

CAF

Southern Africa

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EMPLOYEE VOLUNTEER WEEK 2012

5 – 11 March 2012

‘BUILDING THE BRIDGE’ SPONSORSHIP PROPOSAL

CAF Southern Africa



**Bridging community needs
and
corporate social goals**

**We are the leaders in effective Employee Community Involvement
We facilitate sustainable development relationships**

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CAF
Southern Africa

‘We are different precisely in order to realize our need of one another.’

Desmond Tutu



Board of Directors
Jo-Ann Pohl (Chair), Bharti Harie, Rudy Phillis,
Joanne Donald, Russell Prior (UK)
Registered Section 21 Company: 2000/016493/08 **Registered NPO:** 014-831
Registered PBO with 18A status 930002036

1. CAF Southern Africa's Employee Volunteer Week 2012 – '*Building the Bridge*'

In conceptualising the plans for Employee Volunteer Week (EVW) 2012 we have been inspired by the experience of one of our most valued international partners, Volunteer Canada: In an effort to improve the impact of volunteering Volunteer Canada and a corporate partner conducted national research to explore the needs of both volunteers and host organisations.



Using the research results Volunteer Canada is leading a two-year campaign aimed at bridging the gap between volunteer needs and the requirements of organisations.

As CAF Southern Africa we have had the opportunity to study the findings of the Canadian research. Through our own work on volunteering here in South Africa we know there are a number of similar 'gaps' between the expectations of volunteers and the real needs of organisations. Our 2012 campaign will therefore focus on practical means to bridge those gaps and in the process ensure that employee volunteering creates shared value for both business and communities.

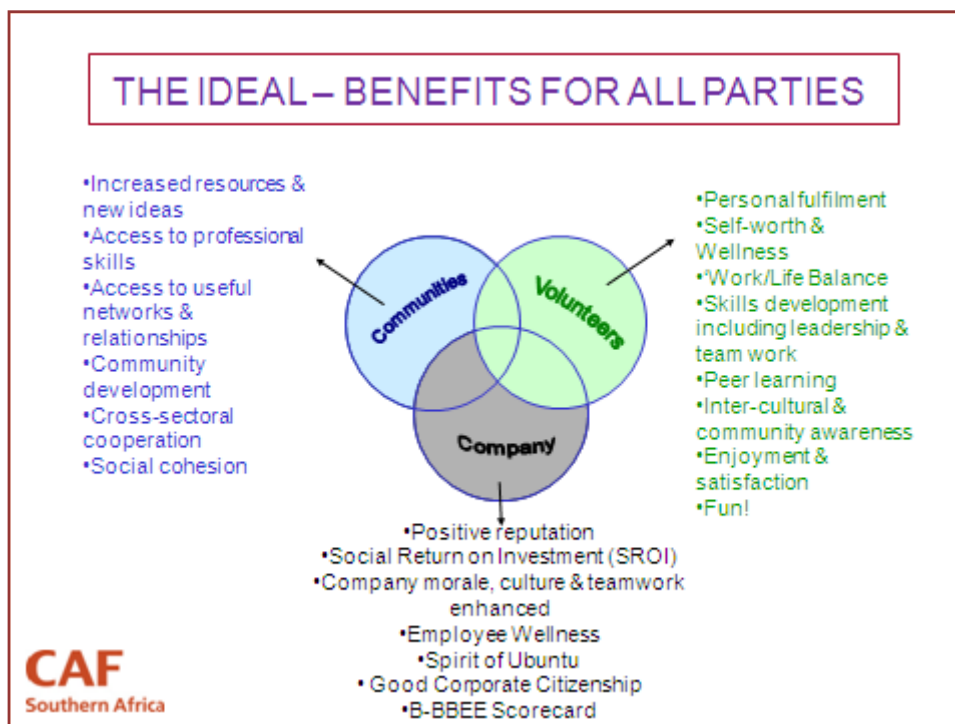
2. How will Employee Volunteer Week (EVW) 2012 work?

During the week we will be working to 'build bridges' between the aspirations of companies and their employees and the real needs of organisations. For example, do these sound familiar:

WHAT ARE THE 'GAPS'?

- Company needs volunteering opportunities for employees
- But what organisations really need is funding
- Company must achieve return on investment (ROI) and branding
- But developmental needs are at the forefront for organisations
- Volunteers want to have fun '*getting their hands dirty*'
- But organisations desperately need professional skills
- Company can often only provide ad hoc/once off contributions
- But organisations need sustained relationships
- Companies need group experiences, useful as team builders
- But organisations do not have need and/or have capacity to manage groups
- Values, style and language differs between corporates and civil society organisations
- Inherent 'Power' imbalances sometimes cause offence in communities

Here at CAF Southern Africa we believe that well-planned and sensitively-managed employee community involvement results in benefits for all concerned. Our model is illustrated below:



3. What exactly will we offer during Employee Volunteering Week 2012?

PRIOR CONSULTATIONS:

Very early in 2012 we will host two consultative sessions, one with our corporate clients and the other with our NGO partners. During those consultations we will explore the needs of both parties in regard to employee community involvement. In addition we will circulate a questionnaire to those unable to attend the consultations.

PRESENTATION OF THE CONSULTATION FINDINGS

At the start of the Volunteering week we will host at least one facilitated discussion forum where the findings of the consultations are presented, and corporates and NGOs debate with one another on the potential mutual benefits of employee involvement.

CORPORATE VOLUNTEERING BEST PRACTICE SEMINAR

At the close of the volunteering week we will organise a morning seminar where three of our corporate clients present their employee engagement programmes to the group. We will request our clients to send in their best-practice proposals for inclusion in the programme and a committee from our board will select the three that will be presented at the seminar.

THE MOST IMPORTANT PART OF EMPLOYEE VOLUNTEERING WEEK 2012

We will encourage and facilitate employee volunteering in communities around the country. We will do this by:

- A media and communications campaign before and during the week
- Researching volunteering opportunities with the 500 credible organisations on our database – and explore other opportunities in accordance with requests from corporates
- Matching corporate volunteers with community opportunities
- Facilitating volunteering events on behalf of our clients as requested
- Documenting the volunteering events and as far as possible quantifying the return on investment (ROI) and social impact

4. Financial Investment/Sponsorship

The success of Employee Volunteer Week 2012 depends on sponsorship contributions from our corporate clients. The following sponsorship opportunities are available:

BUILDING THE BRIDGE SPONSORSHIP OPPORTUNITIES	
Opportunity	Investment
Media & Communications Campaign	R100 000
Online platform for volunteering opportunities (CAF site)	R30 000
Donation of meeting venues and catering for consultations and seminar/s (approx R15 000 per session)	R70 000
2 000 co-branded T-Shirts	R80 000
2 000 co-branded water bottles	R60 000
2 000 co-branded sun hats/caps	R70 000

Why should South African corporates invest in Employee Volunteer Week?

- To demonstrate public and tangible support for volunteering as an important aspect of corporate social responsibility
- To increase the number of corporate community involvement programmes
- To help us grow and disseminate a body of knowledge and best practice about employee engagement
- As a further contribution to the success of your community partners
- To build company culture and employee motivation and morale
- To build the brand and reputation of your company.

All sponsorship contributions will be publically acknowledged and sponsors' branding will be included in communications material.

We look forward to your positive response to this important opportunity.

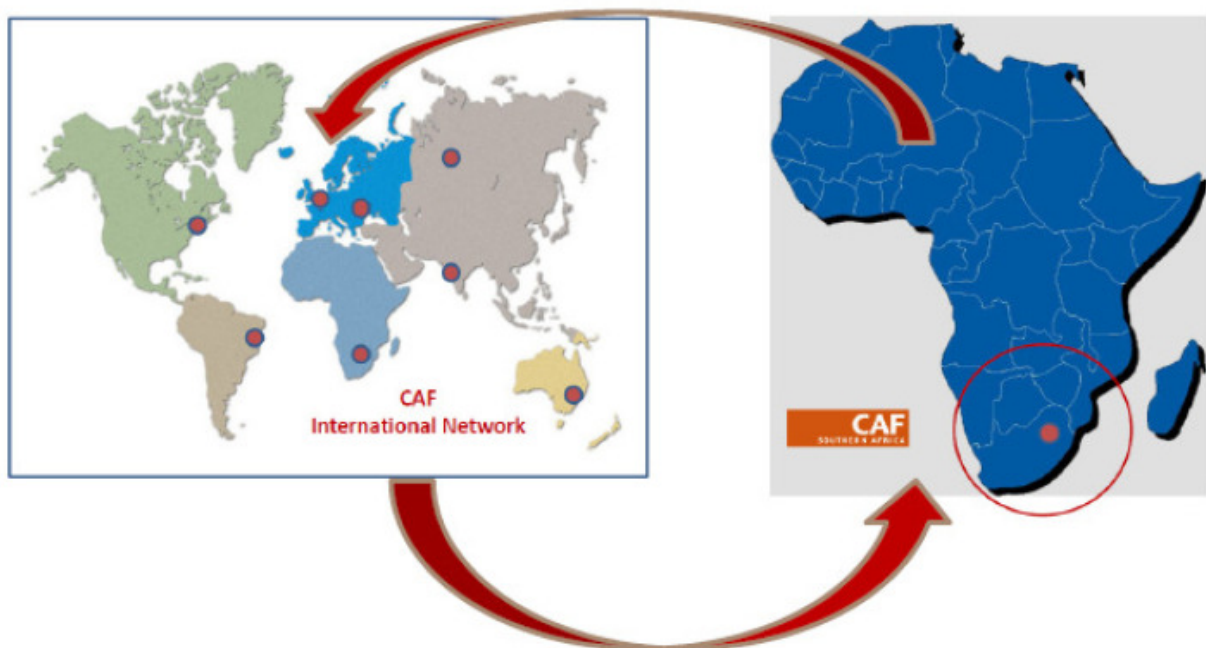
OUR CREDENTIALS

WHO are we?

CAF Southern Africa is an independent non-profit organisation that promotes and facilitates effective social investment. CAF has been represented in South Africa since 1997, and became a Section 21 not-for-profit organisation in 2000.



We are a member of the International Network of the Charities Aid Foundation, headquartered in the United Kingdom. CAF International distributes funds to causes in over 90 countries with offices in UK, Bulgaria, Russia, South Africa, India, Australia, America and Brazil, and cooperates with partners across the world.



Our vision is 'to make social investment a part of everyday life'

We believe that the non-profit sector plays a vital developmental role by supporting positive social change in marginalised communities.

Our ultimate aim is therefore to increase the amount and impact of investment in the non-profit sector.

GOVERNANCE and ACCOUNTABILITY:

CAF Southern Africa is governed by a board of voluntary directors, all of whom are independent and non-executive, drawn from the corporate and non-profit sectors. There is one representative on the board from the Charities Aid Foundation in the UK. CAF Southern Africa's board of directors oversees CAF's work in terms of governance, values, integrity, sustainability, financial oversight and strategy. The board ensures that developmental objectives are always at the forefront of our work. CAF Southern Africa is wholly Southern African in nature - it is independent of CAF UK, though it has access to CAF's skilled professionals, intellectual capital and value model. CAF UK and the other organisations within CAF International are valued and significant contributors to the operations of CAF Southern Africa.

OUR B-BBEE STATUS

Level Four (4) Contributor – Exempted Micro-Enterprise (please see our website www.cafsouthernafrica.org or request a copy of our Empowerdex certification.

FINANCIAL SUSTAINABILITY

CAF Southern Africa is a not-for-profit organisation (*Registered NPO: 014-831, Registered PBO with 18A status 930002036, Registered Section 21 Company: 2000/016493/08*). We charge fees which cover a portion of our costs, the remainder of which are currently supported by the Ford Foundation, the Charles Stewart Mott Foundation and CAF UK.

In instances where there is a surplus, this is invested in further development of our support to the non-profit sector, and in an endowment fund for CAF Southern Africa's future sustainability. Our aim is to present an exemplary model in which every Rand contributed to the non-profit sector via CAF goes directly to the intended recipient, and that our own running costs are covered through professional fees, funding to support the expansion of our mission, and the growth of our endowment.

REASONS to work with CAF Southern Africa

- We assist corporates to align their community involvement programmes with business strategy so that the corporate social responsibility initiatives of our clients make tangible contributions to South Africa's transformation and development
- We assist with CSI implementation plans and social impact metrics so that companies can meet and exceed industry-sector and B-BBEE Scorecard requirements

- All civil society organisations (PBOs/NGOs/CBOs) supported via CAF agree to a due diligence check so that donor contributions are secure and organisations' accountability is assured
- Due to the legislative reform efforts of CAF (and civil society partners), employee donors are now entitled to receive PAYE tax relief on a monthly basis for donations to organisations that are eligible in terms of Section 18A of the Income Tax Act (up to 5% of remuneration)
- Tax Relief for donors and the civil society sector are continuously negotiated by CAF and civil society partners
- CAF Southern Africa provides both deep knowledge of local development issues and direct access to international networks and experience.

KEY ACHIEVEMENTS of CAF Southern Africa

Our key achievements include:

- More than R40 million has been disbursed via CAF to over 400 NGOs that provide relief to communities from the effects of poverty and marginalisation
- 14 000 employee volunteering hours in communities were mobilised in 2010 during CAF's Employee Volunteer Week
- CAF Southern Africa has facilitated an increase in funds distributed to NGOs from R345 230,00 in 2003/4 to R9 600 000,00 in 2009/10
- The number of NGOs benefiting from funds processed by CAF Southern Africa has increased from 69 NGOs in 2003/4 to 442 NGOs in 2009/10
- CAF has designed and implemented training and organisational development workshops and seminars and provided relevant information to the sector on an ongoing basis
- We work in partnership with other civil society organisations on advocacy and legislative reform - for example tax benefits for the NGO sector as set out in Section 18A of the Income Tax Act.

REFERENCES FROM CAF SOUTHERN AFRICA CLIENTS

The following clients can be contacted for references on our work:

Sasol: Colly Carey, CSI Specialist, (011) 441 3799,

Hollard: Rosalind Burgess, (011) 351 2075

Vodacom: Suzette van der Merwe, Executive Head,
CSI Programmes and Campaigns, (011) 653 5000

CAF Southern Africa's clients in 2011:

We are managing programmes for, or have consulted to:

Absa, Ackermans, AC Nielsen, AfriSam, AngloGold Ashanti, BHP Billiton, Banking Association South Africa, Deloitte, Edcon, Ernst & Young, FirstRand, GIBS, GSK, Hollard, Investec, Mondi, Sasol, Visa, and Vodacom.



Isiphala is the Ndebele word for a communal grain store.

It is constructed in a variety of ways - often resembling a small raised dwelling.

We use the Isiphala as a metaphor for our work because it represents investment in future well-being.

Our symbol is iconic rather than literal: the CAF colours outline the vital opening in the Isiphala through which the farmers 'invest' grain into the store, and through which they 'draw' their investment as needed.

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