

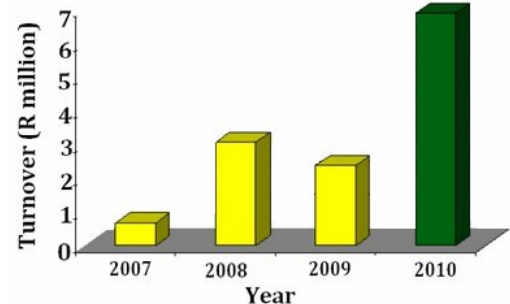
Our Results in brief

Legends Programme



- ❖ Finalist Mail & Guardian Investing in the Future Awards 2010
- ❖ Rural enterprise Development
- ❖ Primary Funding: Old Mutual
- ❖ 75% women beneficiaries
- ❖ **290% increase in sales** (2007-2009)
- ❖ 809 jobs supported
- ❖ R1,2 million+ of Media & PR benefit
- ❖ **34 projects, 7 provinces**
- ❖ Legends beneficiary wins 1st prize at Women Day exhibition
- ❖ Projected Beneficiary **Turnover + R 5 million (2010)**

Legends Beneficiary Performance
Total Sales 2007-2010



SMME Accelerated Growth Programme

- ❖ Enterprise Development for established businesses
- ❖ Primary Funding: Embassy of Finland - Aid4Trade
- ❖ 11 urban businesses on pilot
- ❖ Combined year on year **turnover R 2.74 million**
- ❖ Social Impact **measured & monitored**
- ❖ Four new marketing strategies make a difference
- ❖ Out Of Alex features in August Sawubona (SAA inflight magazine)
- ❖ Nine workshops in Strategic Planning, Cost Pricing, Sales & Marketing, & export readiness
- ❖ **"Pay it Forward" scheme** multiplies value Business Big Brother Pairs with four rural partners



Mentor Programme

- ❖ Six Volunteer mentors join up
- ❖ 45 Beneficiaries access mentor support
- ❖ New programme provides 24/7 assistance
- ❖ 300 beneficiaries on waiting list
- ❖ Cross-sectoral expertise

"The Programme is equipping me with Skills to take my business to the next level. Knowing that I have a knowledgeable support system at the end of the phone has given me the confidence to take bigger and bolder steps; no mistake is wasted as there is always a lesson attached to it!"

Bronweyn Craig,
MD Out of Alex Empowerment Project

A great template - easy to read and complete. This would be an efficient and effective way to monitor progress. Many thanks for doing this for us. Much appreciated. Vanessa KELP



Our Results in brief

Business Skills Training

- ❖ Accredited by WR SETA (Skills Education & Training Authority)
- ❖ Ninety small black-owned businesses receive accredited training
- ❖ Learners indicate a 95% satisfaction rating
- ❖ 300 participants attended Personal training workshops
- ❖ Two new e-learning courses rolled out

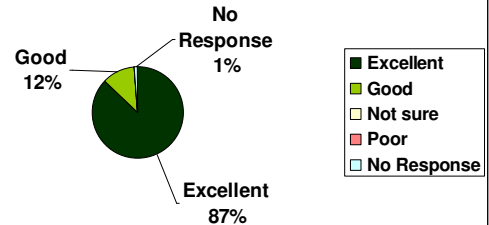
Press & Public Relations:

- ❖ Media & PR value exceeds R 1.25 million (Jan-Aug 2010)
- ❖ Legends featured in radio and print media
- ❖ Volunteer Mentor programme featured on TV
- ❖ We facilitate sponsor feature in Business day
- ❖ Audience exceeds 11.2 million people

Innovations:

- ❖ Fetola **32 point self-assessment grid**
- ❖ **Social Scorecard** which measures multiplier Value in the community
- ❖ **Pay it Forward Scheme** encourages multiplication of value
- ❖ **Business Big Brother Programme** teams established
Businesses with emerging entrepreneurs in the rural areas
- ❖ **Mentor Hotline © Programme** brings expert advice to small producers 24/7

WR SETA Perceived Usefulness of Information across all regions



"I am excited to be part of the Old Mutual Legends program and have already seen a significant impact as a result of their training and assistance".

Vuyisa Potina



Potina Ceramics is based in Franschoek in the Western Cape and owned and managed by up-and-coming young Xhosa ceramic artist, Vuyisa 'Elvis' Potina. Vuyisa blends the traditional smoke-firing techniques of his Xhosa roots with a contemporary approach to form and function. He prefers to let the natural colours and textures of the clay come to the fore, ensuring that his work remains original, exciting and sought-after. His ceramic pieces adorn Board rooms, hotels, galleries and guesthouses alike, his signature style evident in every piece he makes.

Vuyisa Potina has been a member of the legends program since 2007, he has been making some outstanding achievements including:

- Setting up a new studio in a trendy lifestyle centre
- Attending international trade shows in Germany and Portugal
- Total Sales increased by more than 50%

"Thanks for the link you gave to the programme participants. It actually is an amazing resource not only for the participants, but also for development practitioners like myself"

Phumzile Ntuli- LED KZN



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