



Vision 2016

Value



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Introduction by the chairman



Welcome to the vision of Rhiza Babuyile for 2016. As in previous years, *Developing lives is (still) our DNA!* At Rhiza Babuyile we're passionate about developing the lives of our beneficiaries, who all live in the township communities of Johannesburg, Cape Town and Welkom.

A big part of our vision for 2016 is our focus for the year. This year we focus on **Value**. We interpret the importance of value in the following ways:

1. **Value our beneficiaries:** our work is focused on ensuring a positive future for our beneficiaries. As an organisation, we need to value our beneficiaries, and at all times treat them as valuable.
2. **Create value within our projects:** we're a non-profit making organisation, the focus of our work is on developing the township communities of South Africa. In order to truly develop our communities however we need to create value within our projects. By doing so we not only develop lives, but also, with immediate effect, ensure economic growth within the communities.
3. **Value our partners and sponsors:** the contributions of our partners and sponsors are critical for the start and even the continuation of our projects.

We believe that non-profit organisations should become more like social enterprises. Organisations that creates income through its projects, whilst making a lasting contribution in the communities. By doing so non-profit organisations become less reliable on sponsor related funding and become more self-sustaining. Our approach to overcome some of the social challenges in South Africa is based on holistic community development including:

1. Healthcare related to the communities biggest health challenges.
2. Education focused on pre-, primary- and secondary education.
3. Skills Development related to relevant skills that increase the job prospect of youth.
4. Enterprise and supply chain development focused on SMMEs in township communities and focused on the gaps within the supply chains of larger corporates.

As we take you through the vision of Rhiza Babuyile for the year 2016 we hope you become inspired of what we do in Diepsloot, Orange Farm, Thabong and Fisantekraal, but that it doesn't stop there. We hope that you start thinking about what you can do in order to eradicate extreme poverty in townships and then put that into action!

We are sure you will enjoy reading through our vision,

With kind regards,

Alef Meulenberg

Chairman

Rush Morake

Corporate Operation Officer



Mission and Vision

Mission

Building strong communities!

Every person deserves a chance to a self-sustainable and solid existence

The projects that are initiated by Rhiza Babuyile are firstly focused on the primary needs of people, like education and healthcare. This is the first part of building strong communities in our communities. After this we start projects related to training and enterprise development in order to truly develop people and grow the local economy within the townships.

This way everyone in the townships get access to education and healthcare and the negative consequences of poverty slowly disappear.

Vision

Eradicate extreme poverty!

Discrimination and poverty are an injustice. We can be the first generation who live in a world without extreme poverty.

In our South African townships people are still daily confronted with poverty and the social consequences of poverty. The average income within our project areas is often still less than \$1 per day. Poverty is correlated to alcoholism and other substance abuse, teenage pregnancies, crime, the quality of education and access to healthcare facilities.



Photo: children in Diepsloot play with whatever they can find on the street.

Rhiza Babuyile's Goals



The ultimate goal of Rhiza Babuyile is to ensure that the people from the townships become self-sustaining. This is important to that because only then people can realise the dreams and goals in their lives. Our aim is that people will not only be free on paper, but that they also become economically free and therefore make their own choices about their own lives and the lives of their loved ones. We holistically develop township communities in Johannesburg, Welkom and Cape Town.

Short term goals

Our aim for 2016 is to intensify our activities in Diepsloot, Orange Farm, Thabong and Fisantekraal. We have set the following goals for 2016:

1. To start a Medical Clinic in the townships of Thabong and Orange Farm.
2. To start our own Fashion Label in South Africa and the Netherlands.
3. To open our second business hub in Orange Farm, called Buzz@Orange Farm.
4. Start a skills development programme in Fisantekraal.
5. Start a primary- and high school programme in Fisantekraal.
6. Refurbish five preschools in Diepsloot and Orange Farm.
7. To help at least 20.000 people in South Africa.

Goals 2016-2020

Our goals for the period 2016-2020 are:

1. To help at least 35.000 people in the townships of Cape Town, Johannesburg and Welkom.
2. To develop 5 townships in Johannesburg, 2 in Cape Town and 1 in Welkom.

Long term goals (2030)

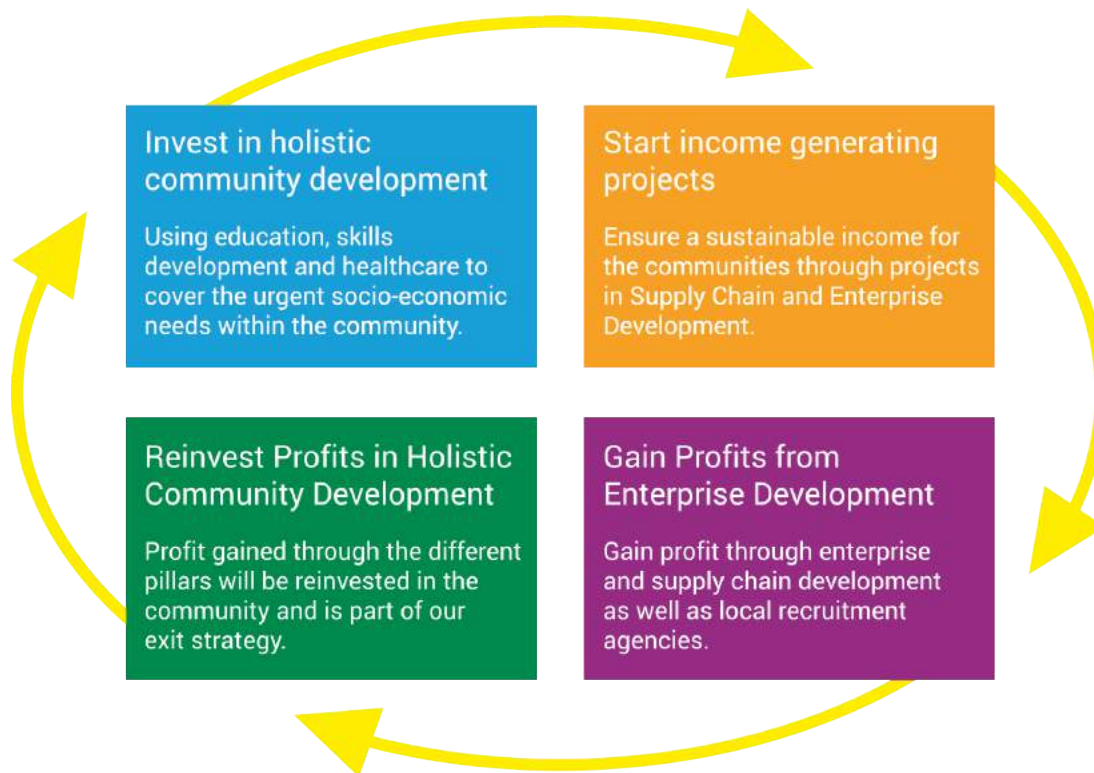
1. To be one of the ten largest NGOs in South Africa
2. To develop 7 townships in Gauteng, 3 in the Western Cape, 2 in the Free State and 1 in the Eastern Cape.
3. In 2030 we help over 100.000 people per annum by giving them access to the economy, providing quality education and through access to healthcare.

Every year we work towards having more impact in our communities. This year our focus is on effectively measuring our impact through social indicators and compare these indicators with the results of our projects.

How we work



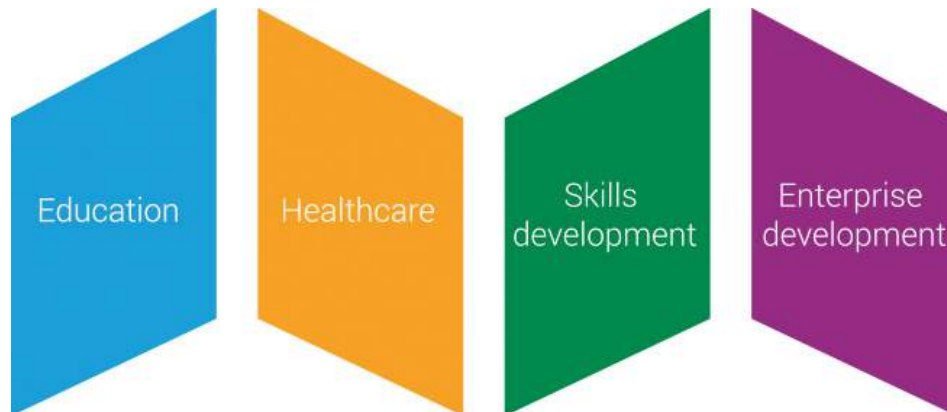
Our proven method is based on the Rhiza Babuyile Cycle which was designed to ensure holistic, sustainable, community based development. The Rhiza Cycle indicates precisely how we normally work within our communities. It also clearly indicates our exit strategy, meaning the way we are ensuring self-sustainability of our communities and beneficiaries.



Our business cycle starts with an investment of Rhiza Babuyile in a historically disadvantaged community. So far we have only invested in township communities with the aim to develop the communities and the people. We initiate a project by building a relationship with the community, the community leaders and the projected beneficiaries. Our first projects in a community are related to direct needs of the community and are often either educational or health focused. When these projects are completed we will start projects that promote the employability and entrepreneurial spirit of our beneficiaries. These projects will generate an income for both the beneficiaries and the organisation. The profit that we make through these projects will be reinvested into the projects.

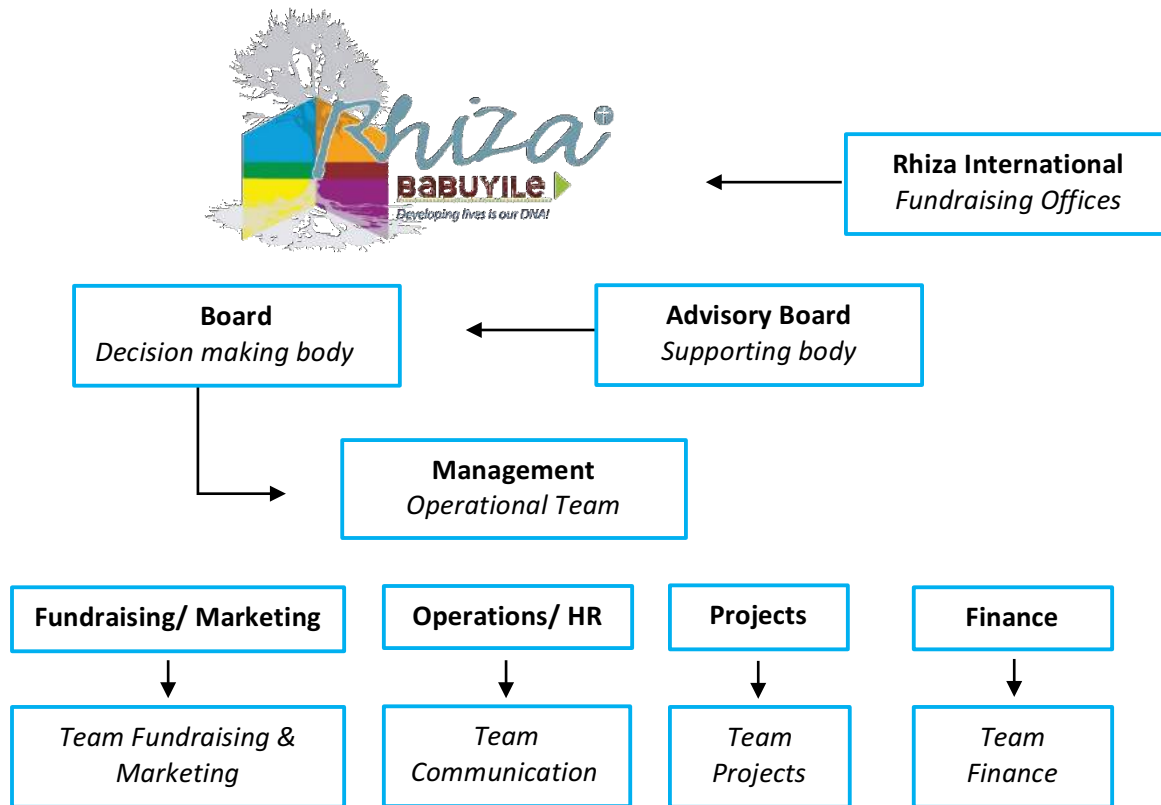
This way we build strong and sustainable communities where more people have a reliable income and can therefore pay for their education and health related needs. By reinvesting the profits we make through the enterprise development projects, we also make our own projects self-sustainable, meaning that we won't solely rely on external funding.

Within each community we start projects related to the following fields:



1. Education: our efforts regarding education are focused on pre- primary- and high school education. In Diepsloot & Orange Farm we focus on preschool education, in Fisantekraal we focus more on improving local primary- high school government schools. Our educational efforts are often focused on intensive training combined with refurbishments of facilities.
2. Healthcare: within the healthcare sector we particularly focus on primary health care clinics and always add a solution to a local urgent healthcare related problem. In Diepsloot we focus on primary health- and dental care, in Thabong we focus on primary healthcare and TB & HIV screening and treatment.
3. Skills Development: the result of our skills development efforts must always be improved chances to find permanent employment for unemployed youth. We therefore focus on skills that are relevant and give our beneficiaries a good opportunity to find permanent employment. These skills are IT hardware & software, Fashion & Design, financial administration, career readiness, call centre etiquette and New Venture Creation.
4. Enterprise Development: our enterprise development efforts revolve around the incubation and development of small businesses within township communities. This has resulted in the start of our business hub in Diepsloot and in several microcredits for starting SMMEs. In 2016 we're adding business hubs in Orange Farm and Thabong, we will also provide employment opportunities to our beneficiaries within the following business units:
 - a. Fashion Label: we provide township designers with the opportunity to create their own collection as part of our fashion label. We will sell our label in local shopping malls in Cape Town and Johannesburg and will have a pop-up store in Amsterdam.
 - b. Recruitment agency: within the business hub in Diepsloot we have started a recruitment agency for unemployed youth who are not entrepreneurial inclined.
 - c. Call centre: in Buzz@OrangeFarm we are starting a call centre for unemployed youth, in order to get work experience in the field. This will help them to get access to employment at larger local and international companies.

Organisation



Rhiza Babuyile is a Section 21 company, a Public Benefit Organisation (PBO)/ Section 18 a, Nonprofit Organisation and a Community Trust. The organisation is governed by a board existing of three board members. The board is advised by an Advisory Board existing of five specialists in healthcare, finance, marketing, business development and non-profits.

The organisation is partially funded by Rhiza International from it's our offices in the Netherlands and the United States.

Rhiza Babuyile currently has 21 full-time staff members, this number will grow to 30-50 in 2016. We currently only have three staff members working in the office, the rest of the team works at the projects. As a non-profit organisation we are fully transparent by having our annual report, company profile and vision readily available for all stakeholders. For financial due diligence our books are done by Thaminisi Consulting and are checked for correctness by an external auditor.

Projects



Diepsloot

1. **Education:** within Diepsloot Township we have trained the staff and principle of the Malesa Preschool. In 2016 we are refurbishing the Malesa Preschool and start a three month SETA accredited preschool course for principles of day-care centres, crèches and preschools in Diepsloot.
2. **Healthcare:** in Diepsloot we're currently running the Mobile Health Clinic focused on primary health- and dental care. Within this facility we treat between 500-1000 patients per month, our patients are mainly babies, children and their mothers.
3. **Skills Development:** our skills development project in Diepsloot is called Project Hope and is focused on IT, Career Readiness, Small Business Development and Fashion & Design. After the unemployed youth are finished with the course we either try to find employment for them through our recruitment agency or help them to start a business through our business hub.
4. **Enterprise Development:** our enterprise development project in Diepsloot is called the JOZi Business Hub. Within the JOZi Business hub we provide office space to local SMMEs, we incubate new SMMEs and help unemployed youth to get access to the world of work.

Orange Farm

1. **Education:** our efforts in Orange Farm regarding education are focused on preschool education. In 2016 the focus will stay on preschool education. We will continue to train the staff of local preschools and do refurbishments for preschools in need of an upgrade regarding their facilities.
2. **Healthcare:** it is our goal to start a mobile or park-home clinic in Orange Farm during the year 2016-2017. This clinic will focus on primary- and maternal care.
3. **Skills Development:** the skills development project in combination with our enterprise development project is critical for the development of unemployed youth living in the township. Because Orange Farm is not near to any major business hub, it is particularly hard for youth to find access to work.
4. **Enterprise Development:** as mentioned earlier, youth unemployment is a major problem in Orange Farm. The Buzz@OrangeFarm Hub is a business hub, incubator, office space and call centre. The aim of the Buzz@OrangeFarm is to promote entrepreneurship in the township and therefor ensure sustainability for our beneficiaries and the community at large.

The call centre will be a place where youth can receive learner ships and prepare the youth for permanent employment at corporates.



Photo: this is the first time that this little girl is going to the dentist within the Rhiza Mobile Clinic. As you can see that is exciting and a little scary at the same time.

Fisantekraal

1. **Education:** so far in Fisantekraal we have focused solely on education. We work with local organisations and our projects are primarily on pre- primary and secondary education. Our primary- and secondary education initiatives are in collaboration with Won Life and the local government schools.
2. **Healthcare:** the government is running a clinic in Fisantekraal that takes away the immediate need for a healthcare related project.
3. **Skills Development:** youth unemployment is a huge problem in Fisantekraal, we are in the process of building a skills development centre in Fisantekraal to upskill the local unemployed youth.
4. **Enterprise Development:** part of the skills development centre will be a business hub and incubator where we help people to establish their own small businesses. We will combine the hub with a local recruitment agency.

Thabong

1. **Education:** we currently haven't started any projects focused on education. In the year 2016 we won't be implementing projects yet within education.
2. **Healthcare:** our first project in Thabong is a park home based clinic including a primary healthcare and TB, and HIV/AIDS related clinic. There are not enough clinics in the Free State and the Department of Health is currently running an old and insufficient mobile clinic in Thabong.
3. **Skills Development:** we are currently not implementing any projects related to skills development yet in the township of Thabong. We will not a project within skills development in 2016.
4. **Enterprise Development:** In Thabong we will start a business hub in collaboration with our local partner. This business hub will be mainly focused on innovation within South Africa's biggest economic sectors.

Our target for 2016 is to help a minimum of 23.000 beneficiaries.



Photo: Secretary of Economic Affairs of the Netherlands Mr. Martijn van Dam came to visit our business hub in November 2015 as part of the South African trade mission of Prime Minister of the Netherlands Mr. Mark Rutte.

Communication & Marketing



Social Media and website

Our footprint on internet regarding our website and social media is growing. Our goal regarding traffic on our site for 2016 is to have a minimum of 100 visitors daily (www.rhizababuyile.org.za).

Regarding social media our goals for 2016 are as follows:

1. Facebook: our goal regarding likes on Facebook for 2016 is to have over 2.000 likes.
2. Twitter: our goal regarding followers on Twitter for 2016 is to have over 1.000 followers.

Written Media

We currently focus on approaching the media when we launch a project. This year we want to have at least one article in a national newspaper regarding our efforts in the townships and the launches of our new business hub and the clinics in Orange Farm and Thabong.

TV & radio

Regarding TV and radio we aim to have at least one interview on national radio and on a national TV channel.

Advertising

We will start with an advertisement campaign around Diepsloot and Orange Farm regarding our projects and the impact of our projects. This is to create awareness around community development and in order to become a well-known name in our communities and Johannesburg at large.



Photo: Banele is from Fine Town, close to Orange Farm and attends our Rivoningo Preschool!

Fundraising



Trust Funds

Part of our International funding comes from (sometimes anonymous) trust funds. These funds have helped to realize the Mobile Clinic in Diepsloot and Project Hope in Johannesburg. In 2016 International Trust Funds co-fund the refurbishment of the Malesa Preschool and the clinic in Thabong. Our goal is to Raise a minimum of R1 500 000 in 2016 through Trust Funds.

Corporate Social Investment (Large Companies)/ B-BBEE

Rhiza Babuyile is sponsored by a number of big companies such as Experian, Philips, Telkom and the IDC. In 2016 our goal is to raise a minimum of R5 500 000 through CSI departments of large companies. As we're Level 1 B-BBEE and have 100% SED recognition we will raise most of our CSI funding through our B-BBEE strategy.

SMEs

Many SMEs support Rhiza financially or through offering their products/ services pro-bono. This can happen either through the NGO or through the Trust. SMEs can donate a percentage of their company shares to the Trust in order to get ownership points for B-BBEE purposes. Our goal is to raise a minimum of R1 500 000 in 2016 through Trust Funds.

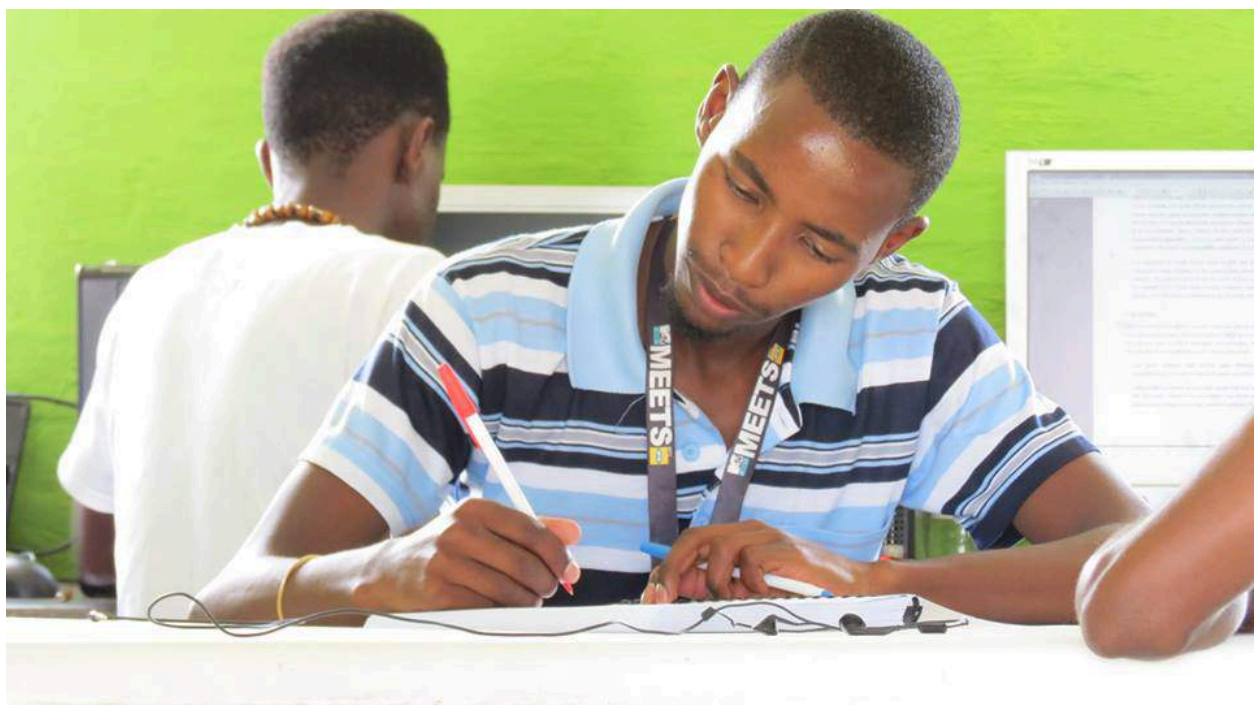


Photo: Adolf Dire has finished the IT End-User Computing through Rhiza Babuyile in May 2015. From March 2016 he will be working at Rhiza Babuyile as an IT Facilitator.



Events

We are going to host a charity dinner during the year 2016. The goal of the charity dinner is to raise at least R300 000 for our projects in Diepsloot.

Crowdfunding

We will start a crowdfunding campaign in 2016 for our projects in Orange Farm. Our goal is to raise R200.000 through this campaign.

Sponsor a Child/ Student/ Entrepreneur Program

We seek sponsorships of individuals for children, students and entrepreneurs within our projects. These sponsorships must add up to a minimum of R300 000 per year.

Government Partnerships

We get supported by the Department of Health in Gauteng and the Free State and are in the process of setting up agreements with several other government departments. The goal for 2016 is to raise R1 500 000 through partnerships with local government departments.

Project Income

Our projects, especially our Enterprise Development projects, are focused on sustainability and create an income for the organisation. In total we aim to raise at least R1 200 000 in 2016 through our projects.



Photo: the JOZi Business Hub in South Africa was the first project of Rhiza Babuyile that was for 100% supported by South African companies.

B-BBEE



Rhiza Babuyile supports 100% historically disadvantaged beneficiaries.

Through our project our focus is on:

- 100% historically disadvantaged beneficiaries;
- 95% children and youth between 0-35 years old;
- HIV/AIDS affected and infected children and adults;
- Disabled children and youth between 0-35 years old;
- Unemployed and unskilled township-based youth focused;
- Early Child Development centres – teacher training and refurbishment of the facilities;
- School kids- refurbishment of schools within Johannesburg and Cape Town;
- Primary healthcare through a Mobile Clinic;
- Skills development (e.g. sewing, IT hardware) for youth between 18-35 years old;

This year our B-BBEE SED recognition was certified at 100% so that donors can claim 100% of their donations towards their SED rating. We are rated as a Level 1 B-BBEE organisation.

Rhiza Babuyile is 80% black owned, the Babuyile Community Development Trust (BCDT) is 100% black owned. For B-BBEE ownership points we encourage companies to donate shares to BCDT.

Regarding your companies B-BBEE compliance we aim to always optimise your benefits by tailoring our solution to your company's corporate needs.



Photo: our Mother & Child unit serves pregnant women from the townships as well as their children with primary healthcare solutions.

Conclusion



Rhiza Babuyile has celebrated its ten year anniversary as a non-profit organisation in South Africa. We've experienced tremendous growth over the last three years and aim to grow even further in 2016.

We have built a good reputation in the communities and with our sponsors and aim to help a minimum of 25.000 people in 2016 through healthcare, skills development, enterprise development and education.

The goal for 2016 is to extend our social solution in Diepsloot and Orange Farm and to extend our reach to Thabong in the Free State and Fisantekraal in Cape Town.

As a non-profit and social development organisation we are excited and passionate about developing the lives of our beneficiaries. As a board we look forward to the year 2016 as we the lives of many historically disadvantaged individuals changed significantly. Through the development of individuals we built strong township communities.

Our keyword for development however is sustainability, we are so passionate about what we do, because it eventually makes people self-sustaining. The best compliment we can receive from our beneficiaries is when they say "we don't need your help anymore".

Through holistic community development we believe that with the help of all our partners and sponsors we can make a contribution to the eradication of extreme poverty in South Africa and give people financial freedom as well as freedom from socio-economic challenges.

Rhiza Babuyile: **Developing Lives is Our DNA**

Rhiza Babuyile: Contact



Babuyile Community Development (Trading as Rhiza Babuyile)

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Web:	www.rhizababuyile.org.za
Email:	rush@rhizababuyile.org.za
Contact Person:	Rush Morake, Operations
Auditor:	Abed Tau
Accountant:	Abed Tau

Bank Account Details

Bank:	First National Bank (FNB)
Account Name:	Babuyile Community Development
Account number:	62131457170
Account Type:	Cheque
Branch:	Parktown
Branch code:	250455



Babuyile Community Development Trust

Trust reg. number: IT20163/2014

PBO/ Section 18A: PBO 930047236

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Contact person: Rush Morake, *Director*

Tel: +27 82 781 3401

Email: rush@babuyile.com

Bank Account Details

Bank: First National Bank (FNB)

Account Name: Babuyile Community Development Trust

Account number: 62470439623

Account Type: Cheque

Branch: Morningview

Branch code: 210252