



PUTTING PEOPLE FIRST!

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

Annual Report – 2022

Submitted to the Board of Trustees



“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 11th annual report of People First Foundation (PFF) covering the period 1 April 2022 to 31 March 2023.

This report will cover the following:

1. PFF strategic focus for 2022
2. Our vision and mission
3. PFF programmes
 - a. Annual Donor Forum and Mini Conference
 - b. Capacity building workshops
 - c. Road tours
 - d. Newsletter
4. Marketing and communications
5. Governance
6. Network partners
7. Feedback from NPO leaders
8. Fundraising and finances
9. Conclusion and thanks
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1. PFF strategic focus for 2022

Covid-19 crisis caused havoc with the plans of many organisations. PFF was no exception. We had to re-strategize and review our work. Since the restrictions of Covid-19 were lifted we were able to refocus and do more than intended. We were once again able to roll our capacity building programme and Donor Forum and Mini Conference. The board agreed to host the latter in Upington in the Northern Cape. We also undertook a road tour through the Western and Northern Cape. Our online work continued.

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 various programmatic interventions namely our Capacity Building Workshops, Annual Donor Forum and Mini Conference, Road Tours, Quarterly Newsletters and online support.

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

Annual Donor Forums and Mini Conference

As mentioned, this event was hosted in Upington in the Northern Cape by Oasis Skills Development Centre from 22-24 November 2022 and attended by 57 NPO leaders from various parts of the province. YoungPeople@Work
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decided to partner with PFF and hosted a youth skills development section involving 65 unemployed youth. We were fortunate to access funding from the King Baudouin Foundation who covered the costs of transport, catering and accommodation.

The following facilitators hosted sessions during the event:

| Facilitator | Topic |
|--------------------|---|
| Frank Julie | Professional fundraising strategies Effective proposal writing |
| Jayson Magooda | How to access government tenders |
| Prof Eric Atmore | Fundraising tips from experience |
| Freda Camphor | Labour legal compliance |
| Arnold Netshambidi | NPO technology solutions |

It was the first time we hosted the event in the Northern Cape with most of the facilitators connecting Ms Teams. Considering the issue of load-shedding, hosting the event was very challenging. But despite that it was a huge success. The director of Oasis Skills Development Centre played a huge role in the success of the event. He single handedly marketed and recruited participants for the event. Arnold Netshambidi subsequently went back in February 2023 to host an in-person workshop at the same venue on NPO technology solutions.

Capacity building workshops

The following workshops were hosted during this period

| Date | Topic | Venue | No. of participants |
|----------------|--|---------------------------------|---------------------|
| 10 May 2022 | How to complete the Lotto funding application | Bishop Lavis library | 16 |
| 6 June 2022 | NPO legal compliance (Salvon Fransman – DSD) Labour legal compliance (Freda Camphor – DEL) Effective governance (Frank Julie) How to access government tenders (Jayson Magooda) | Parow library | 43 |
| 21 June 2022 | Fundraising strategies for NPOs (Frank Julie) | Mitchells Plain | 46 |
| 28 June 2022 | Fundraising strategies for NPOs (Frank Julie) | Masakhane library / Khayelitsha | 62 |
| 21 July 2022 | Proposal writing (Frank Julie) | Mitchells Plain | 42 |
| 17-18 Aug 2022 | Fundraising strategies for NPO (Frank Julie) Donations-in-Kind (Carol Bruton) Building donor relations (Alison Alexander) | Parow library | 26 |
| 31 Aug 2022 | Proposal writing (Frank Julie) | Where Rainbows Meet | 30 |

| | | | |
|------------------|--|---------------------------------|----|
| 1 Sept 2022 | Proposal writing (Frank Julie) | Masakhane library / Khayelitsha | 70 |
| 24 February 2023 | How to mobilise individual income (Frank Julie) + NPO technology solutions (Di RuthenBerg) | Masakhane library / Khayelitsha | 43 |

Road tours

Two road tours were undertaken namely in February and July 2022 to rural towns in the Western-, Northern and Southern Cape. Workshops were hosted in Touwsriver, Nelspoort, Kimberley, Upington and George. Books on professional fundraising were donated to libraries in Grabouw, Caledon, Riviersonderend, Riversdal, Heidelberg, Albertinia, Mossel Bay, George, Ritchie, Keimoes, Upington, Beaufort West, Nelspoort and Victoria West.

A sample of the NPOs who benefited from our various workshops:

| | | | |
|-------------------------------|-----------------------------------|---|------------------------------|
| Bird NC | REPRI | We Care Foundation | Glory Girls |
| Bambanani | OWL Security | Strong Women | The Vision Aftercare |
| Centre of Goeiemoed | Tidbit Networking | Letsatsi Giving Hope | Soulfood Soup Kitchen |
| Thucula Bantwana | Nourish Educare | Ilutwa Sou[Kitchen | Good Shepherd ECD |
| Eyardine | Happy Faces ECD | Life Community | Come One Come All |
| Kwqcaleni Soup Kitchen | Gracer Educare | Ndlunkulu | Overcome Educare |
| Kuzolunga Soup Kitchen | To God Be the Glory Ministries | Ritspah Youth Ministry | Action Against Hunger |
| Yiza Ekhaya Soup Kitchen | Healing Space | I am Who I Am | Kids Haven Organisation |
| Lelomsa Community Development | 3Fold Life Support | Community Creating Jobs | Delft Social Support Network |
| ICEP | Ubuntu Soup Kitchen | Silulutho Soup Kitchen | Nkanini Soup Kitchen |
| Siyolise Soup Kitchen | Hlumisa Mandela Park Soup Kitchen | Inako 2 Soup Kitchen | Edyardini |
| Mingwenlemihle Soup Kitchen | Africa Jam Youth Outreach | Tsolomzi Community Development Projects | Jam Jam Charity |
| Housing Assembly | SMART | Themban Educare | Let it Happen |
| ACASAI | Catalyst 4 Care | Oasis Skills Development Centre | Bountiful Grace |
| Help My Child Day & Aftercare | Sticky Fingers | | |

List of libraries where the fundraising book is available:

| | | | |
|--------------------|--------------|---------------|---------------|
| Bishop Lavis | Ravensmead | Hanover Park | Parow |
| Valhalla Park | Elsies River | Paarl | Bellville |
| Belhar old and new | Adriaanse | Worcester | George |
| Delft | Bonteheuwel | Citrusdal | Hawston |
| Kraaifontein | Langa | Keimoes | Hermanus |
| Scottsville | Gugulethu | Beaufort West | Nieuwoudville |
| Scottsdene | Strand | Nelspoort | Touwsriver |

| | | | |
|--|---|--|---|
| Westridge Rocklands Portland Strandfontein Khayelitsha / Harare and Site C Heideveld Swellendam Albertinia | Laingsburg Ritchie (near Kimberley) Victoria West Calvinia Malmesbury (Wesbank) Nababees Lentegeur Caledon | Walmer (Port Elizabeth) Parkside EL Johannesburg Diepsloot Upington Paballelo Grabouw Mossel Bay | De Wildt (Northwest) Kuilsvier Ottery Kimberley Lansdowne Surrey Estate Bellville South Riviersonderend Riversdal |
|--|---|--|---|

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 3000 NPOs captured on our database. The database was updated by our admin and a separate database created to accommodate new contacts was increased with new contacts. This database currently stands at about 1200 contacts. Copies of reports are shared by the admin to monitor the outcome of our newsletter. Feedback is also monitored.

Media, marketing and communications

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

- Our various programmes such as the road tours, leadership forums, Donor Forum and Mini Conference.
- Word of mouth (referrals)
- Our electronic newsletter (two were published)
- Website (has been updated by our administrator)
- 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 2 trustee meetings were held virtually.

The following trustees were active during this period:

| Trustee | Position | Terms of office |
|--------------------|--|-----------------|
| Frank Julie | Chairperson | 2009 -2022 |
| Jayson Magooda | Member | 2021-2022 |
| Anthony Masha | Member | 2016- 2022 |
| James Senokwanyane | Treasurer | 2011 – 2022 |
| Shirley De Jongh | Secretary | 2013 – 2022 |
| Peter Hendricks | Was appointed in 2022 – still to be endorsed by the high court | 2022 |

Our audit and narrative report were submitted to the NPO Directorate as per the provisions of the NPO Act. It was sent straight to the head office in Pretoria instead of via the NPO Helpdesk in Cape Town. We received confirmation of receipt.

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 |
| Presenters Sallvon Fransman (Manager, DSD – Western Cape) Prof Eric Atmore (Director, CECD) Freda Camphor Jayson Magooda Arnold Netshambidi Irvin Eksteen Carol Bruton Alison Alexander Di Ruthenberg Mymoena Scholtz Anthea Jacobs Iris Busakwe | Guest presenters at our Donor Forum in Upington and various workshops. | Exposure to a NPO network Bursaries offered to various NPO members to attend workshops and the Donor Forum and Mini Conference |
| 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 |

Online support

This happened mostly via our Facebook page with a current following of 7 700 members. Email updates on funding opportunities were also shared with members. Our board decided to offer free access to online fundraising and NPO management training via WhatsApp when new members now sign up. In partnership with PFF we also launched a campaign to recruit NPO leaders to benefit from our free online training via WhatsApp. Already 40 NPO leaders were signed and their training started as this report is prepared.

We also shared two Zoom recordings with Dutch donors on funding realities in South Africa and a session on individual income with a local branch of the Rotary Club in Hout Bay. A Zoom session discussing the content of the book “Fundraising Strategies for Struggling NPOs” was also hosted with 36 participants.

Feedback from NPO leaders:

Marisha Kannemeyer from Building Better Lives wrote:

"Mr Frank Julie. I truly appreciate and honour you Sir.

You have "wowed" me! Thank you for role you fulfil in the lives of people across the entire globe. May God bless you and anoint your head and feet at all times. You are a remarkable man Frank Julie. And that Father could trust us with a piece of His heart just blow my mind...Yes, that is who you are, a piece of the Father's heart. Not only was the presentation and the way you facilitated the workshop exciting, but the knowledge you imparted. Wow Sir. I have gained a lot Sir. The knowledge about strategic planning! And how to pre-plan your Networking, by Design and Not by Default!"

Irvin Kenneth Eksteen, director of Oasis in Upington wrote:

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"It has become a complete luxury for me, reason being can do it on my own time, even when I am in the car I play the audio voice notes and listen carefully. The overall content as always good, well put together and explained. Love the fact that I can go back and revisit. Taking learning to another level! Thanks Leader"

Dimpho Mbele wrote:

"The training was amazing....I personally learnt a lot and did a lot of introspection yoh. Thank you so much and I can see after this training our NPO will definitely not be the same."

Sabetha Modipane wrote:

"Very informative and relevant! Thank you very much...on day one and already I see that this session/training is going to do our organisation good, out from the Surviving phase into the Thriving."

Funding and finances

We are still in the process of recovering from Covid-19 and the restrictions placed on us to host workshops which is our main source of income. We managed to access funding from the King Baudouin Foundation to cover our costs of the Annual Donor Forum and Mini Conference. Only three participants were able to pay the required fee. No income was therefore generated as expected.

Our main expense is still our monthly admin fee. We have no other real expenses due to our partnership with YoungPeople@Work offering free office space.

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 in many NPOs. Huge thanks also to our partners who are very supportive in the execution of our work.

Thanks

Frank Julie

Chairperson

10 May 2023

Photos of organisational activity



Above: Alison Alexander and Carol Bruton facilitating sessions on donor relations and donations in kind; A workshop in Paarl hosted by DSD where PFF was invited.



Above: The 10th Annual Donor Forum and Mini Conference hosted by Oasis Skills Development Centre



Above: A workshop in Upington during the road tour; A workshop in Mitchells Plain on fundraising; A workshop in Khayelitsha on effective proposal writing.



Above: A workshop in Vrygrond on effective proposal writing; A workshop on fundraising in Touwsriver and George during the road tour



Above: Donations of the book on fundraising by Frank Julie shared with various libraries in Upington, East London and Touwsriver. More than 40 libraries received books.



Above: A workshop on how to complete the Lotto funding application; DSD facilitating a workshop on legal compliance and a session on fundraising hosted by DSD in Mitchells Plain.