

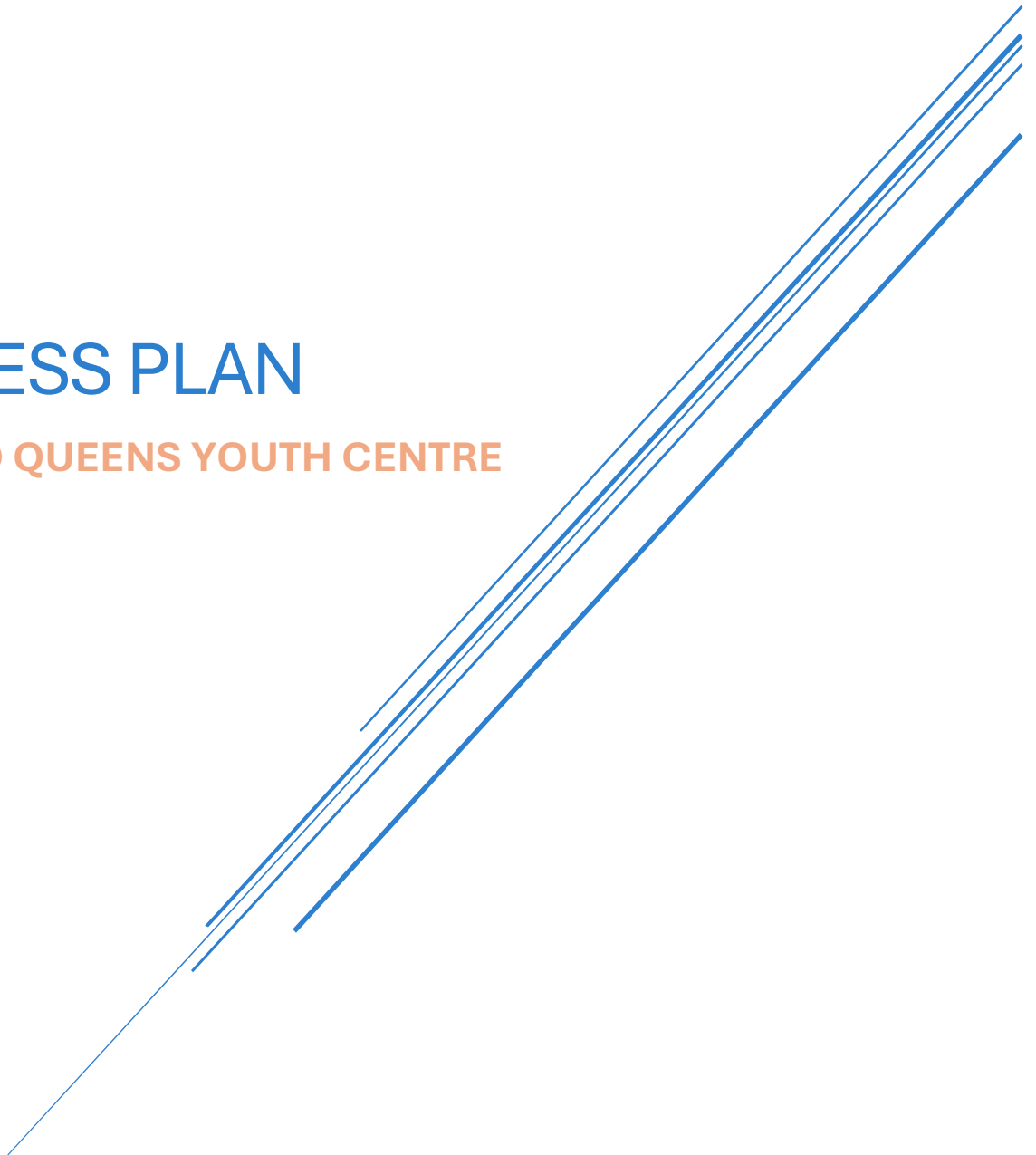


3135 LILLIAN NGOYI STREET –DOORNKOP–SOWETO–DOBSONVILLE EXT1–1863

NPO Registration Number: 284-279 NPO

BUSINESS PLAN

KINGS AND QUEENS YOUTH CENTRE





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Part 1: Executive Summary

Who Are We?

The Kings and Queens Youth Centre is a non-profit organization dedicated to addressing social challenges affecting youth aged 15 to 35 in Lufhereng and surrounding communities. Our mission is to provide educational support, including homework assistance and career guidance, while fostering a positive, nurturing environment to help combat issues such as alcohol and drug abuse, teenage pregnancy, poverty, and mental health issues such as depression.

Why Kings and Queens?

Inspired by the teachings of Revelations 1:6, the Kings and Queens Youth Centre seeks to empower youth to recognize their inherent worth and potential. A survey conducted at Protea Glen High School's Saturday Classes — attended by teenagers from local areas such as Slovoville, Tshepisoong, Snakepark, Greenvillage, Dobsonville, and Protea Glen, revealed significant educational and social challenges, reinforcing the need for the services we offer.

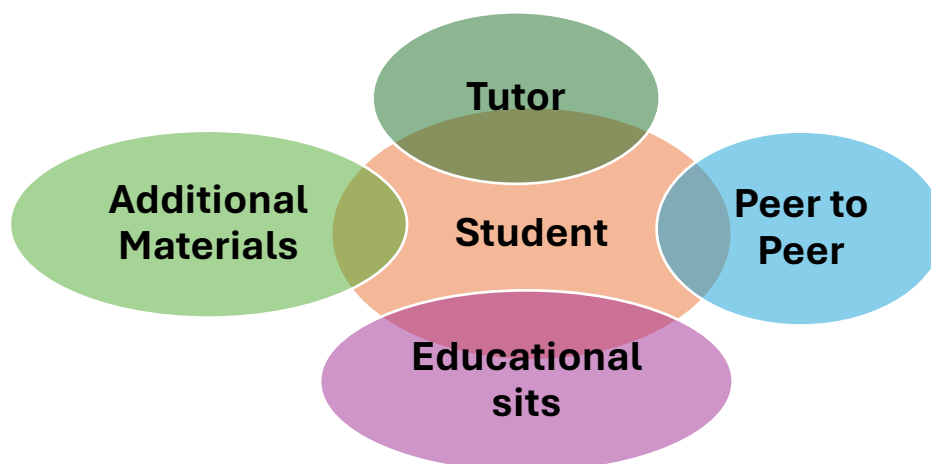
Vision and Mission

Our vision is to become a leading educational organization that shapes and nurtures a positive future generation. Our mission is to provide educational support services, through homework assistance and career guidance, to help combat social issues in Glenridge and neighbouring areas.

Objectives

- Offer homework assistance and career guidance.
- Create a supportive community for youth.
- Improve academic performance and social well-being.
- Promote responsible citizenship.

These objectives will be implemented through collaboration between board members, volunteer tutors, and peer-to-peer engagement. Additional activities will include sports, arts and culture, hospitality, and vocational skills training.





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Part 2: Market Research & Analysis

Survey

No direct competitors were identified in Glenridge. The Kings and Queens Youth Centre is unique within this region, while other NPOs in the area focus primarily on assisting individuals with disabilities. The nearest competitor is the Boys and Girls Club in Protea Glen Extension 12, which offers face-to-face services. We, however, provide after-school support via WhatsApp, with learners accessing services at home and attending in-person sessions on Saturdays twice a month.

A survey of 177 participants revealed:

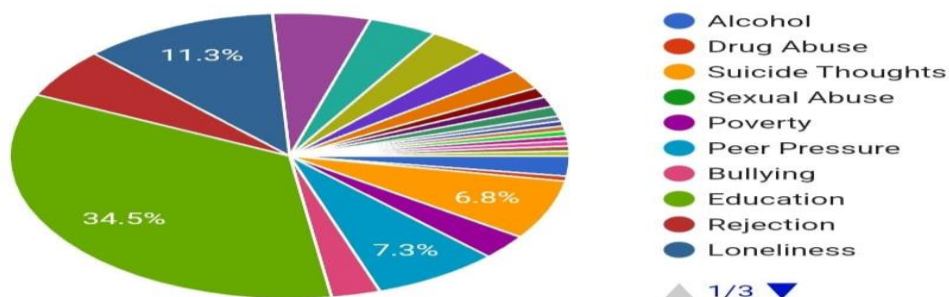
- 34.5% face educational challenges
- 11.3% experience loneliness
- 7.3% deal with peer pressure
- 6.8% struggle with suicidal thoughts

Demographically, 70% of respondents are from Protea Glen, aged 15 to 22, with interests in music (42%), sports (29%), and cooking (10%), below is a chart indicating the survey results:

What challenges are you currently facing?

177 responses

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SWOT Analysis

- **Strengths:** Dedicated tutors, online accessibility, strong community support.
- **Weaknesses:** Limited venue space and budget constraints.
- **Opportunities:** Lack of competition in Glenridge, unique service offerings.
- **Threats:** External challenges like electricity reductions and resistance from older youth, as well as potential financial challenges due to reliance on donations.

Regulatory restrictions of the market

NPO Regulations (registrations of NPO, tax restrictions, Labour act, GAAP, etc.)

Part 3: Entity Description

Kings and Queens Youth Centre is committed to providing holistic support to youth, offering personalized programs tailored to individual needs while fostering a sense of belonging.

Target Market

We primarily serve high school youth aged 15 to 21, with a focus on students in grades 10 to 12, as well as post-matric individuals. Our services include career guidance, exam preparation, and mental health support.

Market Research & Analysis

As mentioned, there is minimal competition within Glenridge. Our direct competitor is the Boys and Girls Club in Protea Glen Extension 12, but they mostly offer face-to-face services. Our survey and local feedback show that there is a clear demand for the online homework assistance and support services that we provide. The research also highlights the challenges faced by students, with a notable percentage experiencing educational and mental health difficulties.



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Part 4: Organization and Management



4.1 Organizational Structure

A detailed organogram outlining the ownership, management, and structure of the Kings and Queens Youth Centre is provided. This will include the qualifications and roles of the board members.

4.2 Management and Board Profiles

Information on the job descriptions for key positions, as well as CVs of the management team and board members, will be included.

4.3 Governance Processes

The organization follows established policies and procedures. A copy of the constitution and proof of registration will be provided.

4.4 Risks

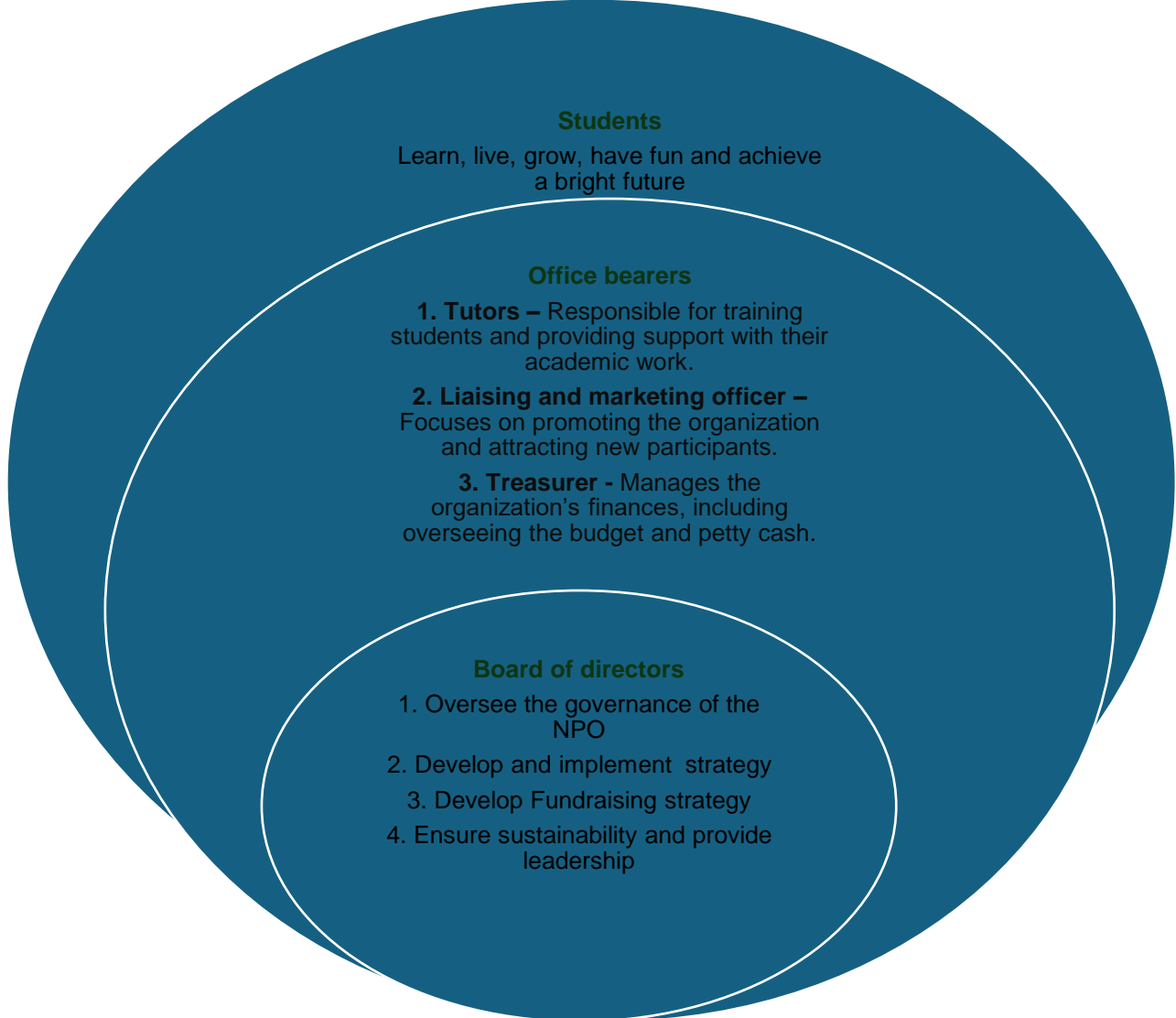
Major internal risks include funding shortages and staff misconduct. External risks include regulatory changes and the possible unavailability of volunteers.



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Organizational organogram



Part 5: Marketing and Sales Strategy

Product/Service

Our primary service is providing homework assistance via WhatsApp for subjects including English, History, Accounting, Mathematics, and Science, from Monday to Friday between 2 PM and 7 PM. The “Each One Teach One” model will allow peers to assist one another in real-time, minimizing waiting times. We also offer social activities twice a month on Saturdays, focusing on music, sports, and cooking based on survey findings.



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Positioning

What differentiates us is our unique service model. By providing free online homework assistance via WhatsApp, we cater to students who need immediate help after school. This positions us as the first NPO in Glenridge offering this service. Our face-to-face social activities, though limited to twice a month, complement our online support and foster community engagement.

Distribution Channels

Our services are primarily delivered via WhatsApp. We will ensure that the platform is used exclusively for educational purposes, with clear terms and conditions set for participants. A volunteer marketing team will monitor the use of the platform to prevent misuse.

Pricing

Our services are offered free of charge, unlike the Boys and Girls Club in Protea Glen, which charges a R150 joining fee.

Part 6: Service Delivery

Upon joining a WhatsApp group, learners will receive an automated welcome message containing the terms of service. They can then post homework questions, which tutors or peers will help. For self-directed learning, we will provide educational resources, such as videos and links. Learners can confirm whether they are satisfied with the help provided.

We will also provide a direct face to face sessions on weekends, upon our meetings we will also engage in some activities for skills development and we can also run workshops for personal development like emotional development and trauma counselling

In the next five years, we aim to expand our WhatsApp groups, recruit additional volunteers, and develop career-building programs for senior learners, as well as secure partnerships with businesses to offer learnerships and internships.

Part 7: Financial Reports & Policies

We adhere to financial reporting standards set by GAAP, SARS and the Department of Social Development. Financial statements will be compiled according to IFRS for SMEs, and the financial reports will be reviewed by the board and audited internally and externally annually.

We will also provide a board members' report, detailing each member's contributions and the organization's overall financial health.