



GF4GF Centres NPC

*A network of small multi-purpose
training farms with a strong focus on youth
and agricultural transformation*

Business plan

2017

Table of Contents

1. EXECUTIVE SUMMARY	2
2. THE GF4GF CONCEPT	3
2.1 OVERVIEW	3
2.2 VISION	3
2.3 MISSION	3
2.4 VALUES & WORK ETHIC	3
2.5 STRATEGY	3
2.6 ACTIVITIES & OUTCOMES	3
2.7 OBJECTIVES	1
DEVELOPING PEOPLE:	2
2.8 GOODYEAR	2
2.9 GOODYEAR BURSARY FUND	2
DEVELOPING AGRICULTURE:	3
2.10 ABONGANI PROJECT	3
2.11 TRACK RECORD	3
2.12 UNIQUE ADVANTAGES	4
3. BUSINESS MODEL	4
3.1 SERVICES OFFERED	4
3.2 TARGET MARKETS	5
3.3 MARKET TRENDS	5
3.4 ORGANISATIONAL STRUCTURE	6
4. MARKETING PLAN	7
4.1 GF4GF CONCEPT	7
4.2 POTENTIAL INVESTORS / PARTNERS	8
4.3 MARKET ANALYSIS	8
5. FINANCIAL PLAN	9
5.1 FINANCIAL MODEL	9
5.2 INITIAL INVESTMENT	10
6. SWOT ANALYSIS	10
6.1 STRENGTHS	10
6.2 WEAKNESSES	11
6.3 OPPORTUNITIES	11
6.4 THREATS	11
7. RISK MANAGEMENT	11
7.1 OPERATIONAL RISKS	11
7.2 GOVERNMENTAL RISKS	11
7.3 LIQUIDITY RISKS	12
7.4 HUMAN RESOURCES RISKS	12
7.5 MONITORING AND EVALUATION	12
8. CONCLUSION	12

1. EXECUTIVE SUMMARY

Youth and the state of the agriculture sector are under tremendous threat in South Africa. A large percentage of youth are unemployed, many of whom are an economic burden to the country. Many youth who have received education are still unemployable due to various factors such as work ethic and lack of experience. Furthermore, the average age of a South African farmer is 56-62 years of age which reveals a dangerous age gap and a strong need to develop a new generation of productive, responsible farmers for the sake of food security and sustainability in South Africa.

GF4GF Centres are addressing these issues in a strategic and practical way. GF4GF Centres are small multi-purpose training farms that aim to develop young people from rural and agricultural communities. These centres are also business orientated in the long run and make economic contributions to the communities they are established in.

The young people undergo a year of foundational training called a GoodYear where they are taught values, various critical life skills and raised up as leaders for their communities. These students make a practical contribution to the community during their GoodYear by running value-based programs for children in the community and in various local schools. The GoodYear students who qualify are also supported in their tertiary education via the GoodYear Bursary fund.

Also GF4GF Centres are business units as they exist on farms that are generating an income, contributing to the agricultural sector and developing the self-sustainability of the centres. The Abangani project is making critical contributions towards land reform and bridging the age gap in the agricultural sector. Certain skills training programs (primarily for farmers and farm workers) also contribute to the financial sustainability of the centre.

GF4GF Centres establish a safe and supportive environment where skills are transferred, lives are changed, leaders are raised up and value is added to the agricultural community.

The main centre is Palms GF4GF Centre located in Groblershoop, Northern Cape. There is a second established centre, Willows GF4GF Centre in Tweeling, Free State and at least 3 more centres in the developmental stage. The vision is to plant centres across South Africa and eventually into Africa. These centres operate independently although they are bound to each other by MOU's and they all follow the basic GF4GF model outlines in this business plan.

Currently these centres are funding primarily based on donations and self-generated income from farming or skills training endeavours. Other sources of funding such as loans and government grants have previously provided a small income as well. These centres are capital intensive to set up but yield a valuable output as they develop into self-sustaining centres that contribute value to the agricultural sector by farming, skills training and providing productive people. Funding is needed in order to set up these centres in rural and agricultural communities across South Africa. The centres become economically less dependent over time.

GF4GF Centres follow a holistic approach towards the development of human potential as well as towards the development of the agricultural sector. We are developing young leaders who add value, instead of being an economic burden. We are bridging divides and providing practical solutions to youth unemployment and agricultural development.

2. THE GF4GF CONCEPT

2.1 OVERVIEW

GF4GF Centres are small multipurpose training farms as well as apostolic business communities. “Apostolic” refers to a group of people who have been sent to make a difference and to establish GF4Gf Centres in South Africa and the rest of Africa. “Business” involves agricultural production, provision of training and adding value to local markets. “Communities” refers to a group of people associated with GF4GF Centres who share the same vision and values.

2.2 VISION

The laying of good foundations in order to produce good fruit

2.3 MISSION

Cultivating a whole celebrated agricultural society of young equipped influential leaders who impact the African continent by stewarding God’s design

2.4 VALUES & WORK ETHIC

The GF4GF community as well as the GF4GF concept is governed by the following values:

- Trustworthiness
- Respect
- Responsibility
- Caring
- Fairness

Work ethic

- On time
- On standard
- Without wastage
- With joy

By incorporating these values and this standard of work on all levels of the organization, we will have a transformational impact on the local community and surrounding areas.

2.5 STRATEGY

- Demonstrate *Living and Farming God’s Way*.
- Establish a safe and supportive family environment to change lives and transfer skills.
- To raise up a new generation of local leaders with skills and integrity to positively impact their community.
- Establish a new generation of farmers, farm workers and young people from rural communities who are equipped with knowledge, skills, work experience, integrity and biblical values.
- Provide a physical place to add value to the rural economy through life skills, agriculture and business.
- To establish GF4GF Centres across South African and Africa.

2.6 ACTIVITIES & OUTCOMES

The following is a list of activities and outcomes that explains the practical outworking of the vision.

1. Establishing good foundations

- Restore and build relationships with God, people and creation.
- Equip people with Biblical morals and values.
- Heal emotional scars and wounds.
- Foster unity across all divides.
- Prepare and equip people for healthy marriages and families.

- Hold people accountable for assigned responsibilities.
- Train people in sound business principles and biblical work ethics.

2. Nurturing growth to produce good fruit

- Create a safe and supportive environment for personal growth and holistic well-being.
- Transfer our spiritual DNA based on God's Way principles to others, especially young leaders.
- Bring post-matriculants into a healthy, intimate spiritual family for a GoodYear, disciple them holistically and, through them, reaching out to schools, communities and farms; (See GoodYear Program).
- Transfer root and life skills, mainly through multiple short courses to GoodYear-students, farmers, farm workers and community members.
- Farm to produce own food, generate an income to sustain GF4GF centres and provide practical workplace experience for upcoming farmers: bridging the gap between basic and further education, and further education and the workplace.
- Develop a network of GF4GF Centres that share resources and expertise.
- Water our efforts with continuous prayers.

3. To profit rural and agricultural communities

- To profit the country with productive citizens and young leaders who have skills and integrity.
- To profit the economy with food production and job creation.
- To profit the agricultural community with a new generation of Christian farmers, who have theoretical knowledge, biblical values and practical farming experience.
- To profit rural communities with more GF4GF Centres throughout SA and Africa.
- To profit local schools with programmes aimed at building character and developing values.
- To profit the poor with bursaries to lift them out of poverty through education.
- To profit the body of Christ with mature believers and labourers to bring in the harvest.
- To profit the Kingdom of God with a demonstration of *Living and Farming God's Way*.

2.7 OBJECTIVES

The following objectives are the main objectives of GF4GF Centres NPC

1. Lay good foundations for good fruit.
2. Demonstrate our proclamation regarding *Living and Farming God's Way*.
3. Coach, mentor, teach and empower rural and agricultural communities towards a Kingdom lifestyle.
4. Unlock the potential of rural and agricultural communities through strategic partnerships in transformational community development.
5. Establish a new generation of farmers, well equipped with knowledge, skills, integrity and biblical values.
6. Financially support disadvantaged youth for training at GF4GF centres and/or further studies.
7. Plant GF4GF Centres across South Africa and Africa.
8. Generate wealth through agriculture and business to further the above mentioned goals.

The GF4GF Centres collectively run a number of projects in order to achieve the above mentioned objectives.

- GoodYear
- GoodYear bursary fund

- Abangani Project

These projects broadly deal with developing people and developing agriculture, although there is overlap between the two. These projects do not include unique initiatives by individual centres.

DEVELOPING PEOPLE:

2.8 GOODYEAR

GoodYear is a core part of the GF4GF Centre's model. GoodYear is an annual "year-of-your-life" program for post-matric or graduate students. The program focuses on character, life skills and leadership development through establishing values and integrity in the lives of the GoodYear students. Students live at the GF4GF Centre for a year where many training, personal growth and outreach opportunities are offered to the students within a safe family and mentorship context. Those students who show strong leadership qualities are selected to do a second year where they serve as leaders for the new intake of first year students. The focus of GoodYear is primarily on personal growth (which includes life skill development and spiritual growth) and leadership development.

GoodYear provides an opportunity for young people to find direction and purpose for their life. They discover how to sink their own roots into the right foundations in order that they may be people of character who can stand and grow whilst on the often challenging road of life. Once trained, these youth can benefit the rural communities in a number of spheres based on their area of interest (example: education, social, safety etc).

Willows

GoodYear Prospectus



main courses

- Problem Solving
- Basics of Business
- Orientation camp
- Self-management
- Community transformation
- Entering the world of a child
- Walking with wounded children
- Love, sex, dating & relating
- Foundations of the Word
- Foundations for farming
- Character & values
- Emotional Healing
- Ububalo Sport
- Leadership

training activities

- Weekly duties
- Responsibilities
- Cross-cultural project
- Reading & book reports
- Presenting daily devotions
- Running a vegetable garden
- Prayers and fasting weekends
- Small business operations
- Personal Bible study
- Miscellaneous jobs
- Scripture memory
- Monthly budgets
- Sports (94.7)

outreach

- School Programs
- Discipleship Groups
- C.T. Childrens Home
- Miscellaneous
- Soup Kitchen
- Brave Kids

other courses

- Courage
- Discipleship
- Group work
- Substance abuse
- Ancestral worship
- 7 Mountains of culture
- Pause: resisting temptation
- Biblical leadership skills
- Presentational gifts
- Redemptive gifts
- Making an appeal
- Typing reports
- How to be rich
- Ultimate gift
- Etiquette

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GoodYear
Good Foundations 4 Good Fruit

2.9 GOODYEAR BURSARY FUND

Experiences has proven that the cycle of poverty in many families can be broken within one generation should a child be given an opportunity to obtain a tertiary qualification and pursue a professional career. For this reason the GF4GF board founded the GoodYear

Bursary Fund in 2012 in an effort to assist these former GoodYear students to further their training at tertiary level. Most GoodYear students come from rural and/or underprivileged communities where they lack the financial support to study towards a tertiary education.

The average cost of supporting a student at a University ranges from R50,000.00 to R100,000.00 annually. GoodYear students are eligible for support from the fund based on their academic ability, character and motivation to succeed at their studies. This fund is managed in collaboration with Beulah Africa, a partner of GF4Gf Centres NPC.

DEVELOPING AGRICULTURE:

2.10 ABONGANI PROJECT

To date, the most successful model for transferring an agricultural business and accompanying land from one entity to another is that of parents to children. Therefore, a model similar to the parent-to-child-model should be found. The suggested Abangani project has exactly that in mind. Abangani is a Zulu word which refers to the extended family. In the AMOS context, we could speak about a spiritual family.

The purpose of this project is to contribute towards the search for models (there can be more than one model) on how to grant young people from previously disadvantaged communities opportunities to enter commercial agriculture in ways that are affordable, sustainable and successful.

The Abangani project is a “pilot project”. The goal is not to see how many new farmers we can establish, but to see how successfully we can establish farmers. Groblershoop in the Northern Cape was chosen for this “pilot project” because Amos Agrimin and Palms GF4GF Centre has already been established in the !Kheis community and is part of this community. The potential exists for this project to flow out of every established GF4GF Centre across South Africa.

Amos Agrimin and Palms GF4GF Centre (the main centre) strive towards establishing GF4GF Centres throughout rural South Africa and in other African countries. With as little as 10 centres in South Africa and as little as 5 agricultural students who are placed annually, we can establish up to 50 young farmers in commercial agriculture annually through the Abangani project. Because the potential for success of this model is so much higher than the sustainability of current projects, even as few as 50 young farmers a year will make a significant difference

More information about the details of this project is available in a separate document.

2.11 TRACK RECORD

GF4GF Centres are demonstration plots that were established under the vision of Amos Agrimin. Amos Agrimin has been in existence and serving the agricultural community since 1993. Thus, the vision for GF4GF Centres is backed by years of experience and success stories.

The first GF4GF Centre was planted in 2011, making this a young NGO. However, since then, another centre has already been fully established (Willows GF4GF Center in Tweeling, SA), a third centre gaining momentum in Bothaville and two more are preparing to start in 2018 (in Victoria West and Sommerset East). This highlights the commitment of the organization to growth and to addressing pressing issues in South Africa.

Since 2011, GF4GF Centres have put more than 60 students through the GoodYear program, all of whom have undergone extensive training and mentoring. Many of these students have maintained close ties with the centres' leadership who have provided various forms of support to the students after completing their GoodYear. Many students are either currently studying or have already finished their tertiary education and some have been placed in working environments. Through these students 100's of school going children have been reached through various school and after school programs. Hundreds of farm workers and other laborers have also received training in welding, problem solving, basics of business and various other agricultural topics.

Furthermore, many students who have started working after their GoodYear have received positive feedback from employers saying that they can see the difference in work standard that a GoodYear student offers. Some students have continued to do a second or third year in order to be peer role models to new GoodYear students and have thus become part of the mentorship process.

Through the bursary fund even more success stories have evolved. Some students have received Golden Key academic and other rewards for their outstanding performance. In 2016 the bursary fund supported nine students, and every year more GoodYear graduates desires to enter into this programme.

Thus it is clear that GF4GF Centres has an existing track record that stands as testimony to the validity and strength of its vision, strategy and implementation.

2.12 UNIQUE ADVANTAGES

GF4GF Centres are an especially unique concept as they focus on addressing root issues effectively by working personally with a small group of people to develop sustained change over a long term period. GF4GF Centres are addressing some of the most felt needs in South Africa currently.

- Emphasis is placed on the development of human potential within a family mentorship environment. This is crucial for success.
- Emphasis is placed on personal interactive relationships with students which is an essential component to their success.
- A lot of time and effort is placed on practical training and exposing the student to various fields of interest and work.
- GF4GF Centres also offer opportunities for employment, including potential employment for students who graduated from the centre.
- Leadership and stewardship lay the foundation for good citizenship. That is what South Africa needs and that is what we offer.

3. BUSINESS MODEL

GF4GF Centres, NPC is a non-profit company that targets rural and agricultural communities for training and development, especially focusing on but not limited to the youth in these areas.

3.1 SERVICES OFFERED

- A **GoodYear team** who both receives training and who serve the community.
- A **Bursary fund** to support GoodYear alumni students.
- **Agricultural projects** that sustain the organization but also build the agricultural sphere.

- **Skills training** that provides upliftment and adds value to people and businesses in rural communities.
- **Values and leadership** development that contributes to the overall quality and productivity of young citizens.
- **School** and various **youth programs** that enhance the quality of a community.
- **Vocational training.**

3.2 TARGET MARKETS

GF4GF Centres focus primarily on

- Youth
- Rural communities
- Agricultural communities
- Farm workers and other workers who need skills training

3.3 MARKET TRENDS

It is common knowledge that South Africa is faced with tremendous challenges, both politically and socioeconomically. In 2014 two thirds of the youth were unemployed. While youth is defined as anyone between 15-35 years, the middle age bracket (20-24) faced the most difficult challenged. The following statement made by the Minister of Finance, Mr. Pravin Gordon holds chief importance since our focus is on agriculture: the average age of the South African farmer is between 56 and 62 years of age. Therefore, the survival of the agricultural sector is under tremendous threat. For exactly that reason it is of the utmost importance this we incorporate the youth in agriculture.

A quote taken from the “VOLKSBLAD” published on 21 April 2016 states the following: “The hopeless system in education creates a lost generation”. This is referred to as the NEET generation, thus NEET — Not in Employment or Education or Training. The RAPORT of 24 April 2016 reported the following: “Youth unemployment is a ticking time bomb.” This is a truly troubling state of affairs. Generally there is a breakdown in good and acceptable work ethic, integrity and value systems. This gives rise to the high levels of corruption, mismanagement and misadministration that is rife in our society today and leads to generally low levels of productivity. The reimbursement policy of the government shows some merit in certain areas, but in general it in no way contributes to the creation of a productive culture.

What is the solution?

The government policies are definitive. However, there are steps that could be taken by those that are not satisfied with the status quo of the current situation in communities and the country as a whole. There is much occurrence to be found among persons that are displeased by the present state of affairs as opposed to what they believe could be attained. Within this lies a state of action. We can be spectators, we could complain or we could be among the few that act to see change come to pass.

We address this need by establishing value systems in the lives of the youth and follow it up with training programs in subject areas for which there is an aptitude and interest. The outcome is an emotionally developed person, well-schooled and educated that is fully equipped with the entrepreneurial skills. This student can enter the job market with good stewardship and citizenship as a focus point.

In summary, South Africa is faced with a young unskilled population who are becoming a burden to economic growth while paradoxically carrying huge potential within them. Also, there is a general trend amongst young people moving away from the agricultural sector.

GF4GF Centres are addressing this by focusing on training young people to be an asset to South Africa's economy and by contributing to the growth of the agricultural sector.

3.4 ORGANISATIONAL STRUCTURE

Structure of Centres

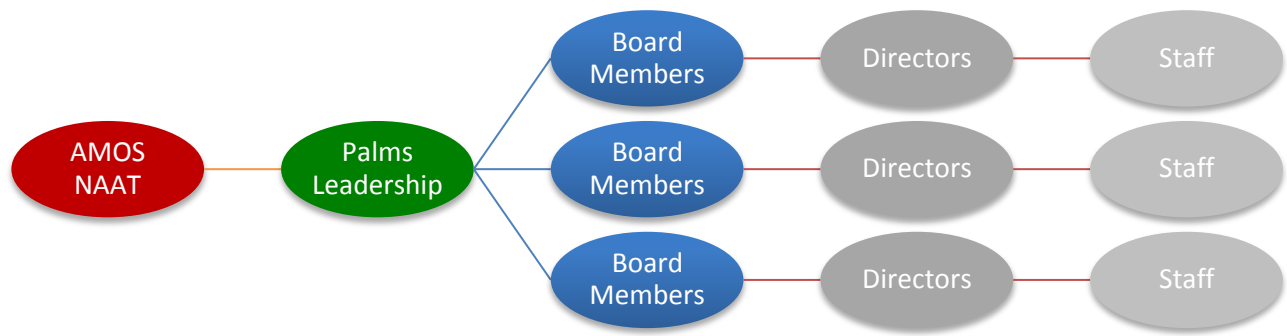
The GF4GF model is replicated in semi-independent centres across South Africa. The main GF4GF Centre (at Groblershoop in the Northern Cape) is represented by the middle circle in the diagram below. Each of the other circles represent various stages of development for new centres across South Africa. Each centre balances uniqueness and independence with standard structures inherited from the main centre. This relationship is formally bound in MOU's between the centres. This concept is represented in the image below:



All property for the centres are kept in the AMOS Trust and connected to each centre via an MOU.

Structure of Leadership

Within each GF4GF Centre there exists a system of accountability and leadership that operates alongside the main GF4GF centre leadership. This is represented in the diagram below:



The circles are not placed in a hierarchy (top down) as the strength of accountability within GF4GF is based on strong value-based relationships. However, there are levels of authority within the organization, represented by the flow of circles from left to right. The blue circles each represent 1 centre and thus many more could be added depending on the number of existing centres. The NAAT circle is a group of leaders not associated with a specific centre that cast vision and direction for the centres.

4. MARKETING PLAN

Marketing will be focused on:

- Promoting the GF4GF centre concept (including the GoodYear program)
- Potential investors

4.1 GF4GF CONCEPT

Target group:

- Young people who want to do a 'gap year' after matric with a view to personal development and career choices
- Young people who have experienced inadequate environmental and educational conditions
- Young people who want to discover their created potential/unique design
- Organization who share a similar vision that are potential partners for the project
- Farms/farmers who wish to start a centre on their farm

Strategy:

- Compiling the GF4GF centre prospectus and the marketing thereof
- Visit schools & communities
- Advertise in relevant media
- Farmer unions
- AMOS farmers – farmers who are part of the AMOS network
- Agricultural communities
- Website
- Social media
- Mega/commercial farmers
- Agricultural magazines

4.2 POTENTIAL INVESTORS / PARTNERS

Target group:

- Individuals and/or organizations that share the view that education and basic values are the key to the development and maintenance of healthy communities.
- People who share the vision of raising up leaders who are trained with a good work ethic, respect, integrity and servitude to serve the community.

Strategy:

- Identify people who have lived out the above mentioned values/traits
- Have personal discussions with the people identified
- Information sessions on appropriate forums
- Company briefing sessions
- Visits to Palms GF4GF Centre (a model example)
- Using and promoting the GF4GF website

4.3 MARKET ANALYSIS

The most common reasons for failure have to do with life skills and not with subject knowledge or technical skills. According to Napoleon Hill, in his book “think and grow rich” as well as Dr. David Campbell, research director at the “centre for creative leadership” the most common reasons for failure are:

- “Being unable to get along with people” – (relationships = life skill)
- “Quitting when things get tough” – (perseverance = life skill)
- “Procrastination” – (integrity/virtue = life skill)

Market research was done with a group of 65 people within a 40km radius of one GF4GF centre from a variety of racial, gender and professional backgrounds who were asked a series of questions. Their responses are reflected below:

1. Where does the solution lie for social and economic problems in your area (excluding government and their policies)?

Training & education	Job creation & empowerment	Entrepreneurship
76%	22%	2%

2. Would you say the development of the person behind the skill is more, equally or less important than the development of the skill

More	Less	The same
40%	4%	46%

3. Would you say there is an opportunity for a skills development centre in your area?

Yes	No
95%	5%

4. If possible, would you support such a centre by means of training opportunities for your personnel?

Yes	No
93%	7%

It is clear by this data that GF4GF Centres are meeting a big need in rural communities. We are addressing most felt needs while not only doing training but developing the person behind the training. **Thus, we are not only providing training but developing the person behind the skill which addresses one of the biggest reasons for failure amongst the trained population.**

5. FINANCIAL PLAN

5.1 FINANCIAL MODEL

The broad financial model for GF4GF Centres is illustrated in the diagram on the right. Sources of funding are reflected at the bottom of the 'tree' as 'roots'. These funding resources flow up into the 'leaves' (circles) which represent the size of various outputs. Smaller leaves receive a smaller percentage of funding than the larger leaves.

While GF4GF directs a large portion of its funding towards training, GoodYear and agriculture, it is dedicated towards internal development as this grows their ability to effectively reach target audiences. The small amount allocated towards community programs does not reflect a low level of importance it is merely a reflection of GF4GF's ability to provide low cost high quality programs to rural communities.



5.2 INITIAL INVESTMENT

Once-off Costs			Monthly Costs		
Item	Description		Item	Description	
Land	10-20ha @R250 00/ha	5 000 000	General	Maintenance/electricity/transport etc	10 000
Infrastructure	2 x houses	1 800 000	Students	All related expenses for 10 students	40 000
	Barn	540 000	Salary & stipends	Parents, farm manager, 3 workers, junior leaders	70 000
	6 Student rooms	480 000			
	Bathrooms	300 000			
	Renovate classroom	250 000			
	New classroom	600 000			
	Guest rooms	300 000			
	Trainers housing	1 000 000			
	Total:	5 270 000			
Business/farming	capital	1 500 000			
Vehicles	Bus & bakkie	800 000			
Total	R12 570 000		Total	120 000	

6. SWOT ANALYSIS

Below is a SWOT analysis for the concept of GF4GF centres. Variations may exist between each centre as each centre deals with a unique set of circumstances. However certain key and strategic commonalities exist.

6.1 STRENGTHS

- Everybody involved shares the same vision.
- GF4GF Centres has qualified and well-equipped personnel.
- GF4GF Centres NPC is an already established organization.
- Financially independent board of the NPC lessens the pressure on the centre; it leads to effective use of capital.
- The biggest obstacle regarding the current state of tertiary education in the country is addressed.
- Job creation and entrepreneurship are stimulated through training and empowerment.
- Effective investment in human resources as it is not necessarily only subject-based training but also training in life skills and values. It forms the basis of further training. It includes a holistic approach to the development of balanced individuals and citizens of the country.
- It is an effective contribution to rural communities and land reform.
- Good Stewardship lies at the foundation with the positive impact it will make to food security in the future.

6.2 WEAKNESSES

- The majority of the project will need to make use of capital from external sources as start-up capital per centre. As centres grow they become self-sustaining and this percentage drops considerably.
- Training and empowerment is primarily aimed at a market that cannot finance themselves.

6.3 OPPORTUNITIES

- The need for training is addressed effectively.
- A new generation of farmers is cultivated.
- There is access to expertise and consultation from a variety of individuals and entities.
- The opportunity exists to establish GF4GF centres throughout the country and even internationally. The issues that GF4GF Centres address are found across Africa and thus the need exists for these centres across the African continent.
- The problem of urbanization is addressed because the project is geared towards sustainable rural development.
- It can serve as an example for effective usage of land and production systems, viewed in the light of land reform and utilization.
- Companies can earn BEE points for donating money or sending their workers for training.
- Entrepreneurship training along with the hard skills training can lead to job creation.

6.4 THREATS

- A shortage of personnel; people who want to do this job have to do it as a calling; Servitude, humility and clear vision will need to form part of his/her make-up
- Natural disasters could break down self-sustaining projects such as farming or lead to break down or loss of infrastructure
- Negative influences and limitations as a result of government interference and law
- Lack of capital for both the students and the centre which may stand in the way of certain projects either launching or running efficiently
- Lack of funding in order to keep centres running and accomplish the vision of GF4GF Centres.

7. RISK MANAGEMENT

There are a number of risks that could stand in the way of GF4GF Centres' success. These risks are identified along with action steps that can be taken to avoid or reduce the risk to the organisation.

7.1 OPERATIONAL RISKS

- Inadequate communication as a result of management structures that are not in place yet
- Inadequate policy structures

Action: Get policy's in order

7.2 GOVERNMENTAL RISKS

- Policy changes
- Labour law
- Tax requirements

Action: Stay informed regarding any changes and respond proactively. Make use of the auditor's information as well as information regarding relevant legal issues.

7.3 LIQUIDITY RISKS

- Faulty budgets and accounts
- Inaccurate quotes
- Incorrect handling of cash
- Undisciplined handling of documents
- Poor policies

Action: Build reserves, effective budget management, make sufficient provision for unforeseen expenses, set up effective administration systems and make sure that budgets and accounts are correct by consulting relevant people or institutions

7.4 HUMAN RESOURCES RISKS

- Lack of personnel
- Unmotivated personnel
- Personnel injuries
- Undisciplined personnel
- Underpaid personnel
- Incorrect personnel placements

Actions: Proper assessment of personnel needs, job descriptions, personnel policies and contracts, realistic packages and clear goals, ensuring that all the policies are in order with sound strategic planning, operational management as well as having adequate control measures in place.

7.5 MONITORING AND EVALUATION

GF4GF Centres NPC maintains a culture of continuous evaluation. Regular leadership and strategic meetings ensure that progress is monitored and where necessary measures are put in place in order to achieve the intended outcomes. However the following are more specific ways in which this will be achieved:

Internal Accountability:

- An annual GF4GF strategic meeting is held between key stakeholders and directors.
- Annual internal evaluation reports are published between centres.
- Regular meetings are held between centre leadership to monitor progress.
- Evaluation reports are written for every program presented in the community and in schools.
- GoodYear students are evaluated continuously by their mentors and centre leadership according to a list of pre-determined outcomes.

External Accountability:

- Where Government funding is provided, regular reports are written to the relevant department.
- Letters and feedback are provided to donors.

Each of the above mentioned points use the 8 objectives and the vision and mission statement as a rubric in order to determine the status of the intended outcomes.

8. CONCLUSION

We are convinced that this project will be successful for the following reasons:

- We follow a holistic approach towards the development and growth of human potential.
- The discovery of individual innate skills, aptitude and interests lays the foundations for the development of maturity in society and the workplace.
- The biggest issues in our country, namely, education, technical skills and rural development are addressed.
- We are moving in the direction of restored relationships between people, the Creator and the creation.
- It will have an impact on unemployment considering that a skilled, trustworthy worker with a good work ethic will be entering the market.
- The production status of the land is far above average.
- The centre itself is an economic unit.

Drawing from the following quotation made by Margaret Mead:

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it’s the only thing that ever has.”