



## **Progress Report from: Men on the Side of the Road Project**

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**Funder:** GlobalGiving

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### **1. Introduction**

The Men on the Side of the Road project (MSR) is extremely grateful for your contribution to our project. We hope that we will be able to continue to work together in the years to come.

We are pleased to report sound operational performance throughout our programmes for the year so far. In the difficult circumstances we have been frustrated by the lack of work opportunities for our members and the consequent reduction in overall placement days in the year to date. We have worked hard to refocus and re-energise our staff at the worker collection points. We are confident that the remainder of the year will yield significant improvement on our output.



*Men waiting for registration,  
worker collection point*

### **2. Activities and accomplishments**

The key emphasis for MSR is employment intermediation as embodied in our job placement and membership registration activities and marketing and skills development.

Our worker collection points in seven South African cities enable employers to collect our members in a safe and convenient environment. The impact of the physical presence on the side of the road has been remarkable. Local home owners and businesses appreciate our presence and through our proactive marketing of the collection point in the local press, at schools and shops in the area we build a presence in the community. Unfortunately we will have to reduce the number of organised sites from the end of July for a period of at least two months due to a lack of funds.

#### Notable facts and stats, 2009:

- Registered 3,650 members
- Placed 63,548 work days in the year so far (an increase of 43% on the same period last year)
- Secured R5.7 million of wages for members (an average of R90 per day)
- Trained more than 500 people in the first six months, completing more than 9,500 training days (in skills as diverse as bricklaying, painting, cycle cab operators and artisan barista's)

### 3. Marketing

We are focusing on marketing our worker collection points to the local community that they serve. This includes road site blitzes, marketing to schools, churches and other community organisations.

PR remains a very successful method of communication our benefits to the broader public. We have been very active in making ourselves heard. Articles and news reports on MSR can be accessed from our website under the news and updates tab.

### 4. Training

The beginning of 2009 saw a realignment of our relationship with Primedia Skills and training in Johannesburg. We were no longer convinced that their management team was focusing sufficient attention on our objectives and we decided to appoint our own regional manager. Our training relationship with Builders Warehouse continues to be fruitful.

#### Photographs from a recent graduation ceremony in Johannesburg



*Thank you for your continued support!*