



# **FOUNDING** **DOCUMENT**

SEKWANELE



## 1. OVERVIEW

Sekwanele Ex-convict Integration Association is a national non-profit organization started by Fana Majola in 2005 armed with expertise in establishing community projects that will help form a new South Africa and a genuine belief in the importance of inter-cultural dialogue. Fana formed a business plan for a sustainable non-profit organization.

Sekwanele prides itself in the fact that the very members that form its executive committee have experienced the negative results of being involved in crime, hence they realized the importance of forming an organization of this nature.

The aim is to bring together all sectors of society to fight against crime and create jobs.

Sekwanele's main strategy is to create behavioral change in people who are either committing crime or at risk of entering a life of crime.

In 2011 the organization branched out to form a Sekwanele Durban office which operates independently on similar issues of crime prevention. In December 2011 Sekwanele successfully organized a campaign to donate food parcels in Pietermaritzburg Ncwadi to the needy community.

Over and above that Sekwanele organizes crime awareness campaigns, social programmes and behavioral change programmes in schools, communities and correctional centers across South Africa.

## 2. SOCIAL PURPOSE

**Who benefits?** Ex-convicts, youth at crime risk, unemployed people in rural communities and society at large.

Given South Africa's high rural unemployment rate and the strong relationship between poverty and crime, there is a need for a broad-based community development initiative. Based on this understanding, Sekwanele has strategized and broadened its work to address the deep-rooted issues in communities that lead to criminal behavior. Programmes are developed in line with an academic model developed by the Centre for Scientific and Industrial Research (CSIR), called the Safe Community Opportunity. This model provides specific elements required for communities to be safe and economically viable.

**Sekwanele's key activities are as follows:**

- To help facilitate placement of inmates amongst communities outside prisons by offering advice on employment, accommodation and social integration programs and continually monitoring improvement of their livelihood
- To improve illiteracy levels by encouraging the youth and elderly to develop themselves academically, socially, spiritually business skills
- Offer vocational training for skills development in fields



- Help our country with job creation programs by initiating employment projects through which the ex-offenders, the youth and the unemployed can learn to create jobs for themselves
- Train former inmates to be leaders, entrepreneurs and responsible citizens amongst our communities
- To strive for reduction of crime levels in our society through establishment of strategic partnerships
- To strive to restore dignity and respect of fundamental human rights
- To solicit for support of our organization's strategic objectives

## **BUSINESS MODEL**

### **1. Products and / or services**

The primary service offered by Sekwanele is the development and implementation of behavioral change programmes. Within this broad service are programmes that are tailored to specific needs of the individual, community, company or organizations.

### **2. Target market**

Sekwanele focuses primarily on youth, the unemployed and ex-offenders on different programmes across the country. The target market is then further segmented based on the program objectives. Sekwanele works mostly in rural areas and is represented in all the provinces.

### **3. Financial model**

Sekwanele's earnings will primarily be derived from government tenders. The remaining amount will be made up of grant funding from development agencies, corporate social investment funds and the sales of corporate/academic program development services.

### **4. Business Form**

Sekwanele is currently structured as a Section 14 Non Profit Organization. When a need arises, a plan is to create a hybrid structure that will be able to access different financing methods to support the various aspects of the organization.

### **5. Replicability**

Sekwanele's business and financial model is easily replicated as it is based on creating a service that meets personal and community development needs. These services are provided to individuals, communities and various other deserving recipients at no fee.

Replication therefore depends on the funding raised through donations, sponsorships, profit-sharing projects and government tender opportunities.



## STAKEHOLDERS

The Department of Correctional Service  
The Department of Social Development  
National Youth Agency  
The Department of Public Works  
The Department of Labour  
The Department of Education  
NGOs

## REACH-OUT PROGRAMMES

Sekwanele aims to reach as many beneficiaries as possible in the years to come. Sekwanele will develop and implement various measures and evaluation systems to ensure that its work achieves the impact envisioned.

## CHALLENGES

Despite much success, a major challenge for the organization is to raise funds to cover its overhead expenses. Sekwanele has an ongoing drive to raise funds to address challenges.

## SHORT-TERM PLAN

Sekwanele's short-term plan is to start off our programmes with Gauteng and Kwa-Zulu Natal as pilots projects.

## LONG-TERM PLAN

Sekwanele's long-term vision is that each Enterprise we create will become an independent business, thereby generating its own income.

Each small enterprise will in turn support others to form an integrated community within a strong local economy. Sekwanele also plans to launch its programmes in other African countries

## BEST PRACTICES

1. Key to Sekwanele's success is the formation of a team that has the right expertise and strong commitment to the cause
2. Working directly with communities on a holistic service yields better results.
3. Monitoring and evaluation of work is important to ensure that programmes always remain on track to achieve the set objectives. Organization may use existing measurement tools or develop others more relevant to a specific project
4. While personal development of youth at risk and ex-offenders is important, it is also essential to ensure that these people have access to economic opportunities needed to provide for themselves and their families. Without this, sustaining behavioral change will become a major challenge.



### Number of Staff

Number of staff	20
Location	Johannesburg
Number of staff	5
Location	Durban
Geographic Footprint	National
Budget	30 million

### CORPORATE INFORMATION

Name:	Sekwanele Ex-convict Integration Association of South Africa
Tracking No.:	19929906
Registration No.:	2011/145436/08
Physical Address:	130 Victoria & Corner Knox Street Germiston Ekurhuleni 1401
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Auditors:	Peter Lereko cc
Attorneys:	Pukwana Vakalisa Incorporated
Chartered Accountants:	Kamanga Financial Services cc
Legal Advisor	Lungile Renene

# SEKWANELE

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Managing Members: Fana Majola President | Sheun Smith General Secretary



## GENERAL

We believe in establishing good personal relations with our clients as the basis for a successful business relationship.

**Thank you for the opportunity to present our profile. Please contact** Fana Majola should you require any further details.

DATED at GERMISTON on 02 February 2012

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