

Project Charter
George Child and Family Welfare Society
Sikelela Skills Development Centre – Job Creation Project

- **GOAL:** To train 60 mothers to become financially self-supportive during 2010.
- **HOW:** Train groups of 20 women every 4 months at the Sikelela Skills Centre, equip and create support groups for them.
- **BENEFITS:** Impoverished families will become self-supportive and create a better life for them and their children.
- Food support
- Educare centres
- Organic gardening training
- Safe house - George Child Welfare Safe House established January 2008 - a short-term crisis home for children who have been abandoned or abused, and who need emergency placement at any time of the day or night. The proceeds of last years Fancourt Ball went to this.
- *Job Creation Project (Skills training at the Sikelela Skills Development Centre housed on premises at 13 Albert Street, George, South Africa).*

Executive Overview

The George Child and Family Welfare Society (GCFW) has a dire need to raise funds for their Job Creation Project in George, Western Cape, South Africa.

The GCFW Society was established in 1926. It is a registered Welfare and Not for Profit Organisation (NPO). It is registered with the Department of Social Development (DoSD) (Government Department) as well as with the South African Revenue Services (SARS) as a Public Benefit Organisation (PBO). The latter is to the benefit of contributors as they can deduct donations from tax in South Africa.

GCFW focuses on providing intervention for orphans and vulnerable children, as well as food support, education and skills training for families.

It renders the following services:

- Foster care placement

When people visit George they see the wealth and splendour our beautiful town has to offer, but more often than not they do not see the pain and suffering caused by the high incidences of unemployment and poverty. George Child Welfare, together with other role players, has initiated a project to bring together unemployed people in order that their creativity an initiative may be harnessed.

History of the Job Creation Project

In order to create a solution to the above problem of poverty alleviation, Sue du Toit (Director of Child Welfare) together with Ning Bath (Chairman of the Board) and Sabine Plattner (Patron of George Child Welfare) envisaged a training centre to address this issue. Through the patronage of Mrs. Sabine Plattner of Fancourt, and other local businesses, a

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training centre with a tea garden and shop has been built in 2006. Initial funding for training was granted by the Department of Social Development.

The Sikelela Skills Development Centre was created by the members of GCFW to help overt some of the problems they face on a daily basis during their care for the community. As they have been rendering their services since 1926, *they now seek to enable people to change their reality through skills training rather than be called upon only when there is a family financial crisis.*

Training provided includes the following:

- Basic Sewing
- Advanced Sewing (Industrial sewing machines)
- Embroidery
- Woodwork
- Wire Crafting
- Beading
- Leather Work
- Felting
- Use Recyclable Products in Crafts
- Business Skills

The centre manager is Mrs. Debbie Kruger who is totally committed to the cause. She is fluent in Afrikaans, English and isiXhosa, the latter which is the mother tongue of most of the ladies attending training. She is assisted by volunteers who give their knowledge, time and love to the trainees. Professionals are paid to provide top class training.

There is a set program that is adhered to and trainees get recognition after training by way of certificates. If someone misses out, she is re-trained or put onto another program. The only prerequisite is willingness. The project primarily focuses on women but men are also trained.

The building where the project is housed and driven from is known as the Sikelela Skills Development Centre. (SikelelaSDC). It is next to the GCFW Admin Offices. Please see www.sikelelaSDC.org .

The premises were primarily funded by philanthropists Mrs. Sabine Plattner and Dr Hasso Plattner, the owners of Fancourt, George, South Africa. Please see www.fancourt.com for more information about Fancourt. Dr. Plattner is also well known as a co-founder of the software giant SAP AG. They are also involved in many other charity programs not driven by GCFW.

The Problem

As mentioned, initial funding for training was provided for by the Department of Social Development but has been discontinued as it was only a grant for a stipulated time.

The project is a huge success though and is creating jobs for trained people. The project is well managed overall. (*See audited statements and letters of reference attached*).

Orders from local as well as international businesses are received on

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a regular basis for the products made by the trained and trainees. For that reason some of our trained ladies are retained to help with this. If more ladies could be trained, most of this work could be outsourced to them with the obvious benefits it would bring to their families.

Unfortunately these funds have mainly to be used for daily operating costs and the vision of training at least 60 people per annum cannot be fulfilled.

This also created a problem with space and equipment to train new people.

In order to prevent the centre to just become a “work” for the already trained, a solution had to be found to raise enough funds to continue training the needy in 2010.

Funds received by GCFW from various institutions are not earmarked for the Centre as this is seen as a project that must be self-sustainable by its own fundraising initiatives and work by volunteers.

Due to the economic recession, local business cannot provide the funds. This is also not the only charity program in George as explained in the accompanying documentation.

The problem has become so serious that due to a lack of funds the Centre might even be closing down. That put this noble initiative and the lives of many people in jeopardy.

The Solution

A major fundraising campaign reaching philanthropists outside George and even South Africa that will provide enough funds annually to train at least 60 unskilled must be embarked upon.

- Through the intervention of one of the ‘customers’ of the Centre a great opportunity arose.
- Ms. Cate Homlish of SAP in New York, USA, suggested that the Project had to qualify for a space on the GlobalGiving website to attract funds worldwide. She introduced the project to GlobalGiving as sponsor and after hard work the rigorous due diligence procedure was passed and GCFW was accepted to participate with this project in a challenge that could earn them a permanent spot on this prestigious fund raising website, adhering to certain conditions.

Constraints (Risks)

- No full time personnel to drive fund raising challenge
- No funds to embark on a professional marketing campaign
- The Rand/Dollar price might be a problem for smaller donors in South Africa
- South African donors will have to use credit cards to make donations.

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Stakeholders

- The Board of GCFW
- The Director of GCFW
- The Centre Manager
- The Patron
- SAP USA
- The Volunteers
- The trained retained ladies and their families
- New trainees and their families
- The various regular donors
- New donors
- GlobalGiving
- You

Their Challenge

To spread the word about the challenge continuously and with zeal in every which way possible to alert and get people to donate towards The Job Creation Project on the GlobalGiving website.

Their Reward

The satisfaction of creating a sustainable project that will really make a difference in poor and unskilled people's lives.