



Rhiza Babuyile

Profile 2018

Rhiza Babuyile

Registration number: 2005/028485/08

Registered as: Babuyile Community Development

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1. Organisation

Rhiza Babuyile is a Section 21, registered non-profit organisation registered with the Department of Social Development and a Section 18a/ Public Benefit Organisation with SARS.

Our motto describes our organisation well: “Developing Lives is our DNA!”

Rhiza Babuyile was founded in 2005 under the name Babuyile Community Development. Initially Rhiza Babuyile focused on skills and enterprise development for former inmates.

The name Rhiza is a Greek name which means “roots”; Babuyile is a Zulu name meaning “They have come back.” We are an organisation that up skills entrepreneurs and young people so that they can go back to their communities, employ other young people and sustain their communities.

We develop township communities through holistic community development which includes programmes related to healthcare, skills development, enterprise development and education.

Between 2013 and 2016 we’ve implemented projects in Alexandra, Fisantekraal, Diepsloot and Orange Farm. Our focus communities from 2016 onwards are Diepsloot and Orange Farm in Johannesburg, Thabong in Welkom and Fisantekraal in Cape Town.

Some of our signature projects are our Mobile Clinic and JOZi Business Hub in Diepsloot and our Fashion & Design skills development project in Orange Farm.

Our main aim is to eradicate extreme poverty, close the gap of inequality and develop historically disadvantaged people to become sustainable within 5-10 years.



2. Our programmes

Education

Our educational programme is primarily focused on Early Childhood Development Centres (ECDs). The reason we choose ECDs is because the education within township based ECDs is highly informal, which effectively means that children in townships often only receive formal education from age seven. As soon as they enter primary school they are behind in their development.

Our solution for this problem is the adoption of township based preschools. The process of adopting a school starts with a period of training. Our educational manager trains the principal and teachers of the school for a period of 3-6 months. Within this time we implement an accredited preschool curriculum and start rebuilding the facilities of the school in such a way, that the facilities are compliant with legislation from the Department of Social Development. After two years the school must be able to receive a grant from the department and therefore function independent of our support.



Photo: Angel Academy preschool in Diepsloot after it was refurbished.

When it comes to education we currently have the following projects:

1. Malesa Preschool in Diepsloot.
2. Rivoningo Preschool in Finetown.
3. Sinekhaya Preschool in Diepsloot.
4. Sweet Combo Preschool in Diepsloot
5. Nomzamo Preschool in Alexandra.
6. Twinkle Little Star Preschool in Fisantekraal.
7. Angel Academy Preschool in Diepsloot.
8. An ECD practical training academy for principals and teachers of preschools in Diepsloot.
9. A bursary fund for university students.

Skills Development

Our Skills development programme is focused on unemployed youth. Youth are in this case historically disadvantaged individuals between 18-35 years old. We focus on skills development for youth because of the extremely high unemployment rates in township communities. Youth often don't have access to tertiary education institutions and are sitting at home without work. By providing relevant skills we aim to give them a better chance to get a solid job. We've started our skills development course in 2014 and since then have trained youth in IT – End User Computing and Fashion & Design. An interesting note to make here is that all our skills development

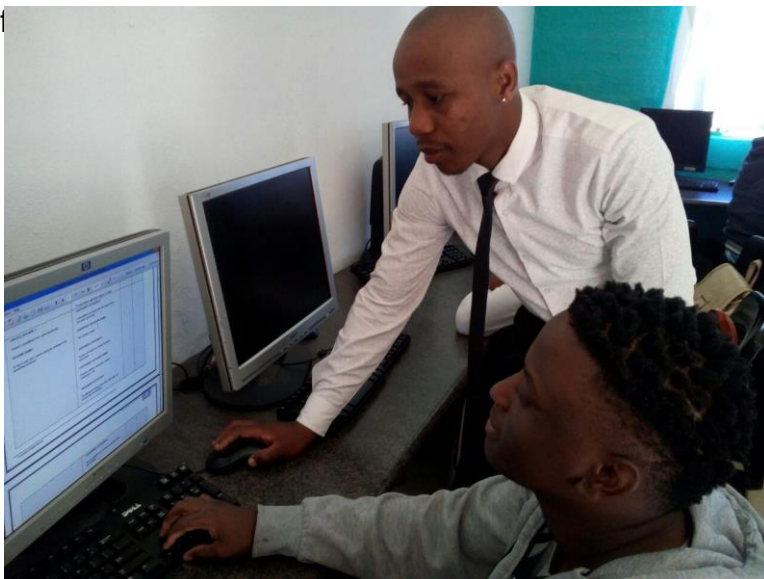


Photo: an I.T Facilitator assisting a student in class.

Our Skills Development Programs in 2018:

1. In Orange Farm we are providing youth with End User Computing, Business Administration, Call Centre and Fashion and Design Training
2. In Diepsloot we train youth in Business Administration, End User Computing and Preschool Facilitator.
3. In Ligtenburg we have a hard-skills centre where we train youth in Working on Heights, Welding, Grinding, Fitting and Turning as well as End User Computing and Business Administration.
4. We have provided learnerships to 100 young people in Orange Farm and Diepsloot, where we currently run our programmes and will be providing more this year.
5. Ten young people in Orange Farm were given jobs in the fashion department. These young people are given an opportunity to put theory into practice as they are previous Fashion & Design students.

Healthcare

Our healthcare programme is focused on primary community based healthcare with special emphasis on Mother & Child, Dental, TB, HIV/AIDS and community healthcare workers depending on the project area.

The reason for Primary Healthcare is that within township communities local government clinics are often highly overcrowded, because they see both patients in Primary and Secondary care. We want to assist local government clinics by preventing diseases, treating primary care patients and diagnosing some critical diseases.

Our first healthcare related project was the Mobile Clinic in Diepsloot. Each clinic can see approximately 1.500 patients per month, meaning it can see 18.000 patients per year. Meaning that in healthcare we see approximately 72.000 patients per annum.





Photo: our dental nurse giving oral health education to children from one disadvantaged preschool who came to visit our Mobile Clinic.

Our current healthcare related projects:

1. In the township of Hani Park next to Welkom we have a semi-fixed clinic focused on primary healthcare, Mother & Child and TB.
2. A Mobile Clinic serves the community of Diepsloot with Primary Healthcare and Dental Care.
3. A Community Life Centre (CLC) that serves the community of Diepsloot with primary healthcare.
4. A Mobile Clinic that serves the community of Orange Farm with Primary Healthcare.

Enterprise Development

Our enterprise and supplier development strategy is focused around the promotion of entrepreneurship in the township. Unemployment is a massive problem in our townships and although we aim to get youth into jobs, the reality is that there are not enough jobs out there for everyone. We aim to create income for our beneficiaries by promoting entrepreneurship.

We do this by starting business hubs in township communities, these business hubs have an incubator and open workspaces. Through the incubator we help unemployed people from the townships to start their own business and the open workspaces provide office space for township entrepreneurs.

Our first business hub was launched on November 13, 2015 and is called the JOZi Business Hub. Besides the business hubs we focus a township based fashion brand and recruitment agency. Our township fashion brand produces among other clients for Woolworths and our recruitment agency places interns at among others Discovery and Spar. We also aim to develop entrepreneurs who can become suppliers to our corporate partners such as IDC, Philips, Absa, Experian, Discovery, Nozala, Woolworths, Spar and Powerratings.



Photo: winners of the R12 500.00 seed capital and our sponsors at the Buzz 4 Eve Female Entrepreneurship Programme launch.

Enterprise and Supplier Development 2018

1. Our business hub in Orange Farm hosts approximately 30 local entrepreneurs who own local SMMEs. These SMMEs have access to training, business support, computers, printing, phone, internet, office facilities and micro funding.

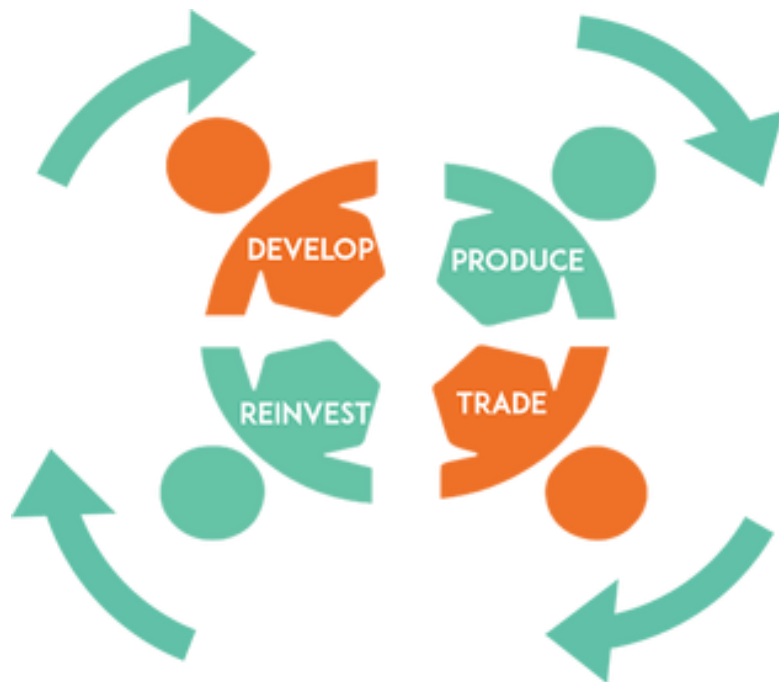


2. Our business hub in Diepsloot currently hosts approximately 50 local entrepreneurs who own local SMMEs. The services offered at this hub are similar to the hub in Orange Farm.
3. The second hub in Orange Farm is sponsored by Discovery. We develop local entrepreneurs so that they can become suppliers to Discovery.
4. A Female Entrepreneurship Programme, Buzz 4 Eve was launched to train and inspire women in townships to pursue entrepreneurship. Female entrepreneurs who attend the events get to pitch their business ideas and stand a chance to win R 12 500.00 seed capital to boost their businesses.
5. Another entrepreneurship programme called Orange Corners, initiated by the Dutch Embassy also trains and develops entrepreneurs.
6. Tsoga! is our latest programme for entrepreneurs combining human rights, gender based violence and entrepreneurship, to ensure young women are less vulnerable to gender based violence.
7. Our clothing factory in Orange Farm produces for Garden Morris and Woolworths.
8. Our recruitment agency recruits learners for companies such as Discovery and Spar.



Photo: our entrepreneurs at the Orange Farm business hub getting ready to serve the guests with their well prepared food.

3. Our strategy



Our strategy is best visualised by our **Rhiza Babuyille Cycle** which exists of four elements, being develop, produce, reinvest and trade. Our initial involvement in each project area is purely focused on the **development** of this particular community. We develop the community by implementing educational and healthcare related projects. These projects are an answer to direct needs within the community. When our beneficiaries have access to quality education and healthcare we aim to give them access to the economy through **production** or **employment**.

Crucial aspects of production are relevant training and enterprise & supplier development (ESD). Within 12 months after the initiation of the production our beneficiaries within our ESD will start **trading**. This should directly lead to a solid income for our beneficiaries, which makes them self-sustaining. The last part of our cycle is the part that makes it sustainable.

The beneficiaries through their businesses or jobs now have a solid income and can pay for services as healthcare, training and education. This is how they then **reinvest** in their own community.

Our Beliefs

These are our founding thoughts that inspire and guide everything we do.

We believe:

- In **developing** historically disadvantaged communities, in particular township communities through a holistic community development model that includes education, skills development, enterprise development and healthcare.
- In being **pioneers** as we're already fully implementing this within our projects. Within this model, the request for our efforts come from within the **community**, this prevents us from starting or running projects, without there being an actual **need** for such a project. The goal is to ensure **sustainability** of our project areas and in particular our beneficiaries. The biggest complement we can receive is when our beneficiaries tell us that they don't need our services anymore.
- In treating our **beneficiaries** as **equals**. We value their insight, concerns and comments and try to implement these within our projects to ensure excellence of our projects. This however also comes with responsibilities. Our beneficiaries are partly responsible for their own development, we provide them with a platform in which they can thrive, then the responsibility is theirs to utilize the opportunities that are laid out for them.
- **That nothing is for "mahala" (for free)**. Rhiza Babuyile is not a charity. We are not about giving a handout and don't believe in giving people a fish but rather to teach them how to catch the fish in order to be **independent** and work for themselves. Our goal is for our communities to become sustainable within 5-10 years.
- In serving our communities with **love** and **passion**. Our love for people has moved us from working for corporate companies to working for a non-profit organisation that is determined to uplift communities.
- That NGOs must work more and more as **social enterprises**, where both the longevity of the organisation and its projects should be partially funded through income generated through the projects.



4. Our personality traits

Excellence – our organisation works tirelessly to offer outstanding services of good quality. We believe in being the best in what we do and ensure that we work hard to produce greatness in our communities.

Trustworthy – in everything we do, we do it with honesty to build long lasting and strong relationships with our stakeholders. We have communities relying on us and we ensure that we are consistent.

Transparent - our work is easily seen by the organisations we serve and the communities at large. We grow with them from the foundation stage until they are independent.

Passionate – we are passionate with people and seeing them doing great things for themselves and communities. This is the reason we put 100% of ourselves in everything we do. We are committed to seeing developments in our communities.

Innovative – our work is original and has proven to be unique. We are an organisation of team members who are ready to introduce new ideas and thinking out of the box to do more in our township communities.

Ambitious – in what we do we are determined to succeed. Our love and passion for developing our communities is pushing us to satisfy high aspirations and to achieve that which we put our mind in.

Confident - as an organisation we are confident in our work and we are sure that what we put our mind into will surely happen. We are confident that our mission will be accomplished.

5. B-BBEE

Rhiza Babuyile supports 100% black beneficiaries.

Through our projects we support:

- 100% black beneficiaries;
- 90% 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;
- 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;
- Enterprise & Supplier Development through small business incubation, support and procurement.



Photo: our dental nurse cleans the teeth of this little girl, who has never been to the dentist before.

This year our B-BBEE SED recognition was certified at 100% so that donors can claim 100% of their donations towards their SED rating. Rhiza Babuyile is over 67% 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. For enterprise and skills development purposes Rhiza Babuyile opened a 100% black owned company called Township Fleva. We assist businesses with skills training of staff and unemployed youth.

From a procurement perspective, working with Township Fleva will already assist with some of a company procurement spending. However, through our business hubs we have over one hundred black owned businesses that can become a supplier and effectively improve one's procurement. Regarding your companies B-BBEE strategy and compliance, we aim to always optimise your benefits by tailoring our solution to your company's corporate needs.

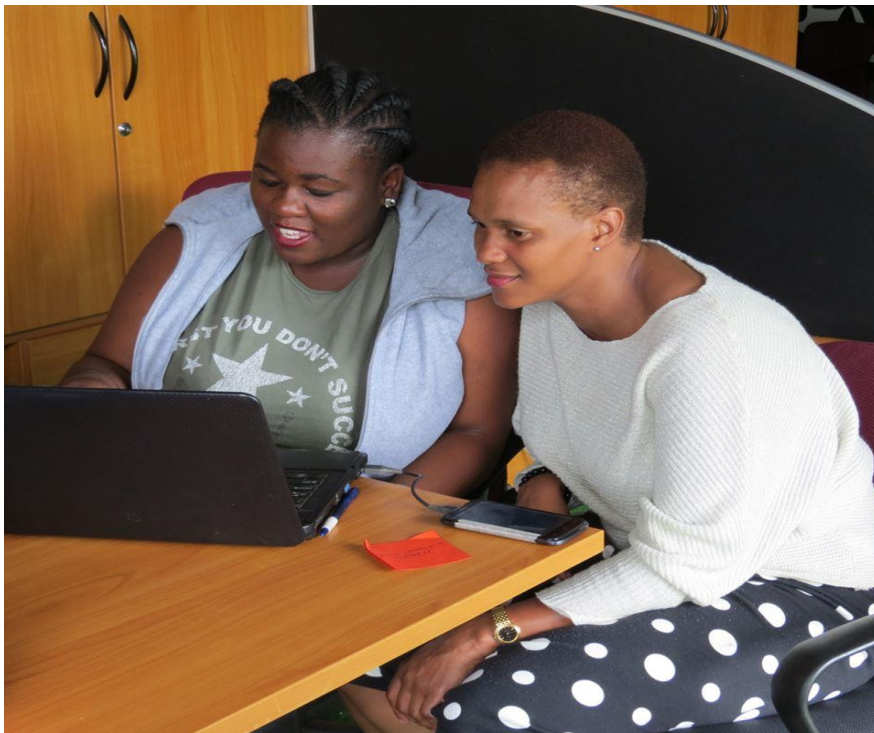


Photo: young aspiring entrepreneurs are helped to start their own businesses within the business hub.

6. Partners and Sponsors

Rhiza Babuyile is a vehicle for people who through their personal or business capacity want to partner with a professional, transparent and compassionate organisation. Through this partnership we can alleviate poverty in township communities and therefore reduce the social consequences of poverty. Rhiza Babuyile partners with local and international organisations that aim to uplift the township communities of Johannesburg (Gauteng) and Cape Town (Western Cape).

Main Sponsors & Partners



7. Finances

Management of Funds

Rhiza Babuyile adheres to strict financial management procedures. Integrity, transparency and excellence are key elements with regards to how we handle our funds. Our registered chartered accountants are Thaminisi Consulting. Our financial accounts are externally audited.

The salaries of our staff members are sponsored by Nozala Trust, Rhiza International, Township Fleva & Matador Conveyor Belting to ensure that 100% of all other donations can be invested in our three main programmes Early Childhood Development, and Youth Development, and Primary Healthcare accessibility.

Application of Funds

All funds that are donated to specific programmes through Rhiza Babuyile are allocated to that programme. We monitor our three programmes so as to apprise sponsors and donors of the financial status on how the funds were utilized. Annually the allocation of all funds and the performance of each programme is reviewed and presented to the board of directors.

All non-allocated funds that have been donated are allocated at the discretion of Rhiza Babuyile after careful assessments and evaluations have been made to determine the most suitable programme for these fun.



8. Governance

Rhiza Babuyile is a Non Profit Company (NPC), a Non-Profit Organisation (NPO) and a Section 18a Public Benefit Organisation (PBO) and therefore has a board of directors who are also members of the company. The directors set the strategy for the organisation and approve allocation of funds towards projects in order to pursue the strategy. Our management exists solely of local people who know the communities and are able therefore able to relate to both our beneficiaries and project partners.

Board of Directors

Name	Position	Gender	Race
Tidimalo Ngakane	Secretary	Female	Black African
Alef Meulenberg	Chairperson	Male	White
Babalo Xozwa	Treasurer	Male	Black African
Tebogo Sehume	Board Member	Female	Black African
Abed Tau	Board Member	Male	Black African

Management Team

Name	Position	Gender	Race
Rush Morake	CEO	Male	Black African
Moses Kamau	Manager SD	Male	Black African
Thandi Mgcina	Manager Health	Female	Black African
Hilda Mogashoa	Manager Education	Female	Black African
Sekga Lethiba	Manager ESD	Female	Black African
Mmabatho Makotanyane	Manager Communications	Female	Black African
Masego Lebotse	HR Manager	Female	Black African
Lucy Kamau	Manager Township Fleva	Female	Black African

Meet the team

Developing lives is in our team's DNA! Rhiza Babuyile has recruited a number of motivated, experienced, transparent, trustworthy and qualified staff members who form our management team.

Alef Meulenberg, Chairman



Alef is the founder and chairman of Rhiza International and the chairman of Rhiza Babuyile. Alef holds a BA in Commercial Economics through the University of Amsterdam, which he completed at age 19, and is currently studying so that he can complete his doctorate by 2020. Alef is passionate about developing people through education and skills development.

As a former professional athlete he places great emphasis on discipline and results within both the organisation and the beneficiaries. Alef has started non-profit organisations in Ghana, Brazil, the Netherlands, South Africa and the US. At age 28 Alef has set the following two goals for the organisation and for himself:

1. For Rhiza Babuyile to develop over 1.000.000 people per annum and therefore to become one of the bigger NGO's in (South) Africa.
2. His personal goal is to once win the Nobel Price of peace.

Tidimalo Ngakane, Director



Tidimalo has 10 years' experience as an attorney working for various law firms in Gauteng and the US. Tidimalo finished her Bachelor of Laws through the University of the Witwatersrand in 2006 and finished her Master degree in Law through the North Eastern University in Boston, US in 2015. Tidimalo has been a member of Rhiza Babuyile since the start of the organisation in 2005 and is known for her passion for our work

as well as her quest for excellence.



Her background in law has provided her with the relevant people and business skills to be an absolute asset to the Rhiza Babuyile team. Tidimalo is a great communicator and loves to make a difference in the lives of others.

Tidimalo focuses on matching the needs of our sponsors with tailor made solutions that provide both Rhiza Babuyile and our sponsors' optimal benefits regarding the sponsorship agreement.

Rush Morake, Chief Executive Officer



Rush originally studied Aircraft Aviation at Denel Training Academy Aircraft after which he decided to build a career in the corporate world. One of his strengths is building strong relationships with both sponsors and beneficiaries.

When Rush started volunteering at one of our partner organisations where he found his true passion, which is social development.

He is deeply invested in the alleviation of human suffering and particularly poverty within the township communities. Rush applies his skills and knowledge of township life to develop methods that ensure sustainable development within the lives of our beneficiaries and ultimately their communities.

As Chief Operations Officer, his skills set to assist both business clients as well as beneficiaries are strength to our organisation. At Rhiza Babuyile Rush has the opportunity to be part of what he often calls “the most fulfilling job ever”, he does this by positively impacting people's lives.

9. Vision and Mission

Vision

Sustainable Township Communities

Our vision is that through uplifting township communities and eradicating poverty, people can become self-sustaining and communities can truly be economically independent. Our projects have an emphasis on youth and young children.

Mission

Give communities the tools to eradicate poverty

It is our mission to educate and train people within historically disadvantaged communities and ultimately give them access to the economy. People from disadvantaged township communities must be able to overcome poverty no matter their race or gender. In order to do so we focus on training for youth, education for young children and access to primary healthcare for the community.