



PUTTING PEOPLE FIRST!

REG:

Annual Report – 2020



Prepared by: Frank Julie (Chairperson)

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Contact us here:

Room 204/5, Hassan Parow Heights
 Voortrekker Road
 Parow, 7500
 Telefax: 021 911 5444
 Cell: 078 853 2693
 E-mail: frankjulie2604@gmail.com

Introduction:

This annual report of PFF covers the period 1 April 2020 to 31 March 2021. Due to Covid-19 our work was seriously disrupted and all plans had to be abandoned. It was only when the lockdown levels were reduced in July 2020 that we could resume some work.

This report will cover the following:

1. PFF programmes
 - a. Capacity building workshops and NPO Leadership Forum
 - b. Donor Forum and Mini Conference
2. Media, marketing and communications
3. Governance
4. Network partners
5. Feedback from participants
6. Conclusion and thanks

1. PFF programmes

- a. Capacity building workshops and NPO Leadership Forum
- b. Donor Forum and Mini Conference

Capacity building workshops

Between March-July 2020 we were not able to host any workshops due to the lockdown. When the lockdown was reduced to level 3 we started hosting workshops in partnership with the Fundraising Mentoring Network. At the same time PFF members also became involved in food relief interventions through YoungPeople@Work taking the lead with establishing a Food Fund. PFF chairperson played a key role in helping to raise funds from overseas donors, the secretary assisted with admin and food relief in her community and new PFF trustee, Jayson Magooda, also assisted with food relief.

Due to Covid-19 and travel restrictions, we were not able to travel to other provinces. Our work was therefore limited to the Western Cape.

On 10 December 2020 a special workshop was facilitated on The Mind of a Donor, Donor trends in South Africa and 23 sins of NPO management.

A special coaching session was also hosted to guide members in completing the DSD (16 October 2020) and Embassy of Japan (25 February 2021) funding application facilitated by Frank Julie and Sher'Neil Savel respectively. Sessions on NPO legal compliance, accessing government tenders and proposal writing were also facilitated (26 February 2021). 12 NPO leaders involved in food relief work also received free job shadowing facilitated by PFF chairperson, Frank Julie and PFF secretary, Shirley De Jongh. 8 online lecturers on various topics on fundraising were also developed by Frank Julie and shared with NPO leaders. Over 50 leaders from various provinces were selected to benefit from these online lectures through bursaries.

Donor Forum and Mini Conference

Workshops were facilitated from July 2020 on various topics focusing on professional fundraising strategies, proposal writing, effective budgeting, financial management, the role of donor agencies, labour legal compliance and NPO legal compliance. Facilitators included Carol Bruton – FMN vice-chair, Alison Alexander - FMN secretary, Frank Julie – PFF chairperson, Abdul Ryklief – DSD deputy director, Prof Eric Atmore – director, Centre for Early Childhood Development, Deborah Dreyer, senior director, Department of Social Development, Lorenzo Davids –

CEO, Community Chest, Freda Camphor, Department of Employment and Labour, assistant director, Titania Fernandez, Community Chest manager, Jayson Magooda, PFF trustee and Moefedah Salie-Kagee, manager, City of Cape Town. We hosted our annual Donor Forum and Mini Conference on 11-13 November 2020 attended by over 40 participants. A special session on networking was facilitated by PFF chair due to one speaker who arrived late. This was turned into a sharing session where participants were encouraged to share resources amongst each other.

Apart from over 35 FRASA members who regularly attended various workshops, the following is a list of other organisations who benefited from our capacity building interventions:

Organisation	Organisation
ARRC	Kusile Mzansi Community Development
Community Chest PE	Tunnel Navigation
Community Philharmonic Orchestra Meschack	Silapha Outpatient Addiction Programme
Tabadi Foundation	Deaf Blind SA
Brave Rock Girl	Yes We Can
Leliebloem Children's Home	Ithemba Kitchens
Overberg Wheelchair	Themba Workcentre by the Disabled
Maxintana Community Development	Play Sport 4 Life
Masozakhe Daycare	Women of Prayer
Skills 4 Life Projects	Love is Community Project
Sprightly Seed	Silapha
The Laeeq Foundation	Group of Hope Trust
Mashacu	Ithemba Educare
Knead to Succeed	Rose's Educare
UCC Bishop Lavis	Sticky Fingers Educare
The Mashack Project	Babies Treehouse Educare
Art@Work	Ihata Shelter / Be the Difference Foundation /
Thrive Africa Foundation	Bishop Lavis Disaster Relief Collaboration
BLAC / Women of Substance	

2. Media, marketing and communications

Item	Quantity
Our various programmes and events	All events start with an explanation of the work of the FMN to create awareness and recruit new members.
Brochure	Was distributed at various events
Word of mouth	This is our most powerful form of marketing as members spread the word.
Block emails	This is regularly circulated to keep members and supporters updated on various opportunities.
PFF electronic newsletter	2 newsletters were completed and circulated.
Social media/Facebook and WhatsApp	Strategic information is shared via Whatsapp and our Facebook page to members and supporters. Our Facebook page are followed by 3000 NPO leaders all over South Africa. A lot of sharing happens amongst followers in terms of material and intellectual resources. Regular conversations are also initiated around strategic topics affecting NPOs such as the role of fundraisers, organisational accountability, commission based fundraising, own income generation, etc. Requests for followers to share their needs and for followers to respond are placed regularly. Referrals are made constantly.

3. 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	Admin and management support	Referrals
Makena Sounds International	Live music performances	Marketing
Music Academy for Rural Youth	Live music performances	Marketing

Whalemark Museum	Training space	Marketing and referrals
Frank Julie and Associates	Voluntary NPO workshops	Marketing
Department of Employment and Labour	Free training in labour compliance	Labour compliant NPOs
Department of Social Development	Free training in NPO legal compliance and government funding trends	Legally compliant NPOs
City of Cape Town	Free session on Grant-in-Aid	Exposure and compliance
Food Relief Alliance of South Africa	Referrals	Referrals

4. Governance

The following trustees were active during this period:

Trustee	Position	Terms of office
Frank Julie	Chairperson and founder	2009 -2021
James Senokwanyane	Treasurer	2014 - 2021
Dr Anthony Masha	Additional member	2019 - 2021
Jayson Magooda	Additional member	2020 - 2021
Shirley De Jongh	Secretary	2015 - 2021

5. Feedback from participants

“I have attended to many events in the NGO sector since Yes We Can started almost 4 years ago. The majority of them in fancy venues with the Table Mountain or the harbour views (I never understood the logic of discussing solutions to poverty in luxury). But in the last 3 days I emerged in an intensive Donor Forum and Mini-Conference in Parow, a working class suburb of CT. I learnt SO much from ordinary people who try so hard to find ways to uplift and feed their poor communities. Mass hunger is a pandemic too. I made friends from Bishop Lavis and Belhar and we agreed to teach sewing in their suburbs. I met 2 former students of Yes We Can who are running their own organizations now. Thank you so much, PFF and FUNDRAISING MENTORING NETWORK (NPC) and Frank Julie, you are one of a kind. Be blessed in abundance for everything you do for the vulnerable.”

(Mila Moreano, Director, Yes We Can)

6. “Thank you for a wonderful experience at your workshop. The truth is I'd been so depleted by this year and COVID and wasn't excited about attending a workshop but wow was I wrong! Thank you for all the inspiring information and exciting facilitators. What a treat to be reminded that being a Community Development worker during this time of COVID-19 can be exhilarating. It was good to be reminded of the value in networking and collaboration. Your workshop was the antithesis to feeling depleted. Keep up the work you and your team do so well! I look forward to more time in 2021.” *(Candice Zimri, Rainbow ECD Centre, Hout Bay)*

7. Conclusion

While many organisations perished during this time of chaos and disruption due to Covid-19, the PFF managed to continue with its work and reach hundreds of NPO leaders. Our online NPO lectures also made a huge difference reaching those NPO leaders who cannot always afford to travel long distances to attend workshops.

I wish to thank the board for their commitment during this difficult time. The NPO sector needs us more than ever!

8. What 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.

Find out more about us on our website at www.peoplefirstfoundation.weebly.com

Thanks

Frank Julie

Chairperson

Photos of organisational activity:



From left to right: FRASA members during the PFF Donor Forum; A site visit to Vegkop Horticulture Farm; The DSD funding application coaching workshop hosted by PFF; Site visit to the NPO Helpdesk; Thobeka Mapukata from Eastern Cape receives a brand new tablet from PFF chair during a sharing session at the Donor Forum; Job shadowing at YoungPeople@Work by PFF secretary, Shirley De Jongh; MARY performs at the launch of FRASA; PFF secretary, Shirley De Jongh liaises with workshop-participants; FMN member, PFF trustee, Jayson Magooda facilitates a session on accessing government tenders for NPOs.