

Programme Information Brochure - 2016



About the SAB Foundation

The SAB Foundation contributes to the economic and social empowerment of historically disadvantaged communities, primarily by means of entrepreneurship development and with a priority focus on benefitting women and youth in the rural areas, as well as persons with disabilities. The SAB Foundation supports existing micro, small and medium businesses which need a push to help them grow their business. To this end, the SAB Foundation runs a number of programmes. One of these programmes is the SAB Foundation Tholoana Enterprise Programme.

The SAB Foundation's Tholoana Programme is a **wrap-around solution for supporting the growth of your business**. The **two-year programme** follows a carefully designed and well-proven method that has delivered exceptional results time and time again – in hundreds of businesses, across many sectors. The **support package** includes extensive entrepreneurial skills development, mentorship and access to tools and templates. Connectivity to peers around the country, and access to markets and finance make this an exciting and successful programme.

The Tholoana programme **challenges participants** to make changes and professionalise their business by thinking, planning and acting differently. This level of change requires the **full commitment** of both the entrepreneur, and ourselves, as it is a journey, not a quick-fix of random solutions. In the past, these changes have resulted in participant growth of 65% per year and longterm survival rates of 94% - significantly exceeding the national average of 5% and 37% respectively.

You should apply to the SAB Foundation Tholoana Enterprise Programme if you need **business support, mentorship and skills training** to take your business to the next level.

Business support is offered for:

- 1.** Businesses in their early development phase &
- 2.** Registered businesses in their growth phase.
- 3.** Businesses committed to creating positive change

The business needs to be operational for at least **SIX MONTHS** & no more than **FIVE YEARS**

The **owners** of the business need to be involved in the **day to day running** of the business.

* means "Africans, Coloureds and Indians who are citizens of the Republic of South Africa by birth or descent or who became citizens of the Republic of South Africa by naturalisation – a) Before 27 April 1994; or b) On or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalisation prior to that date but were precluded from doing so by Apartheid policies". (Broad-Based Black Economic Empowerment Amendment Bill, 2011).

Focus Areas

In 2016 we will be recruiting an additional 40 businesses. The focus areas of the 2016 programme include:

- Women and youth-owned businesses
- Peri-urban and Rural enterprises
- Enterprises run and /or benefitting people with disabilities
- Enterprises that create jobs in areas where other opportunities are few.

In addition we are keen to identify enterprises with high growth potential, for example:

- Export potential and/or import substitution
- Growth sectors
 - Water, energy & waste sector
 - Education
 - Technology
 - Agro-processing
- Growth areas e.g. Saldhana, Lephale

Eligibility Criteria

- The business is black-owned* and managed, and operational.
- Your business is registered and headquartered within the South African borders
- The business should be commercially sustainable and viable.
- You are involved in the business's daily operations and management on a full time basis.
- You have the skills and experience necessary for the type of business you're engaged in.
- Your business is in the initial stages of operations (older than 6 months and no more than 5 years)

Please do not apply for the SAB Foundation Tholoana Enterprise Programme if:

- You are an employee of the SAB Foundation, SAB Pty Ltd, SAB Miller Plc., ABI and affiliates.
- You have previously received support from the SAB Foundation (re-applications will not be considered).
- Your business is not operational and it is just an idea or a concept.
- Your business's sole operations are alcohol related i.e. tavern, shebeen, bottle store, or pub.
- Your primary operations are sex, gaming, gambling, tobacco or illegal business.
- Your business is a franchise: you are a franchisor or franchisee etc.
- Your business is an NPO (not-for-profit organisation), NGO (non-governmental organisation), home based care service organisation, community uplifting project, youth development/educational organisation etc., recycling project, women and children's home, sports and recreation centre, youth diversion project, skills development project: therefore if it does not have a profit motive.
- You require sponsorship for an event, a launch, a conference, a forum, a seminar, a party or a fund-raising function, land and building acquisitions.

- You require a bursary, a scholarship, an internship, and funding in the form of studies, exchange programmes and textbooks etc.
- You require any form of sponsorship or donations.

How to Apply

- The link to the online application form will be available from the **1-31 March 2016** on the SAB Foundation website www.sabfoundation.co.za or <https://sab.praxisgms.co.za/> to go to the SAB Foundation Portal directly to apply.
- Submit your application before the closing date, no applications will be accepted after the due date.
- Ensure all supporting documentation has been uploaded.
- **Only** online applications will be accepted (please do not send any applications directly to SAB Foundation staff. No faxes, or hand delivered documents will be accepted).
- Fill out the forms in an honest, detailed, clear and concise manner.
- Clearly communicate the competitive advantage of your business and demonstrate viability.

FURTHER INFORMATION

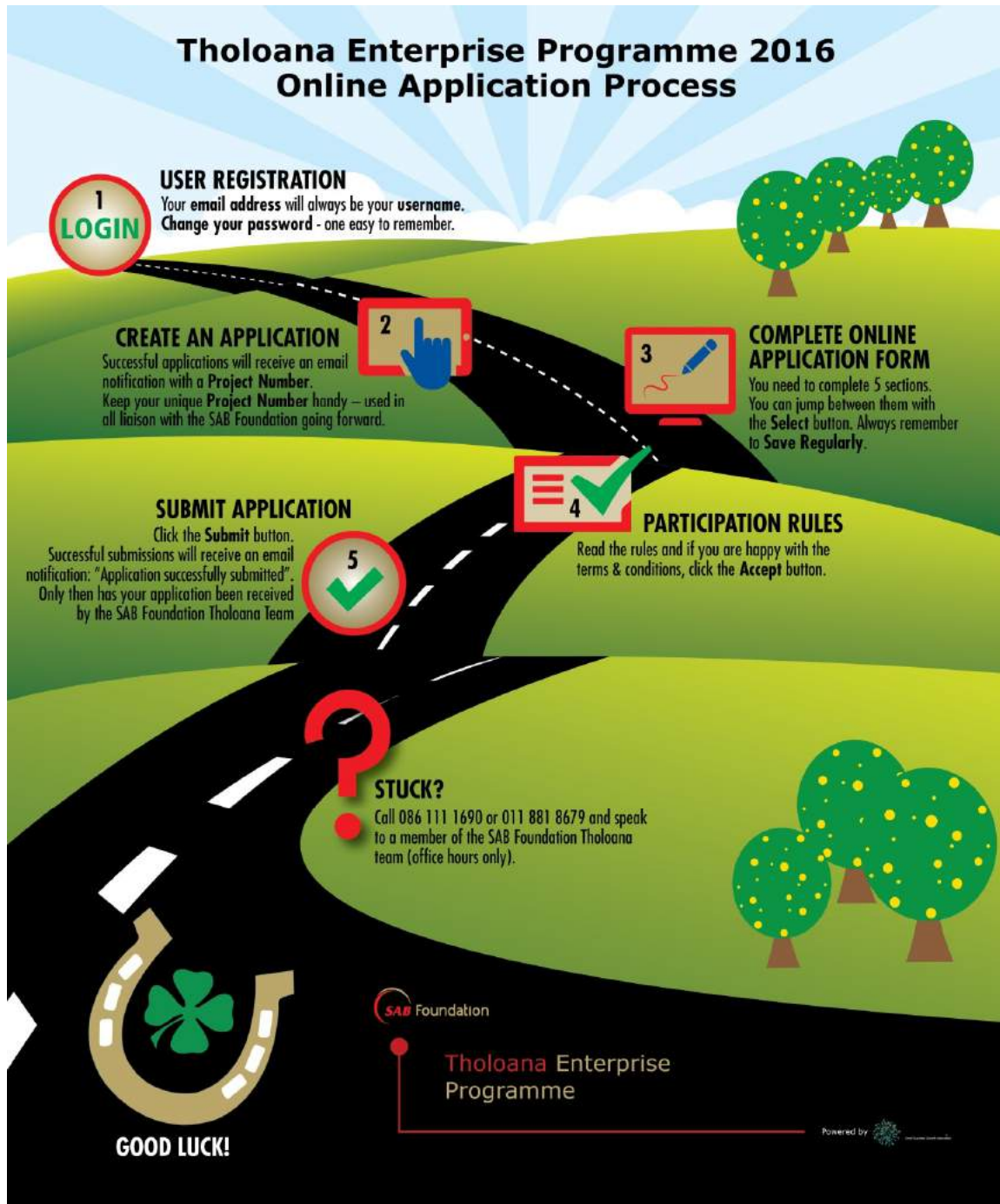
For further information on the SAB Foundation Tholoana Enterprise Programme, please contact:

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The below diagram explains the **Online Application Process**. Please review carefully and only start the online application once you understand the requirements and meet the stipulated criteria.



SAB Foundation
Tholoana Enterprise Programme

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Once you have completed the online application the below programme process will be followed for applicants approved onto the programme:



Decisions of the SAB Foundation are final and no correspondence will be entered into

Seven core components of the programme:

1. Business Skills Training Workshops:

Workshops form an important part of the programme. Over the two year period, five workshops will be rolled out. Attendance at these sessions is compulsory because they provide the Tholoana team an opportunity to spend one on one time with participants. The topics covered at these sessions include Strategy Planning, Costing and Pricing, Sales and Marketing, Human Resource Management and Operational Management.

2. Mentoring & Coaching:

Participants have access to a personal mentor for up to three hours per month. Every second month there will be a compulsory on-site session. The participant business will receive ongoing support and guidance from their mentor, portfolio coordinators as well as the Fetola programme manager.

3. E-Learning Programme:

Participants can select from a number of online training modules to develop their skills. You will be asked to complete some simple e-learning assignments based on the course chosen. A consultant will critically review and respond to this assignment, and will provide input to ensure you are able to implement your new-found knowledge in your business.

4. Nip 'N Tuck interventions:

These tight, focused consulting assignments follow after the workshops and e-learning, and provide specific assistance to participants who need some help to translate learning into actual practice in their business. Examples include development of effective company profiles, pricelists and other sales tools.

5. Access to Resources:

Participants will have access to a suite of resources in the field of Legislation & Compliance, Business Development, Market Access, Access to Finance and Media & PR.

6. Performance Indicators

The monitoring and evaluation of key performance indicators is an essential part of the programme. It allows the Tholoana team to track performance and identify any challenges/success. Financial information/management accounts and jobs data must be submitted on a monthly basis.

7. Peer to peer community and Networking

In addition to the networking opportunities facilitated at the workshops, a digital peer-to-peer networking platform will be made available for sharing information and increasing collaboration and discussion.

The Process

The ethos of the programme is empowering others to achieve their own goals by building their confidence to succeed. As a participant, you will be taken through a process of assessment, goal setting and growth. The performance of your business is closely monitored, and together with your mentor you will develop a set of milestones, which is linked to possible grant disbursement.

The intention is to lay the right foundations to support your growth and development, both during the course of the programme, and also beyond, well into the future.

What we expect from participants

It is a huge honour to be selected as an SAB Foundation Tholoana Programme participant. In this year alone, around 800 businesses will apply for the 40 positions available nationally, meaning that only the most promising and dynamic candidates are chosen.

Whilst each individual business journey is different, our expectations of all participants are as follows:

1. Participate in workshops, peer groups and training
2. Complete SAB Foundation baseline and yearly survey, for 5 years
3. Report your key indicators monthly – including simple online financial reports
4. Engage with mentors, ensuring that you utilize their knowledge
5. Meet the milestones agreed upon in your growth plan
6. Raise any concerns and suggestions with our friendly team
7. Share ideas, think big, and help others succeed!
8. Participate on Bolster (we will explain what this is in due course)

The below diagram details your required time commitment once accepted onto the programme:

YOUR BUSINESS DEVELOPMENT SUPPORT
 TIME COMMITMENT PER YEAR

