

# KAY MASON FOUNDATION



“It is not about your background; it is about where you are going.”

Asongezwa Sitwebile, Alumni of the KMF

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“Not a hand-out, but a hand up”

Archbishop Emeritus Desmond Tutu

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Kay Mason Foundation gave me the support I needed to get where I wanted to be in the future

Amy Fredericks, Kay Mason Foundation Scholar

BUILDING SA'S LEADERS OF  
TOMORROW, TODAY

THROUGH PARTNERS IN

CORPORATE SOCIAL INVESTMENT &  
STAFF GIVING OPPORTUNITIES

KAY MASON  
FOUNDATION

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# KAY MASON FOUNDATION

## WHY THE KMF?

EDUCATION IS THE MOST POWERFUL WEAPON  
WHICH YOU CAN USE TO CHANGE THE WORLD

Nelson Rolihlahla Mandela (1918 – 2013)

The Foundation (KMF) is a South African registered Non-Governmental Organisation that, under the Patronage of Arch Bishop Emeritus Desmond Tutu and together with its supporters and funders work to identify and develop the leaders of tomorrow:

***Young people who can bring about the positive social change and development on which South Africa's future success depends.***



Founded in 1999 by novelist Richard Mason, the Foundation identifies young people who may not be performing well in their current circumstances, but who have the **potential** to achieve greatness and become strong leaders given the correct opportunities.

The selected children enter the KMF programme where they are placed in quality High Schools, provided with tutoring, personal support and exposure to challenging experiences. They grow in self-confidence, improve academically and become positive role models in their communities.

### *Stimulating self - belief*

*It's just so great how they believe that I am going to be someone great one day, when many times I still don't see it in myself."* Cassidy Nicholson, KMF Scholar

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### *Providing positive direction*

*"If it wasn't for the Kay Mason Foundation, I don't know where I would be."* Amy Fredericks, KMF Scholar

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### *Breaking down barriers*

*"For us it's about taking away barriers and giving the children the optimum chance to excel and to reach their full potential."* Noëline de Goede, CEO, Kay Mason Foundation.

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# THE JURISTIC PERSON, BEE AND SECTION 18A

**Kay Mason Foundation South Africa Trust  
IT 397/2001**

Registered address:  
103 Tygerberg Centre  
16 Voortrekker Road  
Bellville, 7530

**BEE Level 1 Contributor (SED & Skills  
Development)**

135% BEE scorecard recognition level of your CSI contribution. Partnering with the KMF gives you the opportunity for scoring both Socio-Economic Development and Skills Development points.

**NPO registration: NPO 091-998**

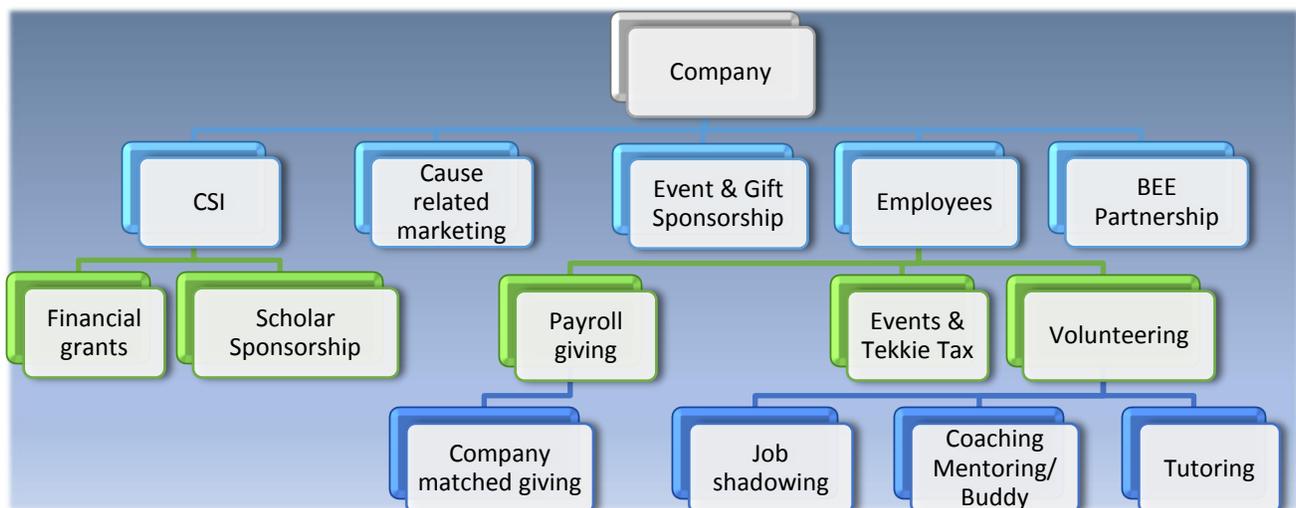
Duly registered and compliant with the NPO Directorate, a division of the South African Department of Social Development and regulator of South African NPO's.

**Registered with SARS for section 18A  
PBO registration 930036244**

Contributions to the Kay Mason Foundation can be deducted from taxable income on presentation of the section 18A receipt.

# CORPORATE SOCIAL INVESTMENT & EMPLOYEE INVOLVEMENT

The KMF is proud to be associated with selected Companies, Enterprises and Trusts who are dedicated to the development of the young leaders of South Africa. They take a leading role in their sectors by assisting the KMF via a variety of actions:



# A LITTLE MORE ON HOW YOUR COMPANY CAN HELP TO BUILD YOUTH LEADERS

## Corporate Social Investment (CSI)

### *Financial grants*

With “Education” very much the buzz-word in South African power circles regarding a lack of resources, the KMF provides your company with the ideal opportunity for contributing to this vital development element in our country.

As a Public Benefit Organisation, the KMF is registered with the South African Revenue Service for section 18A, which means that our receipt for your contribution may be used for your company’s tax purposes.

Although developing the future of a deserving child is reward enough, the KMF takes its relationship with funders and contributors very seriously. Apart from ample exposure to Funders’ brands (contact us for more information on brand exposure), detailed attention is given to reporting, monitoring & evaluation and cultivating long term relationships with funders.

Average contributions in this category are between R100,000 and R500,000 of which 85% are allocated directly to Scholar needs and expenses, while 15% are utilized for the administration and facilitation of the programmes.

### *How we say thank you*

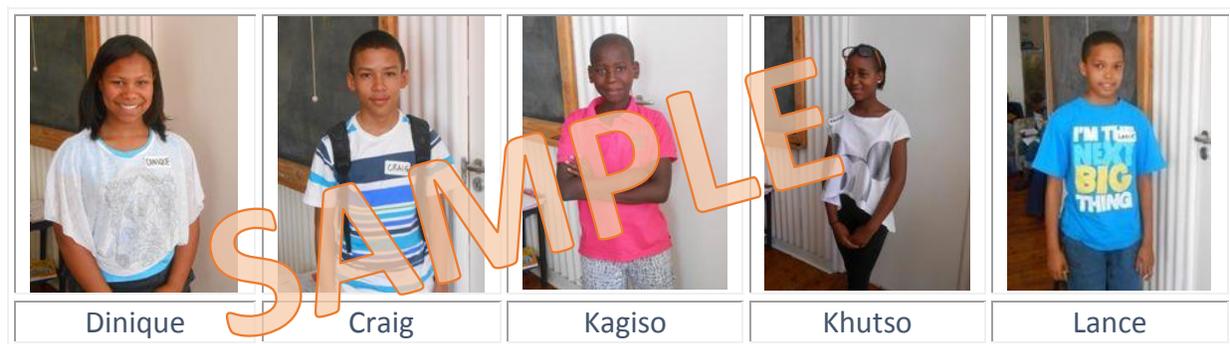
Apart from the KMF’s section 18A and BEE status, we would love the opportunity to provide additional exposure to our funders. We do this via:

- Social media posts
- Website exposure and hyperlinks to your Company’s website
- Dedicated sections in our Annual report
- KMF newsletter (circulated to a network of high net worth individuals around the globe)

## **Scholar Sponsorship**

Each potential Youth Leader entering the KMF development programme receives financial, academic and psycho-social support throughout their High School careers – a five-year term that costs the KMF approximately R50,000 per Scholar per year.

Some of our funders prefer to **sponsor a specific child** (or multiple children) for the five-year term. This enables them to have very specific reporting regarding the child's progress (100% of their contribution is allocated directly to this child), both at school and personally. It is a really rewarding journey and a commitment from a funder that will last a lifetime for its chosen scholar(s). Some of the Grade 11 Scholars for 2017 that are still waiting for a Sponsor are:



Please contact us for specific profiles on the children that you and your Company can support.

## **Cause related marketing**

Cause related marketing is a form of marketing in which a company and a charity team up together to tackle a social challenge and create business value for the company at the same time. Typically, in cause-related marketing campaigns, a brand is affiliated with a cause and a portion of the proceeds from the sales of the brand is donated to the cause.

Companies who want to link a specific product range to the development of young leaders are welcome to contact the KMF to find out more. Considerations for the KMF is that the product brand should reflect KMF's own values of:

- Leadership
- Equality
- Concern for the development of our Communities
- Quality development

## **Capital investment / BEE partnership**

Socio-Economic Development (SED) or Corporate Social Investment (CSI) is one of the most recognized ways used by companies to 'give back' to their communities while building brand loyalty and earning B-BBEE points. The new BEE codes, provide for even more opportunities where companies can benefit from their contributions to non-profit organisations.

The Kay Mason Foundation has been verified **Level 1 B-BBEE compliant** with a beneficiary status of **95% Black** and can supply donors with the following B-BBEE points\*:

Depending on whether you are an Exempt Micro Enterprise (less than R10m turnover per annum), Qualifying Small Enterprises (R10m – R50m per annum) or a Generic Company (above R50m per annum), the following can apply:

<b>B-BBEE Pillar</b>	<b>Score</b>	<b>Requirement</b>
<b>Social Economic Development</b>	up to <b>5 points</b>	when spending 1% of nett profit after tax on the KMF
<b>Skills Development</b>	up to <b>8 points</b>	when donating between 3% to 6% (depending on your company size) of payroll on skills development initiatives
<b>Black Ownership</b>	While the current model for Black Ownership with regards to donation to NPO's with a beneficiary base of more than 75% Black is under review, there are still good opportunity to partner with the KMF in this regard.	

\*While the KMF cannot provide advice regarding BEE scoring, we gladly refer you to our BEE advisors at the Signa Group at 021 974 6301 or [sigrid@signa.co.za](mailto:sigrid@signa.co.za) to find out more on how your company can establish a mutually beneficial BEE partnership with the Kay Mason Foundation.

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## **Employee involvement**

### Payroll Giving & Company-matched contributions

When sanctioned by your Company, employees receive options for monthly donation deductions from their salaries directly from your Payroll System. Typical contribution options are R20, R50 or R100. The employees may change the amount that they would like to donate, and may also cancel their contribution at any time via email. The process is quite easy to implement and we will gladly guide your HR and Payroll people through it:

1. Register and appoint a charity champion;
2. Tell your staff about it. (We will provide supportive material ready made for this purpose);
3. Let staff register on an easy-sufficient voluntary basis. (Easy administration through your Payroll System via a normal deduction code);
4. Ongoing communications.

Payroll Giving is a great way of getting your employees involved in your Company's social investment initiative, creating a feeling of camaraderie and kindred-spirit within the office. The Company can also use this mechanism for CSI purposes by *matching the monthly contributions* made by employees.

### Volunteering

#### *Job shadowing*

A short-term experience that can last an hour or a day that allows a KMF scholar (or multiple Scholars) to learn more about careers or occupations at your Company. Any of your employees that feels so inclined can contact the KMF to enquire about opportunities to invite Scholars to visit them at the workplace.

The experience for the Scholar is invaluable, not only in picking up some career information, but also to receive exposure to the corporate world, etiquette and professional conduct.

An alternative is to invite KMF scholars for a tour of your company, a basic presentation of your service and/or products and a broad introduction to your specific industry. Contact us should you want to explore this opportunity further.

#### *Tutoring*

Employees have valuable skills, experience and knowledge that can greatly benefit deserving young Scholars. All KMF Scholars attend regular tutoring classes in all High School subjects, but most importantly in Maths, Science, English and Life-skills.

Should any of your employees be able to assist with tutoring a class of scholars, please contact the KMF to arrange a meeting and to discuss the specific subject, dates and times?

### *Coaching, Mentoring, Become a Scholar buddy*

While developing into positive strong role-models for others it is equally important that the KMF Scholars have their own role-models. Coming from very poor and disadvantaged communities many Scholars have very little in the form of proper mentors. At the KMF we provide holistic support and assistance, but we cannot substitute the value of a personal mentor, a life-coach, a Buddy to someone who so desperately needs it.



We would love the opportunity to share some scholar profiles with your employees to see whether some of them will be in a position to become this Buddy for a Scholar. This is a very responsible role and a prospective Buddy will have to consider the following:

- This is a longer-term relationship, at least until your Scholar leaves High School;
- Before you can become a buddy, you will have to pass a screening process. This is a standard procedure for everyone so that children are never subjected to risky environments or people;
- For your first visit(s) with your scholar you will be accompanied by a KMF staff member and the biological parent(s) / guardian of the scholar, as part of the screening process;
- You and your scholar will decide together which activities and timelines will suit you both best. Keep in mind that many of the little things we take for granted are those activities that a KMF scholar will appreciate most. Go to a movie, have an ice cream or milk shake, feed the pigeons – just spend some quality time and share life experiences, lessons learned and news.

## Events & Tekkie Tax

The Kay Mason Foundation makes use of events for a variety of purposes. Some are aimed at scholar recognition and skills-development workshops, others at fundraising initiatives and recognition to our supporters.

Our fundraising events play a crucial role in our scholar's futures and we appreciate the many individuals and companies who loyally support us with:

- Primary event sponsorship;
- Gifts and auction lots sponsorship;
- Booking of tables at fundraisers; and
- Offering services or skills necessary to run a flawless fundraising event, such as audio-visual and technical support.

The annual **Tekkie Tax Campaign** features every year on the last Friday in May. The KMF is a beneficiary of the campaign, but also has the responsibility to distribute as many Tekkie Tax stickers and Tags as possible. Tekkie Tax Day is a fantastic teambuilding opportunity that does not necessarily cost your company anything (Each staff member pays for her/his own Tekkie Tax apparel at either R10 or R30).



To become part of this vital fundraising and awareness campaign and create opportunity for publicizing your company's goodwill towards its community, please contact us at the detail provided in this document.

A commitment to the Kay Mason Foundation is a commitment to the development of future youth leaders – people identified for their potential to exceed and become the positive role models this country so desperately needs.

We hope that the above information has inspired and sparked your imagination of how you and your company can become more involved in the scholars of the Kay Mason Foundation. Please contact our office should you need more information regarding any of the above, or want to discuss your involvement further.

Warm wishes,

***The Scholars, Trustees and Staff of the Kay Mason Foundation***

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