



# FETOLA

COMPANY PROFILE



# FETOLA

EXISTS IN ORDER TO MAKE A POSITIVE  
DIFFERENCE IN SOUTH AFRICA.

We do this by stimulating the growth of the small business sector, especially enterprises that make an impact in rural and peri-urban communities.

OUR VISION **'TO CHANGE LIVES FOR THE BETTER, FOREVER'**

arises from the belief that no one is fully empowered unless they have the ability to generate the money they need to live. We see the small business sector (including NGOs and community-based projects) as the ideal vehicle for the sustainable empowerment of people.





# OUR DREAM IS TO UNLOCK THE POTENTIAL OF SOUTH AFRICA

BY USING OUR OWN TALENTS, EXPERIENCE AND COLLECTIVE ENERGY TO DESIGN AND DELIVER INITIATIVES THAT MAKE POSITIVE CHANGE HAPPEN.

## WHAT WE DO

Fetola specialises in enterprise development (ED) and Social and Economic Development (SED), and provides these services to Corporate, Government and international donor clients.

We do this by designing and implementing successful, effective flagship programmes that support the growth of businesses and community-based organisations across South Africa, especially those that are rurally based, youth-focused and female-owned.

We implement much needed change in South Africa in an effective and professional manner.

## HISTORY

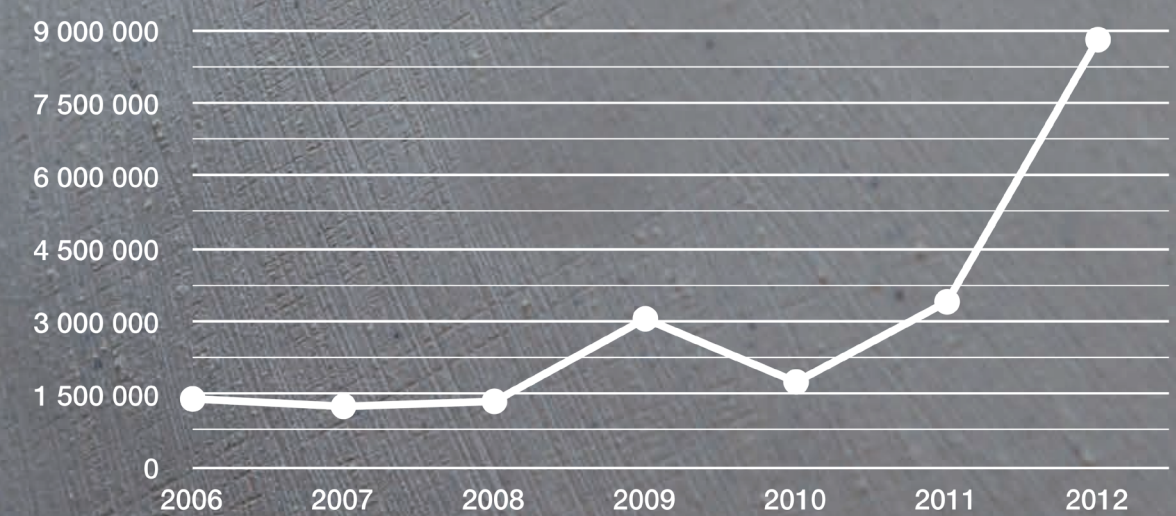
Catherine Wijnberg launched Fetola in October 2006, with the successful implementation of the GIFT project for the Cape Craft & Design Institute. This craft sector focus was carried forward to the Old Mutual Legends Programme, which started in June 2007, and has grown annually to become a highly regarded, award-winning national initiative that now supports businesses across nine different sectors. In 2009 the Fetola Foundation was added to the business portfolio, creating the necessary structure to operate as a Social Enterprise.

The two organisations, Fetola Mmoho (Pty) Ltd and the Fetola Foundation, work hand-in-hand according to carefully monitored systems and Governance guidelines. Our PBO application for the Foundation, a Section 21 Non-Profit Company, is pending.





MANAGED FUNDS (RANDS)



## GROWTH

Fetola has grown rapidly since 2006 and managed funds have grown organically from a zero base. In line with the increase in projects under our management, our team has grown steadily to include sixteen motivated and capable individuals in our Cape Town office. We anticipate acceleration in growth over the next 5 years with an increase in our core team and the network of consultants we use to deliver our programmes nationally.



# FLAGSHIP PROGRAMMES



## THE GRADUATE ASSET PROGRAMME (GAP)

The Graduate Asset Programme (GAP) is a bold new initiative and forms part of our call to the people of South Africa - 'Let's Get Our Country Working'! The programme is different from other graduate programmes in that it is a business-driven initiative, designed to boost the growth of small and medium sized businesses. We are creating an avenue for firms to acquire youth skills at low risk, while providing an opportunity for graduates to build the skills they need for the workplace.

With the support of the Presidential Jobs Fund and others, GAP is poised to place 24,000 graduates into internships over the next 3 years, creating around 8000 permanent jobs.

[www.gogap.co.za](http://www.gogap.co.za)



## THE OLD MUTUAL LEGENDS PROGRAMME

The Old Mutual Legends Programme is a national business development initiative that supports accelerated growth in small businesses and NGOs nationwide. Open to entrepreneurs, SMEs, non-profits and community-based organisations across a range of sectors, the programme has been running successfully since 2007. Legends focuses on black-owned businesses and community benefit projects, including social enterprises and non-profit organisations and gives preference to enterprises benefiting women, rural communities, poor communities, high poverty nodes and enterprises that have a high impact in terms of job creation.

The integrated programme provides practical, needs-based business skills training, consulting and mentoring, access to resources and peer-to-peer networking.

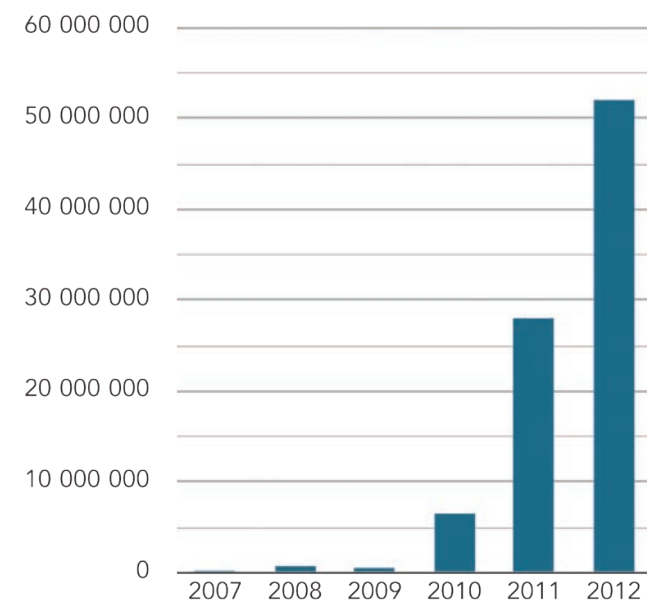


**'THANKS TO BETTER SKILLS  
AND SYSTEMS, OUR FUNDING  
WENT FROM R54,000 IN 2010 TO  
R1,1MILLION IN 2011!'**

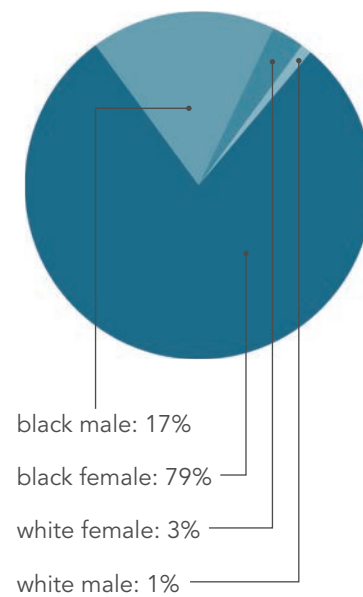
**I DO NOT KNOW WHERE WE  
WOULD BE WITHOUT THE SUPPORT  
OF THE LEGENDS PROGRAMME.'**

*Legends Beneficiary Neftaly Malatjie,  
MD Diepsloot Youth Projects (DYP)*

LEGENDS BENEFICIARY  
ANNUAL TURNOVER 2007 - 2012



BENEFICIARY  
DATA 2012



Thus far the programme has produced exceptional results:

- long-term survival rate of organisations on the programme is over 90%, far exceeding local and international norms for early stage businesses.
- Overall beneficiary turnover increased 290% (2007 – 2010), with job creation up 76%.
- Participant business numbers increased from 15 in 2007 to 85 in 2012, and the goal is to considerably increase this number in 2013 and beyond.

These results illustrate that Legends is playing an important role in successfully growing South African SMEs and reducing unemployment in those segments of South African society in which job creation is most important.

## THE SME ACCELERATED GROWTH PROGRAMME

This initiative was developed by Fetola for the **Embassy of Finland Aid for Trade** programme. It supports increased growth in a selection of promising South African businesses and uses a 'Pay-it-forward' scheme to encourage the creation of benefits to communities and expand skills opportunities for young entrepreneurs.

## OTHER PROJECTS

Our other projects include a series of fair trade awareness workshops in partnership with the UK Fair Trade support organisation, **Shared Interest UK**, training programmes for the **Wholesale and Retail SETA** and designing and implementing the **GIFT** project for the Cape Craft and Design Institute (CCDI). This **GIFT** project links craft producers with corporate gift markets. Lastly, a new project for **Transnet** is starting in 2013.

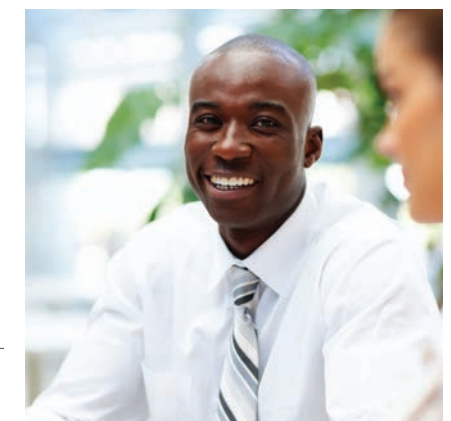
## STRATEGIC PARTNERS

In order to achieve our vision of a healthy and thriving South Africa we have enlisted the support of a number of dynamic and like-minded organisations who share our desire to see our country realise its potential. Some of the organisations in our growing pool of partners include the International Business School at Hanze University, U-start, Zulukama and SMEasy.



'I RECEIVED SO MUCH VALUE THROUGH FETOLA AND THE LEGENDS PROGRAMME, NOT JUST IN TERMS OF ACCESS TO ORDERS BUT ALSO THROUGH BUSINESS SUPPORT, MENTORING AND SKILLS TRAINING.'

Willard Musarurwa  
Owner, Feeling African Design Studio







# PRODUCTS & SERVICES

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## BEE SCORECARD SOLUTIONS

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Fetola offers clients the opportunity to gain BEE Scorecard points while contributing meaningfully to entrepreneurial and social development in South Africa. Our range of BEE Solutions includes:

### **Programme Design & Implementation**

We design and implement powerful, visible and highly effective enterprise development (ED) and Social & Economic Development (SED) programmes.

### **Fund Management**

Our ED and SED funds under management have grown by over 500% in the last three years. We offer clients an effective, transparent and flexible solution for gaining full BEE Scorecard points.



## JOB CREATION SOLUTIONS

Fighting unemployment is a national imperative, and a shared responsibility for everyone in a position to make a difference. Our focus areas include:

### Youth-focused Programmes

Our Graduate Asset Programme (GAP) stands to change the playing field in terms of graduate unemployment, by placing 24,000 graduates into internships over the next three years. See [www.gogap.co.za](http://www.gogap.co.za) to learn more.

### Entrepreneur Programmes

We offer a range of business support, skills development, business growth and mentorship solutions through our proven and effective programmes.

### Non-profit Programmes

Fetola have significant experience in both the for-profit and non-profit sectors – in fact, our Legends programme ([www.golegends.co.za](http://www.golegends.co.za)) is one of the only business support programmes in the country that caters to both sectors.

## MONITORING & EVALUATION

### Project & Performance Management

Let our team assess the effectiveness of your existing ED or CSI programme, assist with the management and implementation thereof, or work with you to develop a tailor-made solution that meets your company objectives.

### Strategy Development

BEE, ED and CSI are dynamic and constantly evolving, and it can be challenging to ensure that you are getting the best possible outcomes from your efforts in this area. Let our team help you develop a winning strategy.



‘WE ARE VERY HAPPY TO HAVE WORKED WITH CATHY AND HER TEAM AT FETOLA AS PART OF OUR AID FOR TRADE PROGRAMME, AND WITH THE RESULTS OF THE COLLABORATION.’

Mrs Tiina Myllyntausta,  
Finnish Ambassador to SA





# CORE TEAM



## CATHERINE WIJNBERG

BSC(AGRIC) HONS, MAGRSC, MBA  
DIRECTOR

Catherine Wijnberg started Fetola in 2006. Her vision is to make a difference across Southern Africa by growing the small business sector as it is here that jobs are created, future success is cultivated and communities can create self-empowered futures. Catherine has a long history as an entrepreneur and has owned and operated businesses in five different sectors. A self-styled, tell-it-like-it-is, 'enterprise activist,' Catherine holds a Masters in Agriculture and an MBA.



## ANTON RESSEL

SENIOR CONSULTANT &  
DIRECTOR OF FETOLA FOUNDATION

Anton Ressel is a Senior Consultant at Fetola and has over 15 years of experience as an entrepreneur, trainer, business developer and mentor in the emerging business sector. A published writer for Sawubona, Business Day, Fin24, Entrepreneur Magazine and many others, Anton is a Director of the Fetola Foundation as well as co-founder of Streetwires, one of South Africa's largest and most successful social enterprises.

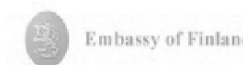


Our team of project managers, consultants, business specialists and researchers is complemented by our dynamic intern programme and a national network of mentors and service providers across a multitude of business sectors.

# CLIENTS

Fetola's core clients include the Old Mutual Foundation, Shared Interest UK, the W&R SETA, The Embassy of Finland and the Presidential Jobs Fund. As of 2013, our client base has expanded to include Transnet and SAB Miller.

Fetola also manages a growing pool of ED and CSI funds and provides an ideal solution for smaller companies wishing to invest in ED and CSI initiatives that deliver measurable results. We believe that BEE presents the opportunity to go beyond the tick list and make a genuine difference to clients and beneficiaries alike. Our track record and dedication to implementing positive change provide a guarantee of performance. Some past and current ED clients include Microsep, Habari Group, John Brown Media, DHK Architects and Afridec.



**'FETOLA IS SUCH A GREAT HELP  
AND GUIDANCE TO BAYEDE! WITHOUT THE FETOLA  
TEAM BAYEDE! WOULD NEVER HAVE GROWN THIS MUCH.'**

– Antoinette Vermooten, Chief Executive officer, Bayede! Marketing (Pty) Ltd

(Bayede! Is a job creation initiative endorsed by King Goodwill Zwelethini. It is making a huge impact in sustainable job creation nationwide.)





## OUR PATRON

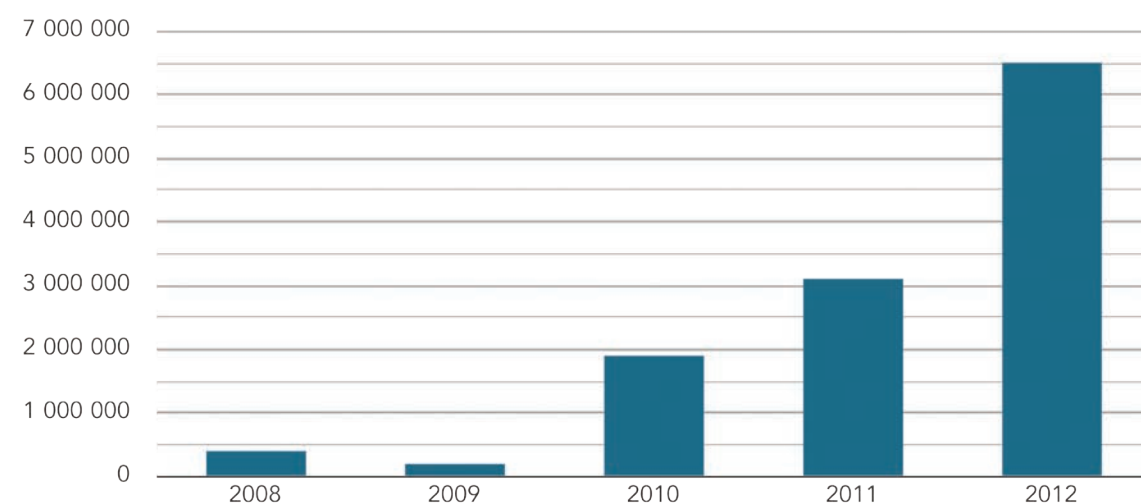
**DR MAMPHELA RAMPHELE**  
PATRON FETOLA FOUNDATION

We are honoured to have Dr. Mamphela Ramphele as our Patron. Dr. Ramphele is the Founder of the Citizens Movement, author of several books and publications on socio-economic issues in South Africa, and has received numerous prestigious national and international awards. These include numerous honorary doctorates acknowledging her service to communities and her leading role in raising development issues and spearheading projects for disadvantaged persons in South Africa and elsewhere in the world. She is also Chairperson of the Board of the Technology Innovation Agency, a qualified medical doctor and one of the most inspiring voices of our generation.

## PR & MEDIA

We have an in-house media team that delivers exceptional results for our beneficiaries and clients alike. In 2012 alone our team generated over R6 Million in unweighted media value across various publications and platforms including Business Day, Sowetan, Mail & Guardian, Radio 2000, SAfm, SABC 2 and many others.

FETOLA MEDIA GROWTH 2008 - 2012



**LET'S GET OUR  
COUNTRY  
WORKING!**



