



MEN
ON THE SIDE
OF THE ROAD

MEN ON THE SIDE OF THE ROAD *HELPING TO MAKE SOUTH AFRICA WORK*

PROPOSAL FOR FUNDING

"I wept as I saw all you wanted was a job and not alms or to steal. I wept as I saw your crowns lowered to your heads and your mantles of Lordship put around you. Yours is not to stand alone as a man begging in the street, queuing for soup and bread, but yours is to join hands and claim what is yours as a man."

Men on the Side of the Road - www.employMen.co.za

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Each day they gather, come rain or shine, an estimated 100 000 men at sites across South Africa.

EXECUTIVE SUMMARY

The *Men on the Side of the Road (MSR)* project was founded in 2001 to address the plight of unemployed men who congregate daily on the side of the road. We do this primarily through placement in work and also through skills development and training. The goal is long term employment but in reality short term contracts and day work are more likely.

Our focus on finding our members work includes creating an environment in which the general public can interact with our members and develop trust. We have enjoyed outstanding success and have increased our placement days from 16,000 in 2006 to working with **6,500 men** and generating **120,000 workdays** worth **R9.6 million** in 2008. This has been achieved on less than a 5% increase in the overall expenditure of MSR in the past three years.

Initially launched in Cape Town, MSR has expanded and now has active sites in Johannesburg, Pretoria, Nelspruit, Durban, George and Port Elizabeth.

Our proposal outlines our organised work site initiative. We currently have 15 MSR-branded sites around the country, and opportunities exist for UPS to sponsor one of these or another strategically selected site.

Awards received

Lowveld Chamber of Business & Tourism Community Service (runner up) 2007
The Old Rhodian Award 2005
Men's Health Best Man Award 2005
Impumelelo Silver Award 2005
Echoing Green Fellowship 2003
United Nations Agfund award for pioneering development 2002

1. UNEMPLOYMENT IN SOUTH AFRICA

40% of the population in South Africa is unemployed - this is unacceptably high. Among the most exposed of South Africa's unemployed are the men who stand on the side of the road. They are marginalised members of our society lacking access to employment networks, as well as the skills to find work effectively.

These men therefore gather on the side of the road each day, come rain or shine, waiting in hope for contractors, homeowners, or anyone who can offer them a job. They are extremely vulnerable to exploitation.

It is estimated that there are 1,000 places in South Africa that we call "sites" where people are picked up for casual labour on a daily basis. On average there are 100 people per site per day, amounting to approx 100,000 who seek work in this way every day (UNISA Study: Rini Schenk). These people are mostly male, between 16 and 65 years old with basic education. Generally they have a low level of skill, but often have some experience in a trade.



2. HOW WE HELP MAKE SOUTH AFRICA WORK

MSR provides a bridge which enables our members to move into the mainstream economy. We do this primarily through facilitating employment opportunities through our organised sites, as well as through other job creation initiatives and training to enhance our members' skills.

The MSR-organised sites form the focus of our activities. Each strategically-located site has a designated MSR fieldworker who acts as a coordinator/organiser of the site. He actively engages with the men who gather there, and encourages them to become MSR members. He also coordinates the site so it becomes an orderly pick-up point for employers.

2.1 Member engagement

MSR fieldworkers engage with men at the sites and recruits members who are required to complete a membership form. The form includes the following details: personal data (name, date of birth, ID number, and so on), contact details, social situation, skills and work experience.

The member's skills are verified by MSR through an actual assessment, or via references from three known employers. The members receive a skills rating between 1 and 5 points. These details are entered into the MSR database.

This evaluation process enables us to get to know our members and establishes the member's true skills. It builds credibility with potential employers and improves the employability of the member as we are providing independent confirmation of his details and skills, as well as references. The process also helps us to channel training resources to the most appropriate members.

Once a member has been registered, he is given a laminated registration card incorporating a photograph, which enables employers to identify the worker, confirm his details and skills and get references via the database which is available online.

2.2 Employment intermediation

Finding jobs for our members is MSR's primary activity. This operation is a sales-driven process. Our placement officers proactively "sell" our members and look for work opportunities for them with potential employers which include homeowners, building contractors, landscapers, events management companies, labour brokers and other companies requiring labour.

We do this via our networks in the industry, our website, public relations and other marketing activities and on the side of the road via our branded sites, posters and flyers. Preference is given to members with verified skills and the highest ratings received from employers.

We also receive calls from employers responding to our marketing campaigns which advertise our employment hotline, 0861 WORKER. The call centre logs the employers requirements and passes this on to our placement officers who action their request. The placement officer works from the central database of verified skills and not from any other source.

The placement officer contacts the member via cell phone and notifies him where to report for work. Employers are invited to collect their worker/s from one of our branded sites and our designated fieldworker present on the site introduces the employer to his/her worker/s, ensuring a smooth and orderly meeting. While we

don't manage the wage negotiation process, we recommend a daily rate depending on the type of job.

The call centre follows up with the employer and obtains a rating for each member placed in work. For group placements, it may be necessary for the placement officer to visit the place of work and obtain a rating from the employer. The rating takes into account the skills of the member, and the work ethic as evaluated by the employer.

Through this process, we help to reduce the risks commonly associated with employing a man from the side of the road, and increase the public's confidence in the service these men can offer.

2.3 Training

Where possible, we facilitate the training of our members to increase their skill level and thereby improve their employment opportunities. During the first half of 2008, MSR facilitated 4,100 training days for our members.

In addition, a review of our training activities over the past 24 months revealed that 81% of the people that we trained in the period were contactable by us, and 68% were in continuous employment using the skills we imparted.

Our approach has helped thousands of people find work. We have facilitated the training of hundreds of these men, providing them with skills that will help them forever. We have brought dignity to the destitute, and our endeavours benefit more than just our members - they affect their families and dependents too.

3. REQUEST FOR FUNDING - WORKER COLLECTION POINTS

As a non-profit organisation, MSR relies on the goodwill of individuals, government, corporate South Africa and international donors to fund its activities. Opportunities exist to fund our organised site initiatives.

The most significant portion of MSR's activities is to connect employers with our members. Our primary strategy to do this is through organised sites. These sites provide a platform for us to engage with members, as well as offer an organised collection point for employers using our service.

For illustration purposes only, we include below photographs of a selection of the current and proposed job sites in the Western Cape, South Africa below:



Cape Town - cnr Buitengracht & Strand Streets



Mitchells Plain - cnr Eisleben & Montagu



Durbanville - Vrede Road (taxi rank)



Khayelitsha - cnr Baden Powell Drive & Lansdowne Road



Muizenberg - cnr M5 & Vrygrond Avenue



Somerset West - cnr M9 & Schapenberg Road



Wynberg - Prince George Drive (next to municipal waste site)



Fish Hoek - cnr Kommetjie Road & Glencairn Expressway



Kuilsriver - cnr Van Riebeeck Str & Station Road



Table View - Boy de Goede Circle, Blaauwberg Road

3.1.1 How the job site works

Historically, one of the problems associated with employing men who stand on the side of the road is that going to a site to find a worker can be a chaotic and intimidating experience.

MSR organises the site by employing a fieldworker to act as site coordinator. The coordinators are former men on the side of the road, so can effectively communicate the advantages of an organised site to the workers.

Men are encouraged to register as members - and most do once they've seen the benefits MSR brings to the site in the form of greater employment opportunities.

When an employer arrives at the site to collect their worker, they report to the MSR "office" - a MSR branded gazebo - and the job site coordinator introduces them to their worker.

Previously, going to a site meant that the potential employer was swamped by men trying to promote themselves and get the job. The experience often prevented many employers from making use of the men's services.

The process we have introduced has created a safer environment for employers to interact with the workers, and to ensure they employ a worker with the skills they require.

MSR organised sites offer an opportunity for both homeowners who "order" a worker through MSR's website or via phone, as well as for employers who spontaneously arrive at the site looking for a worker/s. Because the members are known to MSR, we can connect the employer with the right kind of worker, and take the chaos out of collection.

3.1.2 How we measure success

Our target is to register 100% of the men that pass through each site, and achieve 600 workdays per site per month.

3.1.3 Components of the organised site

The MSR job sites consist of a gazebo which acts as a "site office", feather banners to mark the location of the site, and posters on street lamps in close proximity to the site which encourage motorists to employ MSR members (see examples alongside).

The site is marketed via advertisements in local knock-and-drop newspapers, as well as via the distribution of creative pamphlets which create awareness of our members' skills.

3.1.4 Opportunities

While co-branding at the site is not possible due to city council restrictions, the following opportunities exist:

- Marketing to members: on average, 100-200 men congregate at each site every day. However, this is a dynamic environment, and new men come to the sites each day. Through pamphlets and promotions, companies can market relevant products to these men
- Branding opportunities: advertisements in the newspapers can be co-branded, positioning your company favorably with the residents in that area



Samples of posters on streetlamps around the sites



3.1.5 Budget

<i>Set up / Annual renewal cost</i>	Number of items	Cost per item	Total ZAR	Total US\$
1. Feather banners	2	R750	R 1,500.00	204
2. Gazebo	1	R3,000	R 3,000.00	408
3. Cap and T shirt	2	R100	R 200.00	27
4. Street pole posters	6	R200	R 1,200.00	163
5. To do list handouts	5,000	R0.20	R 1,000.00	136
			R 6,900.00	US\$938
Monthly costs				
6. To do list handouts	3,000	R0.40	R 1,200.00	163
7. Wages - field worker	1	R3,000	R 3,000.00	408
8. Wages - placement officer	1	R5,000	R 5,000.00	680
			R 9,200.00	US\$1,251
Total annual cost - site			R 117,300.00	15,959
Project management			R 14,700.00	2,000
Global Giving fee				3,022
				US\$23,170

Notes:

1. Feather banners are used to mark the location of the site.
2. Gazebo acts as a site office / temporary structure.
3. Caps and t-shirts are provided to the field worker and placement officer to wear when promoting the site.
4. Posters on street lamps in close proximity to the site to encourage motorists to employ MSR members.
5. Initial stock of to do list handouts / flyers used to list types of services available at the site, e.g. painting, gardening, odd chores around the house, household maintenance, and so on.
6. Refresher stock of flyers.
7. Wages for field worker who works directly with the unemployed men explaining the project, and how they can benefit from being a member.
8. Wages for placement officer who proactively “sell” our members and look for work opportunities for them with potential employers.

4. EVALUATION AND MONITORING

Evaluation and monitoring is a critical element of the organisation. We take the custodian role we play in respect of grants received from public and donor funds very seriously. We implement internal controls that seek to limit our risk in respect of financial and reputation loss.

Financial measures:

- Annual external audit by a firm of auditors
- Monthly financial reporting by all units and teams with comparison to budget. These reports are consolidated to monthly project reports which are available to the Board
- Quarterly and annual review of financial performance of the project by the Board
- Strict internal controls which separate the duties of all officers and ensure that at least two people are involved in all financial transactions.

Operational measures:

- The Programme Director receives delegated authority from the Board for day-to-day management of the activities of the programme as approved from time-to-time in annual budgets and strategic planning sessions
- We engage in quarterly and annual reviews of the operational performance of the project by the Board

- Regional offices are established which have overall responsibility for activities in their region as specified in the approved business plan and budget
- All offices submit monthly reports of their activities in a prescribed format. These reports are reviewed by Programme Management, and each office is visited at least ten times each year where the veracity of their activities is established
- Each workday facilitated by MSR at any site is followed up with the employer to establish the performance of that worker and to receive feedback.

In addition to these measures we regularly participate in external evaluation programmes with funders and academic institutions.

5. FINANCIAL ACCOUNTABILITY AND BANKING DETAILS

5.1 Bank account details

Account name: Men on the Side of the Road
 Current account number: 0709 56383
 Name of bank: Standard Bank
 Branch: Thibault Square, Cape Town
 Code: 020909
 SWIFT number: SBZA ZAJJ
 Bank phone number: +27 21 402 4000

5.2 Auditors

Name of auditors: Gobodo Inc (Donovan Simpson)
 Auditor phone number: +27 21 910 4428

5.3 Signatories

- Peter Kratz (National Director)
- Patrick Mbanga (Regional Manager)

5.4 Monthly management accounts available

- Balance sheet
- Profit and loss statement
- Activity report - work days completed, training days, etc

6. MSR'S LEGAL STATUS

Registered as a Non-Profit Organisation (024-519-NPO)
 Tax exempt under Section 18A of the Income Tax Act (PBO: 930005561)
 Reference number: 9028613157
 Registered tax number: 7010750562
 VAT registration number: 4180213367
 Board members: Anthony Marshall-Smith (Chair), Ferial Haffajee,
 Robin Gilfillan, Warren Conrad

7. FUNDRAISING

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