

KAY MASON FOUNDATION



BUILDING SA'S LEADERS OF TOMORROW, TODAY

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

Asongezwa Sitwebile,
Alumni of the KMF

“Not a hand-out, but a hand up”

Archbishop Emeritus
Desmund Tutu

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

Amy Fredericks, Kay
Mason Foundation

KAY MASON
FOUNDATION
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102 Edward Street,
Bellville

www.kmf.org.za
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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 from impoverished communities, 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

Providing positive direction

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

Breaking down barriers

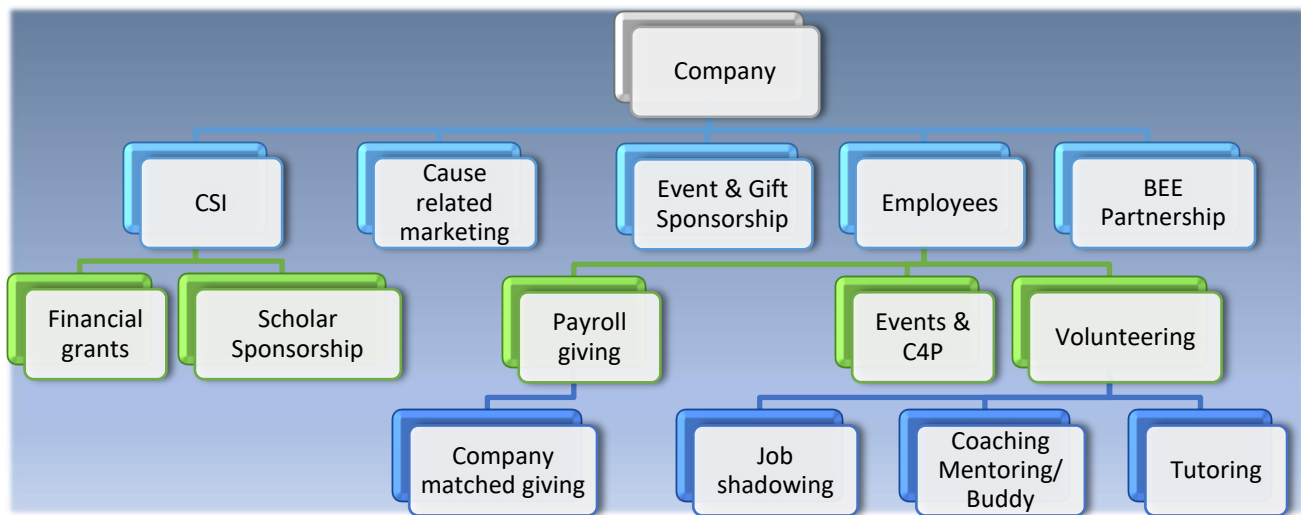
"For us it's about taking away barriers and giving the children the optimum chance to excel and to reach their full potential."
Noëline de Goede, CEO, Kay Mason Foundation.

THE JURISTIC PERSON, BEE AND SECTION 18A

<p>Kay Mason Foundation South Africa Trust IT 397/2001</p> <p>Registered address: Unit 2 Omnipark, 102 Edward Street, Bellville, 7530</p>	<p>BEE Level 1 Contributor (SED & Skills Development)</p> <p>135% BEE scorecard recognition level of your CSI contribution. When your company partners with the KMF it gets the opportunity for scoring both SED and Skills Development points.</p>
<p>NPO registration: NPO 091-998</p> <p>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.</p>	<p>Registered with SARS for section 18A PBO registration 930036244</p> <p>Company and individual contributions to the Kay Mason Foundation can be deducted from taxable income on presentation of the section 18A receipt.</p>
<p>Bank details: RMB Private Bank (division of FNB) Branch Code: 202709 Account name: The Kay Mason Foundation South Africa Trust Account number: 623 0482 8405</p>	

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 SA. They take a leading role in their sectors by assisting the KMF:



A LITTLE MORE ON HOW INDIVIDUALS OR COMPANIES CAN SUPPORT THE KAY MASON FOUNDATION

“Education” is a key component to breaking the cycles of poverty and unemployment and the Kay Mason Foundation invites your Company to play a role in the lives of children who have few opportunities, very little support – yet have the potential to excel and become leaders.

Scholar Sponsorship via Corporate Social Investment

Many of our funders opt to **sponsor a child or group of children** for their five-year high-school career. This enables the sponsor to receive personalized reporting on the child’s progress, 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).

Average contributions in this category are in increments of ±R50,000 (the cost per scholar per year) of which 85% are allocated directly to Scholar needs and expenses, while 15% are utilized for the administration and facilitation of the programmes. You (your company) will be provided with a list of the KMF children from which you can choose the scholar(s) you would wish to sponsor.



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-BBEE Pillar	Score	Requirement
Social Economic Development	up to 5 points	when spending 1% of nett profit after tax on the KMF
Skills Development	up to 8 points	when donating between 3% to 6% (depending on your company size) of payroll on skills development initiatives
Black Ownership	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 to find out more on how your company can establish a mutually beneficial BEE partnership with the Kay Mason Foundation.

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

Payroll Giving & Company-matched contributions

Payroll Giving is a great way of getting 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.

Typical contribution options are R20, R50 or R100 per month. Contact us at info@kmf.org.za to learn how easy it is to implement at your company.

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)

A LITTLE MORE ON HOW YOU PERSONALLY CAN HELP TO BUILD YOUTH LEADERS

Financial support

- Fund a scholar (specified amount per month/year for 5 years). Contact us at info@kmf.org.za
- Sign a [monthly debit order](#) (any amount from R50 / \$10 / £10 per month);
- Make a [once-off](#) or [annual donation](#)
- Make the KMF a beneficiary in your will. Click on [this link](#) to learn more.
- Or make an electronic transfer to our bank account (detail on page 3), and remember to let us know that you have done so, so that we can say *Thank You!!*

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. Anyone that feels so inclined can [contact the KMF](#) to enquire about opportunities to invite Scholars to visit them at the workplace.

Tutoring - All of us 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 you 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.



If you want to become this Buddy for a Scholar, [contact us](#) to find out more.

Events & C4P

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.



Change 4 Possibility is our collection tin programme which we host in schools and corporates. Partners are welcome to sign up for a specific period of time during as their annual giving campaign, or to host our tins throughout the year as a great way to support charity through collecting loose change. We invite you to [Contact us](#) to sign up and get involved.

MySchool MyVillage MyPlanet is one of South Africa's biggest fundraising programmes and allows you to make a difference, just by shopping. Every time you swipe your card at any of the 12 national or numerous local partners they'll make a donation, on your behalf, to the Kay Mason Foundation at absolutely no cost to you! Follow [this link](#) to complete the form, and remember to select the Kay Mason Foundation as your beneficiary!

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/or 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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