one road tour and 2 Quarterly Newsletters.

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

**Annual Donor Forums/Mini Conference:**



**From left to right: participants at the Mini Conference in PE, a breakaway session in PE, James Senokwanyane facilitating a session on tax compliance and participants at the CT Donor Forum.**

<b>Date</b>	<b>Topic</b>	<b>Venue</b>	<b>No. of participants</b>
25-26 September 2019	Mini Conference for NPO leaders Port Elizabeth	Uviwe Training Rooms	45
19-21 November 2019	CT Annual Donor Forum (with a panel of NPO stakeholders) and Mini Conference with 5 electives <b>Facilitators included:</b> Lorenzo Davids (Community Chest) Frank Julie Prof Eric Atmore (Director, CECD) Moesfeedah Salie-Kajee (Manager, CoCT) Abdul Ryklief (DSD) Freda Camphor (Dept of Employment and Labour)	Whalemark Museum	46

**Capacity Building Workshops: (in partnership with the Master Fundraising Mentoring Forum)**





**From left to right: A coaching session is budgeting, participants at Elies River library in CTand participants in Somerset West.**

Date	Topic	Venue	Nr of participants
1 March 2019	Funding strategies	Parow library	7
10 July 2019	Relationship between donors and NPOs (Prof Eric Atmore/Lorenzo Davids)	Bellville library	22
3 October	Budgeting (coaching session)	Elsies River library	5
26 February 2020	Funding strategies for NPOs and Effective Governance	Somerset VGK	24
10-11 March 2020	Funding strategies for NPOs/Labour legal compliance/NPO legal compliance	Elsies River library	12

### Road tours



**From left to right: Participants in Malmesbury, Citrusdal and Keimoes.**

Date	Topic	Venue	Nr of participants
11-12 June 2019	Professional fundraising and	Kimberley	25

	proposal writing		
14 June 2019	Professional fundraising and proposal writing	Beaufort West	14
23 September 2019	Professional fundraising and proposal writing	Swellendam	15
4 February 2020	Professional fundraising and proposal writing	Malmesbury	32
5- 6 February 2020	Professional fundraising and proposal writing and Effective Governance	Citrusdal	29
8 February 2020	Professional fundraising and proposal writing	Keimoes	8

### Some of the NPOs who benefited from our various leadership forums and workshops:

Organization and province	Organization and province
The Vision Aftercare	Interchange Foundation
Centre, Soulfoods Soup Kitchen	My Child has Cancer Trust
Soldaatjies Day and Aftercare	Kay Mason Foundation
Curries camp old age home	Kronendal Music Academy
Safe our Community	Eyethupha, ASAP Foundation
Waterstreams of Life	The Mashach Project
Bulelwa Basse Services	UCT Centre for ECD
JOMACC, Die Christen Gemeente	The Valley & Mountains Dev Foundation
Kerk	Kika Community Projects
BADC - Botrivier	Cornerstone Institute
Swellendam Human Rights	Mitchells Plain Educare Forum
Vulidlela, Uviwe	Behavioural Resolutions
QAEC. NASRAC	Goddess Calendar
Project Khanyisa	Grassroots, Royal Kids
Mpendulo Savings	St Mary's Home of Hope
Mpumelelo's Carers	Khathalelana, Just Jala
Cottondale Youth Dev Centre	City of Cape Town
CMR, Klipplaat Soup Kitchen & Dev	New World Foundation
Centre, Rietbron Soup Kitchen	Khulukela C Support
Elderly & Children Resort Soup	TAPD, Sinethemba, Swartland
Kitchen	Athlone District Advice Office
LIV Lukhanyiso	Waumbe, PRASA
Pioneer Dev Initiative	Tongues of Fire AOG
Ekhaya Community Dev Centre	Dept of Labour
Malabar Home for the Aged	Rainbow of Hope
Quasa	WCBOC
Hands of Hope Substance Abuse	Benigna City LTD
Rugby & Football club, Citrusdal	DLG community Dev. Worker
CMAN, Babel en Krabbel	Darling Outreach Foundation
Stop Crime Against Children	Riebeek Kasteel, Nuwekloof
Rural Impact, Cederberg Matzikama	Devine Inner Peace International
Aids Network	Goedgedacht Trust
Motivated Women, Bergrivier	Sinethemba, CBO Dev Equip
Cederberg Rastafari Movement	Jenny's Daycare, PPI Youth Organisation
Sandveld Local Development Agency	Swartland Nagskuiling
Sonstraaltjies Educare Creche	Goue Jare Diensentrum

Huis at Liebenberg Old age home, Piketberg, ACVV, Piketberg Olifants River APD, Vredendal	International Fund for animal welfare Little Angels Educare - Esterhof Kleuterskool
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### Quarterly newsletter

Similar to last year 2 newsletters were issued during 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 4000 NPOs captured on our database. Feedback has been very positive from subscribers.

### Media, marketing and communications

Similar to last year, our primary marketing tools during this period have been:

- Our various programmes such as the road tour, leadership forums, Donor Forum and Mini Conference in Cape Town and Port Elizabeth.
- Word of mouth (referrals)
- Our electronic newsletter
- Website and Facebook pages
- 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
- Workshops with partners such as Department of Social Development

### Governance:

The following trustees were active during this period:

Trustee	Position	Terms of office
Frank Julie	Chairperson	2009 -2020
Vuyiseka January	Vice-chairperson (not active)	2012 – 2019
Dr Anthony Masha	Member	2016- 2020
James Senokwanyane	Treasurer	2011 – 2020
Shirley De Jongh	Secretary	2013 – 2020

At our board meeting in Port Elizabeth in September 2019 the trustees decided to recruit another trustee, Jayson Magooda. He has subsequently accepted and was inducted. His registration with the high court is currently in progress. Our audit and narrative report were submitted to the NPO Directorate as per the provisions of the NPO Act in October 2018. It was sent straight to the head office in Pretoria instead of via the NPO Helpdesk in Cape Town. We have not received confirmation of receipt and is in the process of following it up.

### Our network partners

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

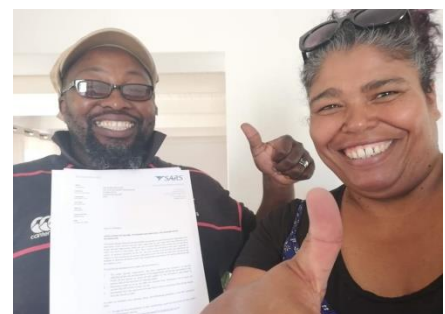
Organisation/Individual	Value added	Value shared
YoungPeople@Work	Volunteers providing free admin support at events	Volunteers allowed access to workshops and leadership forums expanding their

		networks in the process
<b>Presenters</b> Abdul Ryklief (Manager, DSD – Western Cape) Cheryl-Lynn Roziars (Financial consultant) Prof Eric Atmore (Director, CECD) Nomvula Dlamini (Director, CDRA) Titania Fernandez (Community Chest) Freda Camphor (Dept of Labour)	Guest presenters at our Donor Forum and capacity building workshops in Cape Town .	Exposure to a NPO network Bursaries offered to various NPO members to attend workshops and the Donor Forum
Whalemark Museum	Free training space in Parow, CT	Popularise the museum amongst NPO role players
Fundraising Mentoring Network	Workshop collaboration	Marketing
Allistair Brown (All About Mzansi)	Provide support with our newsletter	Access to NPO network
Arts Centre in Kimberley	Free training space	Free training for local NPOs
Community library in Beaufort West	Free training space and organising logistics	Free training for local NPOs
Parow and Elsie's River libraries – CT	Free training space	Free training for local NPOs
Uviwe Youth and Child Care Centre – Shauderville - Port Elizabeth	Free training space	Free training for staff members
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

We managed to access R67 750 from Community Chest in August 2019 which enabled us to roll out more training in Eastern and Northern Cape. We therefore moved from our planned minimum programme to a maximum programme. Once again, a number of bursaries were allocated to non-funded NPOs in line with our mission to create access to survivalists NPOs. Through our partnerships huge savings were generated. These savings involved free or affordable accommodation during our road tour, free access to training venues (e.g. free training venue in Kimberley), volunteer facilitators (e.g. our Annual Donor Forum in CT), discounts on catering e.g. in Kimberley, free training space at Parow and Elsie's River libraries, Keimoes, Citrusdal and Malmesbury.

### Success stories!



From left to right: Maria Basson, director at St. Mary's Home for Abused Women and Children,

**holds up her funding agreement received from the National Lottery Commission. Tsholofelo Sekgetho from Jan Kempdorp in the Northern Cape also with her funding agreement from the Lotto and Natasha Thomas who just received her PBO certificate from SARS.**

**Tsholofelo Sekgetho wrote:**

"Hi Frank

I hope all is well with you, please find the attached pictures of me with the Lotto funding agreement as promised. Again thank you for always encouraging us to apply and do follow ups. Keep up the good work you are doing for our communities because through your advices we are able to help our communities."

### **Conclusion**

Our work in fulfilling our mission will be impossible without our strategic partners. We are highly indebted to all of them mentioned in the report. Also, 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 in many NPOs.

### **Who is People First Foundation?**



People First Foundation was established in 2009 as a Non-Profit Trust. It consists of committed professionals with years of experience, who selflessly volunteer their time, skills and experience to build the necessary capacity within NPOs to deliver on their mandate. The organisation is deliberately structured in a way to limit operational costs to the minimum in order to create maximum access to its services. Its board of trustees is a working board with a coordinator responsible for administration. We have no staff and pay no salaries. We are supported by a group of committed associates (some are ex-trustees) supporting our mission. It is through this model of volunteer labour, selfless giving and cultivation of strategic partnerships to reduce costs that we are able to reduce total dependency on external funding to ensure the long term sustainability and constant renewal of the organisation.

Although most of our work is concentrated in Cape Town, we also built relationships with partners in the Eastern Cape, Northern Cape and Gauteng. Our trustees have travelled far and wide to reach NPOs in the most remote rural areas such as Matatiele, Mgwali Village near Stutterheim, De Aar, Tarkastad near Queenstown, Beaufort West, Mthatha,, Nuwerus, Springbok, Clanwilliam and many more!

Find out more about us on our website at [www.peoplefirstfoundation.weebly.com](http://www.peoplefirstfoundation.weebly.com)

**Thanks**

**Frank Julie**

**Chairperson**

**5 April 2020**