

# KAY MASON FOUNDATION



## WE'RE INSPIRING AND INVESTING IN YOUTH

WITH THE TALENT & DRIVE TO SUCCEED  
BY PROVIDING THE OPPORTUNITIES  
& SUPPORT THAT THEY NEED

THROUGH PARTNERSHIPS WITH

SOCIAL INVESTMENT  
& VOLUNTEERING

*"It is not about where  
you come from; 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 want to be."*

*Amy Fredericks, Kay  
Mason Foundation  
Scholar*

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KAY MASON FOUNDATION

Unit 2 Omnipark, 102

Edward Street, Bellville

[www.kmf.org.za](http://www.kmf.org.za)

[info@kmf.org.za](mailto:info@kmf.org.za)

# KAY MASON FOUNDATION

We are inspired by the words of our patron, Archbishop Emeritus Desmond Tutu, who said:  
"You are fantastic; do you know that? Our freedom, in a very large measure,  
was due to what young people such as yourselves did 40 years ago.

*Reach for your stars, because now you can be anything and everything you want to be."*

The Kay Mason Foundation is a registered Non-Profit that, under the Patronage of Archbishop Emeritus Desmond Tutu and together with our supporters and funders, works to support and encourage the leaders of tomorrow.

We identify deserving students and enable them to receive a quality education at a best local high school in their area, we campaign on their behalf to secure the appropriate financial, academic, emotional and psycho-social support to ensure that they thrive.



20 years ago, at the age of 20, our founder Richard Mason wrote his first novel and it was an instant best seller. Having grown up privileged, he decided to invest this windfall in high school scholarships.

The programme was a great success, the scholars completed matric with multiple distinctions, secured bursaries for university, most of them graduating cum laude.

One of our first four scholars, Nadine Moodie, went on to work at the prestigious firm McKinsey and this year was invited to sit on the Council of the University of Stellenbosch.

Through partnerships and additional funding, hundreds of other scholars have gone on to become doctors, lawyers, provincial cricket players, activists, entrepreneurs and respected community leaders.

## *Stimulating self - belief*

*"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 any barriers and giving 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:

Unit 2 Omnipark,  
102 Edward Street,  
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.

**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

## CORPORATE SOCIAL INVESTMENT & EMPLOYEE INVOLVEMENT

The Kay Mason Foundation is proud to be associated with select organisations who are dedicated to the development of young leaders in South Africa.

### ***Financial grants***

The eradication of poverty, the need for equal opportunities and the investment in education are critical issues in South Africa, and the Kay Mason Foundation provides your organisation with the ideal opportunity to get personally involved in a meaningful partnership.

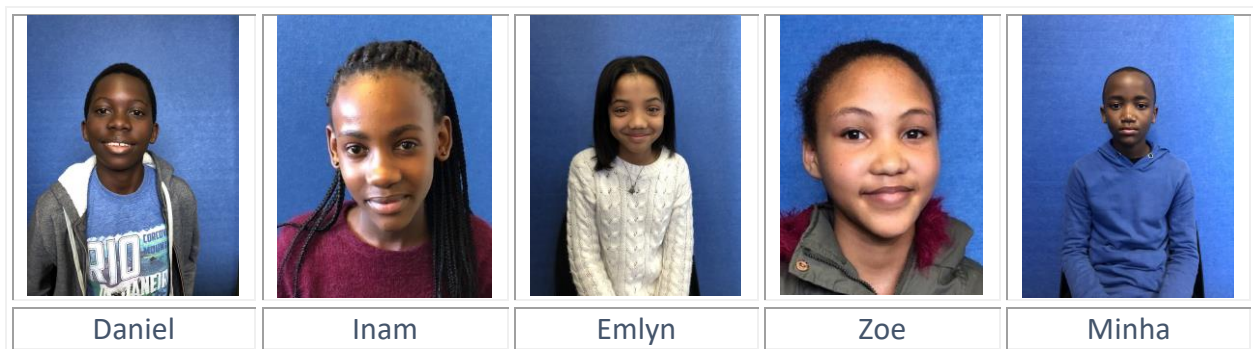
The Kay Mason Foundation has been granted Section 18A status by the South African Revenue Service (SARS), which means that our receipt for your contribution may be used for your company's tax purposes.

Each funder is encouraged to select a scholar to support and to journey with them through financial support, as well as mentoring, job shadow opportunities and in-service training. We pride ourselves on good stewardship and provide transparent and detailed reporting, monitoring & evaluation as we cultivate long term relationships with our funders.

### ***Scholar Sponsorship***

Each scholar entering our development programme receives financial, academic and psycho-social support throughout their high school career, a five-year investment of R50 000 per scholar, per year.

We have 10 scholars that are still waiting for a sponsor to secure their place in 2020 and we look forward to meeting with you to discuss your chosen scholar.



*“I’m a passionate believer in cooperation. If you want to make a difference, commit your funding to an organisation. Find out what their challenges are. What you can do to make things better. Get involved. Give of your talents and time, and you’ll taste true joy.”* Richard Mason, KMF Founder

### ***Cause related marketing***

Cause related marketing is a powerful tool whereby a brand partners with a cause to publicise and fundraise for social change. A portion of the proceeds from product sales (or services) is donated to the charity. We are always open to brainstorming with your creative team to tailor-make a campaign.

### ***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 Kay Mason Foundation has been verified **Level 1 B-BBEE compliant** with a beneficiary status of **95% Black** and can supply donors with B-BBEE points for their scorecard.

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.

### ***Employee involvement***

Payroll Giving & Company-matched contributions includes employees in CSI initiatives. Staff elect to commit to a monthly donation which is deducted from their salary directly through the payroll system. Typical contribution options are R20, R50 or R100 per month. Employees may change the amount that they donate, and may cancel their contribution at any time. Payroll Giving is a great way of including your employees involved in your organisation's social investment initiative, creating a feeling of camaraderie and kindred-spirit through a shared cause. The organisation then honours their staff through matching the monthly contributions made by employees.

### ***Job shadowing***

A short-term experience that can last a few hours or a few days, gives our scholars the unique opportunity for exposure to the workplace. We treasure any organisation that is willing to host a KMF scholar or a group of scholars for a site visit. The experience for the scholar is invaluable, not only in picking up some useful career advice, but also a confidence boost and a practical experience of workplace etiquette and conduct.

### ***Tutoring***

Employees all have valuable skills, experience and knowledge that can greatly benefit our scholars. Our scholars attend regular tutoring classes (on Saturday mornings) in all academic 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 us.

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

While developing into positive strong role-models for others, it is equally important that our scholars have their own role-models. Coming from marginalised communities, many scholars have little access to a mentor. We would love the opportunity to share some scholar profiles with your team to sign up



Buddies for our scholars. This is a very responsible role and a prospective Buddy will have to consider the following:

- This is a long-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 relationships;
- For your first visit(s) with your scholar you will be accompanied by a KMF chaperone and the guardian of the scholar, as part of the screening process;
- You and your scholar will decide together which activities and timelines suit you both best. Keep in mind that many of the little things that we take for granted are the activities that a KMF scholar will appreciate the most. Go to a movie, have an ice cream or milk shake together or just spend some quality time sharing life experiences or discussing current affairs.

### ***Events***

The Kay Mason Foundation makes use of events for a variety of purposes. Some are aimed at scholar recognition and skills-development workshops, others are fundraising initiatives. 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 event sponsorship; gifts, prizes and auction lots; sponsorship of tables at fundraisers; and gift-in-kind donation of services which are necessary to run a flawless fundraising event, such as audio-visual and technical support.

### ***Change-4-Possibility***

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.



## ***My School My Village My Planet***

MySchool MyVillage MyPlanet is one of South Africa's biggest fundraising programmes and allows you to make a difference, simply by shopping. Every time you swipe your card at any of the partner stores they'll make a donation, on your behalf, to the Kay Mason Foundation at absolutely no cost to you.

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 as to how you and your company can become more involved. Please contact our office to arrange a visit.

Warm wishes,

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

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