



CHANGING LIVES FOR THE BETTER, TOGETHER!

REG: 201752573608 - NPC

Annual Report – 2021

Submitted to the Board of Directors

1 April 2021 – 31 March 2022



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30 May 2022

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Introduction:

This is the 3rd annual report of FMN covering the period 1 April 2021 to 31 March 2022. This report will cover the following:

1. Why the Fundraising Mentoring Network (FMN)?
2. FMN strategic focus for 2021
3. Our vision and mission and strategies
4. FMN programmes
 - a. Capacity building workshops
 - b. Site visits and network breakfasts
 - c. Online mentoring and coaching support
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1. Why FMN?

Established in 2017 as a Non-Profit Company, FMN is a membership based organisation and consists of committed professionals with years of experience, who selflessly volunteer their time, skills and experience to build the necessary capacity within NPOs to deliver on their mandate.

The organisation is deliberately structured in a way to limit operational costs to the minimum in order to create maximum access to its services. Its board of directors is a working board with a coordinator responsible for administration. We are supported by a group of committed partners supporting our mission. It is through this model of volunteer labour, selfless giving and cultivation of strategic partnerships to reduce costs that we are able to reduce total dependency on external funding to ensure the long term sustainability of the organisation.

2. FMN strategic focus and objectives for 2021

Our strategic focus during this reporting period was to consolidate the work of the organisation, to develop programme continuity and coherence, governance stability, expanding our membership base and implement our annual network event. As this report will reflect, most of these strategic focus areas were achieved despite the challenges of Covid-19.

3. Our vision and mission

Vision: Well resource NPOs delivering on their mandate!

Mission: To work holistically and in collaboration with community-based organisations in South Africa to develop, implement, monitor and evaluate effective fundraising strategies.

Our strategies:

Building capacity of marginalised and survivalist NPOs through:

- *Training workshops*
- *Study tours and site visits*
- *Online support services*
- *Organising regular networking forums*
- *Dissemination of relevant information*
- *Building partnerships* with other organisations with a similar focus
- *Free consultations and referrals* to strategic resources

4. FMN programmes

- a. Capacity building workshops
- b. Site visits/study tours and network breakfasts

- c. Online mentoring and support
- d. Annual awards ceremony and network breakfast

a. Capacity building workshops

During this reporting period we hosted a number of workshops focusing on professional fundraising strategies, proposal writing, effective budgeting, financial management, the role of donor agencies, VAT as an income stream, labour legal compliance, NPO legal compliance and how to access government tenders as an income stream. These workshops were hosted in partnership with People First Foundation. Facilitators included Carol Bruton – FMN vice-chair, Alison Alexander - FMN ex-secretary, Frank Julie – FMN chairperson, Abdul Ryklief – DSD deputy director, Prof Eric Atmore – director, Centre for Early Childhood Development, Cheryl-Lynn, Mzansi Business Solutions and Freda Camphor, Department of Employment and Labour, assistant director, Jayson Magooda, Trustee of People First Foundation and Sher’Neil Savel, director of 9 Miles Project, a FMN member. Members of the FMN also attended the People First Foundation Annual Donor Forum in November 2021. 20 members also received practical organisational training. An outreach NPO Empowerment was hosted in Upington, organised by Oasis Centre.



Above: Frank Julie facilitating a workshop on proposal writing and Abdul Ryklief from DSD (far right) facilitating on NPO legal compliance.



Above: Sher’Neil Savel from 9 Miles Project facilitating training on how to develop VAT as an income stream; Jayson Magooda from People First Foundation facilitating how to access tenders from government; Alison Alexander facilitating on how to build donor relations.



Above: Participants from various towns in the Northern Cape attending a NPO Empowerment workshop on 7 February 2022 organised and hosted by the Oasis Centre in Upington. Frank Julie facilitated a session on professional fundraising strategies. The NPO leaders subsequently launched a NPO Forum to unite the NPOs in the region.

Irvin Eksteen, director of Oasis Centre wrote:

“The-Real-Work-Starts-Now! Thank you for participating in today's working session. I strongly believe that we have been *educated and empowered* with all the right knowledge. I am hoping that we look at NPOs with different eyes after the session. It is time to put what you have learned into practice, so by now you should have some form of plan / idea / approach as to what you need to change or implement or amend. Don't waste any time. While it is still fresh, start working on what you have been taught. Ubuntu!”

b. Site visit/study tours and network breakfast

Due to the restrictions of Covid-19, we were only able to host one site visit to Rainbow House on 6 August 2021. The occasion was also used to thank the founding secretary of the FMN for unselfish service to the organisation. She stepped down to focus on other projects.



From left to right: A site visit and network breakfast at Rainbow of Hope. It was also an occasion to thank our founding ex-secretary, Allison Alexander, for her service to the NPO sector.

c. Annual award ceremony and network breakfast

This event was cancelled due to the unpredictability of the Covid-19 restrictions that may be imposed in November 2021.

d. Book launch:

Our chairperson launched his latest book on 24 May 2021 at the Centre of Excellence in Bishop Lavis. Prof Eric Atmore, executive director of the Centre for Early Childhood Development (CECD) and regular speaker at our events, was the guest speaker. 36 participants attended the book launch. Over 200 copies of the book were donated to various libraries in Cape Town and rural communities of the Western and Northern Cape. 50 copies were also donated to libraries in the North West, Gauteng and Eastern Cape.

Feedback about the book:

I can only add to the feedback I see on Facebook with regards to the book and the CONTENT/ INFORMATION provided therein. It is really written in an, easy to understand, with heaps of information, way!! I have, as far as I can remember, always been part of community work and only learnt about NPO's etc about six years ago when I started out as a volunteer and later the Office Manager of the Hanna Charity. I can in all honesty say that I cannot think that any NPO CEO would not have this book right next to their computer, as their “NPO BIBLE” I actually think DSD should enforce the “studying” the book before they allow anybody to register a NPO. I am absolutely horrified by all the posts and information I read with regards to people wanting to start out and register NPO's, on Social Media.

Thank you very much for affording me the opportunity to read it. This did not only give me a complete different understanding of fundraising, but is jam packed with information on how to manage a NPO as well. I cannot wait to buy this book to be used in our

charity's day to day activities, by staff and leaders alike!! I can see me "indexing the different topics" for easy referral, and carrying this book with me to meetings.

THIS IS A GEM!! Thank you Frank – I still have heaps to learn, but already feel rich in information after reading this!! Kind regards" June Du Toit, CEO, Hanna Charity

"Good day Frank, I trust you are well. I just finished reading your book for the second time and all I can say is WOW WOW WOW and Well Done!! I have never met you in person but I have been following your posts and did some of your online courses. I have been in the Non Profit sector for just over 14 years but I didn't really know that much about the sector as a whole. What I can honestly say about your book is that my eyes were opened.

There is a wealth of knowledge and experience in your book and I honestly think that every organisation in South Africa should have a copy on their premises to use as a handbook to any challenges they are facing. Sometimes when you have been in the industry for a long time it can feel like you are in a rut of doing the same things over and over without exploring new things, but your book makes that possible. You share your experience and knowledge so openly and I think that is the first thing that I experienced from reading your book. That is how you truly recognize a good leader. It is someone that is not scared to share what he knows with others. Many times leaders withhold some things because of being scared they will be replaced or overtaken by the people they share their knowledge with but it is clear that you know how to duplicate yourself in other people and that you understand the importance of succession.

In your book every person that is in a leadership position, whether it is in the NPO sector or not can find valuable tools and knowledge to self-develop as well, not only as leaders but also as an individual because the things you share really challenges a person to move out of your comfort zone and take on new challenges and think outside of their little box. Frank, I have the utmost respect for you and I can see that you are really passionate about the NPO sector as a whole as well as the people in the sector and I love the way you just tell it like it is. You are passionate about good leadership, good stewardship as well as transparency as you recognize the importance of having these values in everything you do.

I am privileged to have been selected to be one of the first few to be able to read the final draft of your book and I am looking forward to the launch and to get a copy for our office as well." (**Freddy Trout, CEO & Founder of People against Substance Abuse.**)



From left to right: Participants attending the book launch



Above: Frank Julie donates his book to Elsies River library; FRASA leader, Vanessa Cookson, donates the book to Heideveld library. Over 200 copies were donated to libraries in Western, Northern and Eastern Cape as well Gauteng and North West provinces.

Online mentoring, coaching and support

Members have access to a number of documents upon joining the organisation. These include: sample HR policy, financial policy, PBO certificate, BBBEE affidavit, funding proposal, NPO constitution, The Roots fo the NGO Crisis study document, budget template for NPOs, article on effective meetings, donor databases, etc. Requests for advice and support centres around issues such as material support (access to food, office equipment) and advice or guidance around donor contacts, registration as NPO and PBO, tax compliance issues, evaluation of funding proposals and referrals to specialist skills such as bookkeeping, fundraisers, Fundraising Mentoring Network Annual Report - 2021

etc. We also started using our Facebook page as a sharing platform for NPOs where they can request support from fellow NPOs for material goods or referrals. A recording with Dutch donors and NPO leaders, was also shared with over 60 NPO leaders via our Facebook page. Our online platform has become more popular and will be used more often in future to connect with NPO leaders. Information about request for funding proposals were also shared.

Nuraan Osman, director of Ihata Shelter for Abused Women wrote:

“Thank you Frank! We applied for the Solidarity Fund and got it! Dankie for sharing!”

5. Media, marketing and communications

Item	Quantity
Our various programmes and events	All events start with an explanation of the work of the FMN to create awareness and recruit new members.
Brochure	Copies distributed at various events
Word of mouth	This is our most powerful form of marketing as members spread the word.
Block emails	This is regularly circulated to keep members and supporters updated on various opportunities.
PFF newsletter	The work of the FMN is highlighted in the electronic newsletter of People First Foundation. There are 3800 subscribers world-wide.
Social media/Facebook and WhatsApp	Strategic information is shared via Whatsapp and our Facebook page to members and supporters. Our Facebook page are followed by 5800 NPO leaders all over South Africa. A lot of sharing happens amongst followers in terms of material and intellectual resources. Regular conversations are also initiated around strategic topics affecting NPOs such as the role of fundraisers, organisational accountability, commission based fundraising, own income generation, etc. Requests for followers to share their needs and for followers to respond are placed regularly. Referrals are made constantly.

6. Governance:

The following directors were active during this period:

Trustee	Position	Terms of office
Frank Julie	Chairperson	2017 - 2022
Carol Bruton	Vice-chairperson	2017 – 2022
Alison Alexander	Secretary	2017- 2020 (resigned)
Shirley De Jongh	Secretary	2020 – 2022
Tyron Van Willigh	Treasurer	2021 – 2022

7. Our network partners

During this period we have developed and strengthened strategic partnerships with the following NPOs, institutions and individuals:

Organisation/Individual	Value added	Value shared
YoungPeople@Work	Admin and management support	Referrals
Music Academy for Rural Youth	Live music performances	Marketing
Frank Julie and Associates	Voluntary NPO workshops and sharing of books	Marketing
Department of Employment and Labour	Free training in labour compliance	Labour compliant NPOs
Department of Social Development	Free training in NPO legal compliance	Legally compliant NPOs
People First Foundation	Shared workshops	Marketing and referrals
City of Cape Town	Free session on Grant-in-Aid	Exposure and compliance
SPZA / Wilde Ganzen	Financial support towards membership subsidies, programme expenses	Access to services for NPO beneficiaries
Department of Agriculture	Funding and material support to FMN members	Referrals of beneficiaries
Community libraries	Free training space	Community involvement

8. Success stories!

Kusile Mzansi accessed funding from KBF and Ikhala Trust!

Kusile Mzansi secured funding of R135 000 from the King Baudouin Foundation in Belgium in July and R30 000 from Ikhala Trust in October 2021. The funding is towards 12 sewing machines, training of 20 volunteers and fabric for school uniforms! The funding from Ikhala Trust was towards their food garden. The project was referred for funding by the chairperson of the FMN

who visited the project in 2016.



Above: Thobeka Mapukata with the members of Kusile Mzansi and the funding agreement from KBF; Volunteers busy with sewing training; Members selling their produce in town in Stutterheim.

Youth Clouds of Heaven and NoStop signed funding agreements

These two members of the FMN and also FRASA recently signed funding agreements with the Department of Agriculture. They completed their applications last year and received the news in April 2022 that they were accepted. The funding will be towards their food gardens based at two community schools. Youth Clouds of Heaven received R91 000 and NoStop R170 000 in funding.

“To God all the Glory. Youth Clouds of Heaven and Team feel so blessed after signing off our MOU with Principal Mr Links our first Funding Praise God. Wow! Nomthandazo Shabangu, thank you for your support since we completed our application for our Food Garden Project. Thank you to Mr John De Wee Project Implementer, Food Security of CASIDRA who will support us with managing the delivery of our equipment. Then to our volunteers Mr Daniel and wife Wilhelmina Schrudder from Wallacedene who are part of our project and support Youth Clouds of Heaven so far. Then to Mr Frank Julie, chairperson of FRASA who support Youth Clouds of Heaven since Lockdown started and with our proposal. We salute you Mr Frank and thank you for the FRASA Team that always support is Pastors Raymond Weaver, Marisha Kannemeyer and Sanoline Hartzenberg for your support and presence. It meant a lot to me. Charlene Miles, Vice Chairperson I miss you today thank you also for support as well.” (**Labeeba Stanley, director and founder, Youth Clouds of Heaven**)



Above: Labeeba Stanley from Youth Clouds of Heaven and Charlene Miles from NoStop sign their funding agreements.

9. Feedback from members:

“Frank Julie I joined this network in September 2020 last year and I am a paid member. I studied your online courses. There was a post about the advertisement from Social development telling preschools to submit a business plan. I submitted my one. This is the eleventh year for me applying for funding since 2011. My local social worker called me and told me that our centre will receive funding. They visited my centre for verification and inspection for partial care certificate was done.” (Nolonwabo Skova, Eastern Cape)

“Dear Frank

I am honoured to be a part of your network and to have the opportunity to share my review of your book ‘Funding Strategies for struggling NPO’S’. Frank Julie, a leader who knows the way, goes the way and shows the way. I call you the ‘Godfather’ to the non-profit sector. Your book is filled with golden nuggets to take a struggling organisation to become a thriving organisation. We live in unprecedented times, where non-profit organisations find it most difficult to raise the much-needed funds to sustain their services to the underprivileged communities.

Frank this is what you have preached and I have been like a sponge absorbing those words of wisdom and today it is clear to me that no organisation can function on its own, we need to reach out and support each other. Networking is pertinent to the work that we do. Grow your network of support. I have programmed my thinking when completing funding proposals and applications, to not create any expectations “don’t koppel feelings” it will only leave you feeling disappointed. Continue to the next application

and so it goes on. The thinking has led to some pleasant surprises when I in-fact receive approval for funding applications. Attending your fundraising forum meetings/mini-conferences has been awe-inspiring. This book teaches you to not become donor dependent which in some cases it is the reality for most organisations. From legal compliance to basic proposal writing, all the tools a non-profit organisation leadership will need.

This quote reminds me of you Frank: "The measure of a leader is not the number of people who serve him but the number of people he serve." – John C Maxwell. Thank you for all that you do for this sector!" (**Kaashifa Frans Hoffman, Deputy Director, James House**)

10. Funding and finance

Donor/Item	Purpose	Amount
Wilde Ganzen / SPZA (Netherlands)	Membership subsidies, operational and programme expenses	108 355
FMN members	Membership fees	17 925
Total amount		126 280

Please note: Workshop fees were allocated to People First Foundation as part of the partnership when hosting joint events.

11. Sample of intra organisational sharing amongst members of the FMN

Organisations	Items	Estimated monetary value
YoungPeople@Work	Admin and management support to FMN	6000 per month x 12 = 72 000
MARY	Free music performance on 24 September 2021	2 hours x 1500 = 3000
Rescue Among Many / Rainbow of Hope Children's Home	Numerous sharing material resources e.g. groceries, toiletries, refreshments, etc.	10 000
Good Hope Foundation	Donation of slippers and food	5000
Rainbow of Hope	Donation of food/refreshments to various NPOs	3000
YP@W	Free computer training for 5 FMN members (BGK-Youth Development, NoStop, Youth Clouds of Heaven) plus transport subsidies	8000
Centre of Excellence	Access to a discounted training venue	2000
Khathalelana	Sharing of food resources with various NPOs	10 000
YP@W staff, Meriel Bartlett, Freda Camphor, Catherine Maart, Soraya Ali, Mandy Fritz, Richard Martin	Financial donations towards graduation expenses of MARY	5000

12. Conclusion

Despite a challenging year that saw many NPOs struggling and some even perished, the FMN is still standing and growing. Our biggest strength during this time was our ability of adapt ourselves to the new realities that Covid-19 imposed. We received more enquiries for membership and even many who signed up as our membership fees reflect. This is an indication that our work remains relevant to the sector and much needed. We plan to connect with more NPOs online, an opportunity which Covid-19 presented.

I wish to thank all our donors and supporters helped to carry the organisation forward during these difficult times. Thank you for all your support! And a special thanks to our board members who believed in the mission of the organisation and offered their support whenever needed. I wish to thank our founding secretary, Alison Alexander, who stepped down after 3 years and who made a significant contribution towards the growth of the organisation.

Thank you,

**Frank Julie
Chairperson**

30 May 2022