



PROJECT OVERVIEW AND REQUIREMENTS DOCUMENT

APRIL- SEPTEMBER
2017

Hope Givers Foundation is an organization that focuses on improving the lives of rural and disadvantaged communities through Education, Empowerment and Socio-Economic development projects.

One such initiative is the Tertiary Applications & Learnerships Drive, which gives high school learners the opportunity to apply online to various tertiary institutions; as well as the exposure to learnerships available to them post-Grade 12.



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TERTIARY APPLICATIONS & LEARNERSHIPS DRIVE

BACKGROUND

Hope Givers Foundation will be hosting a Tertiary Applications & Learnership Drive from **April to September 2017 nationally**. This project aims to encourage and help learners from rural or disadvantaged backgrounds and areas to apply to tertiary institutions and expose them to learnership programmes offered or available to them from different organizations.

Based on the vast travelling distances from rural areas to central locations, we envisage two events per province, i.e. two districts per province. Buses will be arranged in order to transport learners to and from the event grounds, departing from their various schools. Consultants will engage them on arrival to ascertain whether they know what they would like to study at tertiary level or not. Should they require further assistance councilors will be on hand to assist them make good career choices. The learners will then be guided through the online application processes based on their interests and academic performance.

Every year South Africa faces one of the biggest challenges when it comes to registration at tertiary institutions. Stampedes at the institutions, wrong course enrolments, missing persons because learners leave their homes without knowing where they are going to sleep are some of the compelling reasons for this project.

The programme will target two main groups and messaging will be as follows:

Grade 12: Tertiary Applications and Learnership Applications and Career advisory.



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TERTIARY APPLICATIONS & LEARNERSHIPS DRIVE

OUR MISSION

To inspire lifelong learning, advance knowledge, and strengthen our communities. We hope to inspire breakthroughs in the way the world interacts with learners and achieve immediate and lasting positive change in their lives.

ACTIVATION DETAILS FOR LIMPOPO IN 3 DISTRICTS

MOPANI DISTRICT

Date: 17-21 April 2017

Venue: Mopani FET College

Time: 8am-4pm

Target group: 1000 Grade 12 learners per day

CAPRICORN DISTRICT

Activations will be done in the 4 municipalities under Capricorn District, 1 day per municipality.

Date: April 2017

Venue: Polokwane, Mogalekwena, Capricorn and Municipalities

Time: 8am-4pm

Target group: 1000 Grade 12 per day



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TERTIARY APPLICATIONS & LEARNERSHIPS DRIVE

SEKHUKHUNE DISTRICT

Activations will be done in the 4 municipalities under Capricorn District, 1 day per municipality.

Date: May 2017

Venue: Sekhukhune Municipalities

Time: 8am-4pm

Target group: 1000 Grade 12 per day

BENEFITS TO LEARNERS

- Applications are submitted immediately online
- Access to Bursaries and learnerships
- Direct Interactions between institutions and learners
- Clear post-Grade 12 plan
- Financial assistance where required

BENEFITS TO PARTNERS

- Positive brand alignment
- Direct exposure to target market
- National and regional media coverage
- Networking opportunity for both stakeholders and attendees
- Needs analysis opportunity
- Tax Break



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FLOOR PLAN

- Exhibition / Applications Area
- Career Advisor area
- Food Court
- Stage area
- Promo Screen (applications will be displayed live as they are processed)
- Networking Lounge

COMMUNICATION/PR PLAN

- Traditional media (TV, newspapers, radio)
- Social Media
- Websites
- Mobile App

HOW TO BENEFIT WITHIN OUR IMPLEMENTATION BUDGET:

As PBO(Public Beneficiary Organization Hope Givers Foundation, in its objectives portray a profound element of Education and Development which are deeds listed as PBA(Public Beneficiary Activities) within section 30 of the South African Income Tax Laws .

Therefore any contributions of funds made towards this PBO will also be identified as a PBA which then qualifies you to attain a tax break formally known as a sectionn18A Tax exemption(tax deduction) however a minimum contribution of a R100 000 qualifies you to attain a tax deduction.



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TERTIARY APPLICATIONS & LEARNERSHIPS DRIVE

LIMPOPO SPONSORSHIP/PARTNERSHIP REQUIREMENTS PER DISTRICT

From March- May 31 2017 (3 Months)

OPERATIONAL EXPENSES

ITEM	QUANTITY P/M	UNIT	TOTAL
Travel Expense	3 Months	R15 000.00	R45 000.00
Petrol	3 Months	R 6000.00	R18 000.00
Cell Phone	3 Months	R 5000.00	R15 000.00
Data	3 Months	R 3000.00	R9000.00
Accommodation x 4 people	R18 000.00	R750.00	R54 000.00
OFFICE	1	R10 000.00	R30 000.00
Laptops	3	R4000.00	R12 000.00
IT Report system	1	R40 000.00	R40 000.00
Branding	1	R 20 000.00	R20 000.00
Merchandise (Caps & tshirts combo)	70	R 180.00	R12 600.00
Staff stamped X 10	3 Months	R 5000 00.00	R150 000.00
Project Management	3 Months	R60 000.00	R180 000.00
TOTAL			R 585,500.00

ACTIVATION EXPENSES

ITEM	QUANTITY	UNIT	TOTAL
Laptops	60	R 4000.00	R 240 000.00
Applications Processors X 5 days	60	R 350.00	R 105 000.00



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TERTIARY APPLICATIONS & LEARNERSHIPS DRIVE

Marquees X venues 4 x 2 days	6	R3000.00	R18 000.00
Ushers	10	R350.00	R17500.00
Security	10	R350.00	R17500.00
Sound x 5 days	1	R 2500.00	R12500.00
Stage X 5 days	1	R 2000.00	R10 000.00
Contingency	1	R 20 000.00	R20 000.00
TOTAL			R 440,500.00

TOTAL PROJECT COST

1,026,000.00

NB: Operational costs are costs which will be incurred 3 months before and on the event, therefore we need the funding for expenses in the preparation stage and on the day of the activation.

DEADLINES

Partner confirmation letter	5 April 2017
Funds Payment	12 April 2017

CONTACT US

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