



**Sponsorship Options for support for the  
OPEX of Viva Independent School for 2017**

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**Sponsorship request and -options  
for the operational costs of the  
Viva Independent School in the  
Alaska Informal Settlement,  
Mamelodi East, South Africa.**

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## 1. Cover Letter



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### **Re. Sponsorship Request and -Options for the Operational Cost of the Viva Independent School in 2017**

On behalf of the Viva Foundation of South Africa, I thank you for the opportunity to present this sponsorship request, in the form of an abridged proposal with different options, for your perusal.

Our Viva Independent School in the Alaska Informal Settlement is growing from strength to strength and in 2017, we will be welcoming 90 learners and have a full Foundation Phase in operation. Your partnership and support makes this possible and we trust that you find your involvement with our school and the children, very rewarding.

I am enclosing a budget for the school for 2017, reflecting all Operational and Capital Expenditure, which add up to an amount of R 1 580.00 (one thousand five hundred and eighty ZAR) per child per month, with 20 children per class. Different options for sponsorships are available in order to make it possible for our organisation to provide this deeply impactful service to this group of deeply vulnerable, underprivileged children.

For further queries, please feel free to contact me on my private number at +27 (0)79 954 4426.

Kind regards



Meleney Berry Kriel  
Chief Executive Officer

## 2. Executive Summary

The Viva Foundation of South Africa has as its vision the transformation of informal settlements into stable and safe neighbourhoods where a community can thrive, offering education, care, services, business and employment opportunities and culture, sport and recreation facilities for all age groups.

Viva wishes to be instrumental in this transformation process by establishing a service hub in the midst of such an informal settlement, creating a platform for Viva and other organisations to offer a palette of services to the surrounding community in order to address the felt- and expressed needs of its members. The approach is two-fold: to alleviate the symptoms of poverty and address the causes of the socio-economic challenges faced in these high priority poverty areas. This service hub is called the Viva Village and it is the unique concept of the Viva Foundation.

The Viva Foundation of South Africa has four main focus areas: Children, Poverty Alleviation, Art and Sexual Violence Prevention & Response. Essential in the quest for transformation in informal settlements, is the commitment to quality education, which is the long-term turn-around strategy in Poverty Alleviation. For this purpose the Viva Independent School was established and launched in 2014 with 30 children in Grade R. A further grade, per year, was added and in 2017 the school will be a full Foundation Phase from Grade R to Grade 3.

What makes the Viva Village unique, is the partnership aspect. It is the fact that other organisations and institutions are invited to use the Viva Village facilities to provide their services to the community. The relationship between Viva, its service partners and the community around the Viva Village, is organic and flexible. Different corporations and institutions have partnered with the school since its inception and it is the ongoing involvement of these partners that make the existence and operation of the school possible. The key partnership however, is with the parents of the children themselves. Although the school is established in an extremely poor neighbourhood, the parents contribute to the education of their children with a small fee and their active engagement.

Sponsorships make it possible to fund the school and provide the kind of education that will turn the tide of poverty for the steady stream of learners that move from the Viva Kids Early Learning Centre at the Viva Village, to the Foundation Phase of the Independent School. Presently, due to space- and funding restraints, the school offers this important phase in order to ensure that underprivileged children have an equal opportunity and start in their educational career. Focus is on a strong foundation in literacy and numeracy in small classes (no more than 20 children per grade with a 1:10 educator : learner ratio.

### 3. Background

The organisation was founded in **2007** out of a concern about the effects of poverty on human beings. The founders had the organisation registered and set out to learn from others and to pragmatically address the issues at hand.

The **Vision** of the Viva Foundation is to be instrumental in the transformation of informal settlements and other high-priority poverty areas into stable and economically viable communities that provide young and old with opportunities for education, employment, business and recreation.

The **Mission** of the Viva Foundation is to establish service hubs within informal settlements from where the organisation and its partners can meet the felt- and expressed needs of the surrounding community.

The **Viva Village in the Alaska Informal Settlement, Mamelodi East, Gauteng**, established in 2009, is the only service provider in the settlement and has become the very heart of the community. Its successes and lessons learnt, proves invaluable in providing a workable model that is reproducible and adaptable to other areas.

The **Viva Kids Early Learning Centre** was established in 2010 and has grown from humble beginnings to a self-sufficient ECD care facility. Children from Viva Kids 'graduate' to **the Viva Village Independent School**. This way the Viva Foundation is able to provide foundational care and education to vulnerable children, from 4 months of age, until puberty.

### 4. Proposal Details

#### 4.1. Budget

The 2017 budget for the Operational Expenditure of the School is broken down into a per-child-per-month amount of R 1 584.44 (One thousand five hundred and eighty four ZAR), all inclusive.

There are 30 children in Grade R in 2 classes of 15 learners each, with a teacher and assistant per class. Therefore the cost of operating Grade R is R 570 000.00 (five hundred and seventy thousand ZAR).

The cost of operating Grade 1, 2 and 3 each with 20 children is R 380 000.00 (three hundred and eighty thousand ZAR). Grade 1 operates with a teacher and an assistant teacher, while Grade 2 and 3 have only 1 teacher each.

## 4.2. The Primary Cost Drivers

Item Class	Item Category	Item Description
<b>Staff Salaries</b>	Monthly Payments: Basic Salary	School Management, Administration, Teachers, Social Worker, Teacher's Assistants, Cook, Cook's assistant, Gardens & Maintenance, Cleaner
	Christmas Bonus	
<b>Support Services</b>	Monthly Costs	Telephone, 3G, Finance Costs, Office Costs, Insurance, Auditor, Meetings, Admin & Management
<b>Academic Cost</b>	Curriculum	Stationery, Uniform, Readers, Materials, Work books and learning aids
<b>Transport</b>	Fuel	Fuel & Oil
	Fees	Toll Gates
	Maintenance	Repairs and Service
<b>Events</b>	Annual	Mandela Day
	Per Term	At school/Fundraising
	Graduation	Year End Function
<b>Other Project Costs</b>	Fees	Relevant Registration Fees
		Record Keeping & Programme Cost (IT)
	First Aid, Consumables	Materials
	Compliance	Permits, installations
<b>Viva Village Kitchen &amp; Grounds</b>	Feeding Scheme	2 Warm meals & Snack
	Usage, Maintenance, Cleaning and Gardens	Repairs, upkeep
	Utilities	Gas, Water

## 4.3. Sponsorship Options

The Viva Foundation has a fund development plan that aims to obtain a large variety of funding from a diverse palette of funders. Different kinds of donations, provided by different kinds of funders, with added sustainability strategies, serves to ensure that the school remains funded.

### 4.3.1 Subsidies

As a newly registered entity, the school will be eligible to apply for subsidy from the Department of Basic Education in 2018. The success of subsidy applications and the extent of the amount granted, per child, lies solely with the Department and therefore, although the plan is to submit

an application in June 2017, the school will remain a completely, privately funded entity in 2017 and possibly also thereafter, depending on the outcome of the application, with regard to if, when and how much subsidy is granted.

#### 4.3.2 Corporate Donors & CSI Grants

There is an option for corporations, businesses and larger funders, to commit to funding a Grade, or specific Capital Expenditure. With 20 children per class, at a cost of approximately R 1 500.00 per child, funding a Grade is estimated at R 300 000.00.

Items of Capital Expenditure for the 2017 include school furniture, learning tools, office equipment, security measures, playground, paving and a school vehicle. (A comprehensive list of CAPEX items with their estimated costs is available).

#### 4.3.3 Individual Sponsorships of Faculty members

Donors may opt to fund a specific teacher, teaching assistant or faculty member. Annual Costs are as follows:

Grade	Position	Name of Appointee	Monthly Basic	Annual Cost
Grade R	Assistant	Prudence Tintswano	R3 500,00	R 45 500,00
Grade R	Assistant	April Mathebela	R4 500,00	R 58 500,00
Grade R	Teacher	Thabo Moroko	R5 000,00	R 65 000,00
Grade 1	Assistant	Kgahliso Mosoane	R5 000,00	R 65 000,00
Grade 1	Teacher	Motselisi Mothae	R7 000,00	R 91 000,00
Grade 2	Teacher	Kea Lebona	R7 000,00	R 91 000,00
Grade 3	Teacher/HOD	Nonkululeko Khumalo	R16 000,00	R 208 000,00
Management	Exec. Director Principal	Meleney Berry-Kriel	R16 000,00	R 208 000,00
Administration	Admin General	Judith Mahlangu	R5 000,00	R 65 000,00
Administration	Records & Social Worker	Elizabeth Moagi	R6 000,00	R 78 000,00
Kitchen	Cook	Tebogo Nonyane	R3 500,00	R 45 500,00
Kitchen	Kitchen Assistant	Loveness Mahlangu	R2 500,00	R 32 500,00
Viva Kids	Cleaner	Judith Mutare	R2 000,00	R 26 000,00
Grounds	Gardener	Ben Mahlangu	R3 500,00	R 45 500,00
Facilities	Project Manager CAPEX	Leon Kriel	R 15 000,00	R 195 000,00

#### **4.3.4 Individual Sponsorships of Learners**

The cost per child is R 1 580,00 per month, or R 18 960,00 for the year.

This includes stationery, school uniform, learning materials, 2 meals per day, education and care, outings, graduation and reporting.

#### **4.3.5 Sustainability measures & parent contributions**

Parents are expected to make monthly contributions of a minimum of R 250,00. It is an important part of the poverty alleviation philosophy of the Viva Foundation of South Africa to not perpetuate a hand-out mentality. The willingness of the parents to contribute is a vital aspect of the success of the school and an acknowledgement of their commitment to their child's education, which in turn translates directly into an increased prognosis of success of the learner and the school itself.

Other sustainability measures include a fresh produce project at the Viva Connect Sharehouse in Cullinan, providing vegetables, poultry and eggs for the feeding scheme.

#### **4.3.6 Goods in Kind**

Donors have the option of providing Goods in Kind e.g. groceries, stationery and books, building material, furniture, equipment etc. Bona Fide donations of Goods in Kind are also eligible for tax deduction confirmed by the 18A Donation Certificate.

#### **4.3.7 Volunteering**

Volunteer involvement, assisting in teaching, administration, cooking, farming (feeding scheme produce), building and maintenance add value to the service provided to the learners, without burden to the budget.

### **4.4 The Value Chain**

The Value Chain of the School consists of Primary Activities and Support Services, combined to achieve the **outcome of Quality Education to the number of Children Enrolled**.

#### **4.4.1 Primary Activities**

- Academics and Curriculum – Registered Teachers with teacher's assistants at a Teacher: Learner ratio of 1:10, teaching CAPS Curriculum, augmented
- Support – School uniforms and School Packs (stationery, handbooks and learning aid) provided, in cases where social-, or developmental support is needed, or socio-economic challenges exist, children and their parents are seen by the resident Social Worker at the Viva Village



- Feeding Scheme – Two cooked meals served per day, plus snack and juice/rooibos tea at break
- Extra-Curricular Activities – activities, outings, school visits by education groups, Graduation and Year End function.

#### **4.3.1 Support Services**

- School Administration & Management – Fund Development, Compliancy, Financial Management, HR Management, Donor Relations, Accounting and Audit
- Parent liaison and involvement
- Facility Management – Gardens, Kitchen, Maintenance and Buildings, Cleaning
- Event Management, Marketing and Visits from funders and role-players
- Reporting

## **In Conclusion**

Partnership in this important endeavour is vital for the realisation of the dream of turning the tide of poverty through quality education where it is needed most. On behalf of the leadership and management of the Viva Foundation of South Africa, other partners and most importantly the beneficiaries, we thank you for your involvement and continued support.



Meleney Berry-Kriel and the Viva Team