



MEN
ON THE SIDE
OF THE ROAD

MEN AT WORK

Newsletter - Summer 2009

MSR opens in Port Elizabeth!



Lining the Streets: MSR now also represents keen workers in PE

PE is the latest city to embrace the Men on the Side of the Road (MSR) initiative. Over 1,000 membership cards have already been distributed to people in need of work who have registered with MSR over the last month.

Port Elizabeth's homeowners, contractors and businesses now have an easy and hassle-free way to employ men from the side of the road, and do their bit to fight unemployment.

Local businessman, John Barrowman, has volunteered to provide a link between workers and employers. "The project is a combination of heart and head for me," says Barrowman. "I want to help the poor and be part of the

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solution to reduce unemployment and I also have a brain for business. The MSR project calls for both."

A branded site/collection point has been established at the corner of Huegh Road and 9th Ave in Walmer, at the entrance to Walmer Township. It is open from 7.00am to noon, Mondays to Saturdays. The bright yellow gazebo and banners are easy to spot and the site location is easily accessible to suburban homes and city businesses.

100 new sites targeted

MSR's organised sites have proven to be a highly effective way of connecting men who stand on the side of the road and potential employers. All of SA's major cities including Johannesburg, Pretoria, Cape Town, Durban and Port Elizabeth now have at least one branded site.

In 2009, we plan to erect 100 more points where people can find the workers they want. The plan has been drawn up to meet unemployment head-on and the challenge is out - R12 million is needed to create 100 more sites for a year.

Corporates can sponsor a site at R120,000 annually, do a lot

of good for unemployment and generate some favourable publicity. Churches and other organisations who want to do some hands-on helping can become an MSR partner and run a site. Promotional material is supplied by MSR but the partnering organisation manages the site.

Another option is for a business person to give his professional time and expertise to run a site. This is a sort of "reverse franchise" operation where all the promotional material is delivered by MSR, and wages are sponsored to "man" the collection point. The business person just requires a

trained eye and a willing spirit to oversee the operation.

Alternatively, members of the public can make a donation towards a site and join a group of other concerned citizens intent on fighting unemployment.

The sites featuring MSR's bright yellow brand, function as collection points. Homeowners, contractors and businesses can collect their worker at this site once they have made the request via MSR's national call centre or website. A MSR field officer locates the specific worker and introduces him to his new employer, taking the risk out of employing a man on the side of the road.

Stats& facts

- 120,329 work days in 2008 - 60% more than 2007
- 22,766 training days - 115% more than 2007
- Every Rand spent on placement activities delivered R4.42 in actual work in 2008 - up from R0.52 in 2006



Meet our people:

Kim Andreoli, a champion for the disenfranchised



By George: Kim Andreoli makes a difference

Kim Andreoli runs MSR's operation in George. She is a teacher by profession and has taught in SA, Botswana and Australia. After living abroad for ten years, Kim returned to SA and settled in George. She joined the Southern Cape Land Committee (SCLC) and worked with

landless communities in the Southern and Eastern Cape.

She later left SCLC and worked as an independent development practitioner, facilitating training sessions for land claimants and emerging farmers in the Southern and Eastern Cape.

Kim believes that apart from creating much-needed employment, MSR plays a critical role in giving people a voice. She feels that MSR has helped to change previously negative perceptions of the men that stand on the side of the road in George.

Kim says, "People don't only need money, they need dignity, housing, education and life skills. It's a big ask but if we all work together, I believe we will get there."

"Personally, working with the men on the side of the road has been one of the most humbling and fulfilling experiences of my life. I have learnt an enormous amount from these unbelievably proud, courageous and good men."

MSR recognised by Centre for Public Service Innovation



MSR's innovation in job creation is recognised

MSR was the runner up at the 6th annual Centre for Public Service Innovation (CPSI) Awards in the category "Innovator of the Year".

An initiative of the Minister of Public Service and Administration, CPSI was established to identify, support and nurture innovation in the public service, with a view to improving service delivery. The purpose of the awards is to promote and encourage best practice in public sector innovation and service delivery.



Back your buddy and give a man a job

We have recently registered MSR on the Back a Buddy website www.easigiving.co.za. This offers you an easy and effective way to raise money for charity.

For any occasion (birthday, wedding, etc) you can get friends to donate to charity rather than giving you a gift! Or, if you are participating in any upcoming sporting events (e.g. Two Oceans, Comrades, etc.), you can get your friends to sponsor you while supporting a worthy cause.

All you have to do is go to the website and create your fundraising page. Go to www.easigiving.co.za and click on "I want to be a Charity Champion". You will then be guided as to how to set up your page. When prompted, select "Men on the Side of the Road" as your charity of choice. Once your page is set up, you can email all your buddies and ask them to back you.

It only takes a few minutes and is such an easy way to raise money for charity and the men on the side of the road would be most grateful for your support in helping them to find a job.

MSR offers our deepest condolences to the family, friends and colleagues of **Thomas Sithole** who passed away early this year. Thomas previously featured in this newsletter as a valued member of our team in Joburg where he made a significant contribution to the organisation and the lives of the men he served.

Employ our members for contracts or household jobs, donate your business' expertise and offer a training course, donate to offer unemployed men a brighter future. Call **0861 WORKER** (0861 967 537) or visit www.employMen.co.za for more details. **Join our group on Facebook!**