

THE KLM EMPOWERED UBUNTU TRUST

Driven by our innate commitment to making a difference to our beautiful, distinctive and diverse country and its rainbow nation, the KLM Empowered Ubuntu Trust (Registration No; IT5118/07) was founded by Lyn Mansour, CEO of KLM Empowered and established in 2006. The Trust is headed by the Board of Trustees and managed by the annually elected Chair and supporting committees on a volunteer basis.

GROWING OUR FOOTPRINT, GROWING JOB CREATION

In view of formalizing the support structures of the Trust due to the envisaged national expansion of the Trust's footprint, more formalised job opportunities are due to become available in the latter part of 2017.

MISSION STATEMENT

The KLM Empowered Ubuntu Trust is committed to making a meaningful difference towards the eradication of poverty through the provision of purpose driven further education and training. Its mission is to ensure quality education and people development for the 21st century is accessible to disadvantaged youths and adults across South Africa to the benefit of the individual, their families, and communities and to the country. To go further in finding solutions to the challenges faced within communities, to bridge the gap between starvation and sustainability and to exploring entrepreneurship opportunities that lead to job creation and income generation.



*"If you give a man a fish, he will eat for a day,
teach the man how to fish and he will eat for life..."*

OUR VISION

Our vision is to provide opportunity and access to education that;

- is real to the world or work and relative to the communities and regions
- delivers localized content aligned to globally accepted best practice quality standards
- harnesses potential and inspires those whom aspire
- develops entrepreneurship
- equips the learner with both knowledge and skills for the world of work
- aids in eradicating poverty and unemployment
- addresses gender inequality
- empowers woman and children
- informs on HIV/Aids and protects lives
- educates on cultural diversity
- teaches respect, for self, others and to the environment
- establishes sound values
- shares information and imparts wisdom
- equips for self-preservation and that of the local heritage
- builds sustainability
- harness true potential
- positively transforms communities

OUR AIM

Our core aim is to secure funding / sponsorship of bursaries for further education that integrates business and life studies that are fit for purpose and which results in recognized national qualifications being achieved in diverse portfolios and in accordance with the skills needs per region. Our aim is to provide education that is all encompassing of;

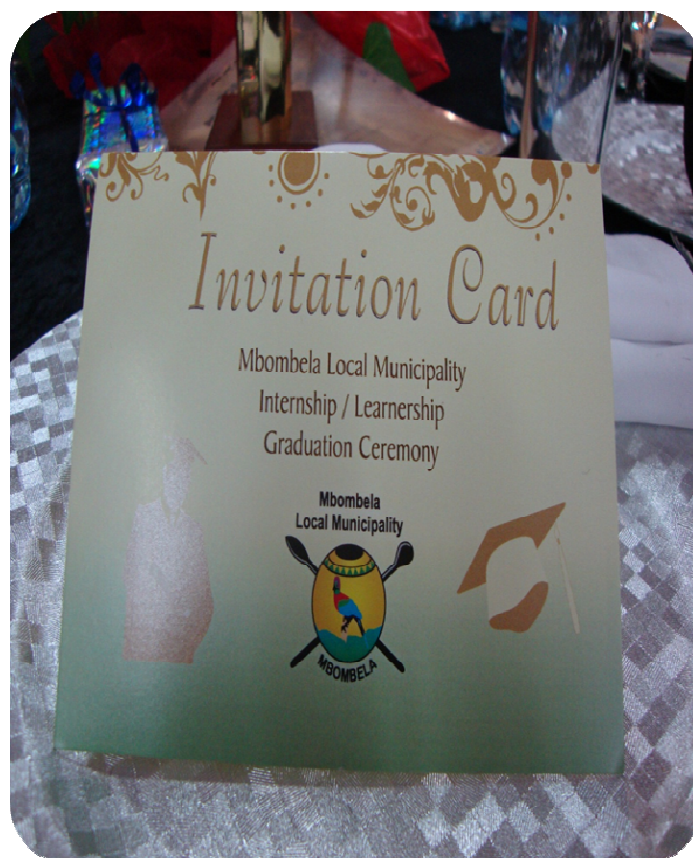
- the preservation of life, national heritage and national resources
- the importance of values
- develops a greater understanding in cultural diversity both on a national and international scale
- addresses the need for gender equality and respect
- explores entrepreneurial opportunities in association with both local and global business

- integrates 21 century, first world capabilities and technology with localized content delivered by means of an effective, learner centered blended approach.
- imparts knowledge and practical expertise in life and work skills that is all encompassing of socio-economic and environmental studies with the emphasis on practical application.

More profoundly, education that develops good judgment and builds on sound values which prove the cornerstones to sustainable success, where the wisdom and expertise of business leaders is shared, innovation nurtured and aspiring entrepreneurs encouraged and supported.

PARTNERSHIPS

In an endeavor to link the partition between Government's labour and the contentious ongoing concerns in South Africa's sub-standard education system, sponsors of the Trust, KLM Empowered Human Solutions Specialists (Pty) Ltd, has pioneered and adopted new methodologies in a blended learning approach for Further Education and Training. Their proven credentials and seamless project implementation and management yielded a 100% competency ratio nationally for the past 12 years. This with the establishment of KLM Empowered's state of the art Knowledge X-Change Business Academy has proven a winning partnership and formula.



The Knowledge X-Change Business Academy affords businesses and their leaders to contribute to and create a pioneering education system that is geared towards revolutionising the manner in which 21st century education is facilitated to our youth and adults in South Africa. We are shaping a world of learning that is real not only to today's global economy and changing climate but prepares for smarter, more informed generations of tomorrow.

A world where the youth and adults can join the pioneers of change and develop in an environment that encourages innovative and creative thinking, a place where untapped potential is tapped, where knowledge, resources and skills are shared and developed, where business and social etiquette and international protocol lays the foundation for the rules of engagement in the boardroom battle grounds. It is here where learners are taught the importance of International Relations and Diplomacy in view of being the Ambassadors for our country and on behalf of our people.



MAKING THE INVESTMENT COUNT

KLM Empowered Ubuntu Trust has a solid partnership with its training partner, KLM Empowered Human Solutions Specialists (Pty) Ltd, for the “Smarter Tomorrows” initiative. This initiative aims to raise funds in order to provide sponsored Learnerships to vulnerable young people, particularly those who passed their Matriculation in the last two to three years, and still do not at any tertiary or job opportunities. The programme of Work Readiness and a selected Learnership will aid in preparing the learner for the workplace whilst gaining both knowledge and skills whilst on the Learnership.

MAXIMISING THE SCORECARD

All initiatives sponsored through the KLM Empowered Ubuntu Trust have far reaching benefits to both funder and beneficiary as hereunder noted;

1. Maximum Skills Development Points on Learnership implementation and accredited Skills Programme – Work Readiness;
 - 1.1. Tax Breaks –
 - Non- Disabled: R 40 000.00 at initiation of Learnership and R 40 000.00 on conclusion of Learnership
 - Persons with Disability: R 60 000.00 at initiation of Learnership and R 60 000.00 on conclusion of Learnership
 - 1.2. ETI's for youth under the age of 30 years
2. Maximum SED points for the sponsorship of;
 - Technology
 - Feeding Schemes
 - Equipment
 - Stationery
 - Learning Aids
 - Disability support
3. Maximum Enterprise Development Points for the investment into entrepreneurship – New Venture Creation;
4. Bonus Points for converting Enterprise Development into a Supplier
5. Supplier Development – Bonus Points by engaging KLM Empowered Ubuntu Trust – B-BBEE Level 2 – more than 51% Black Woman representation
6. Supplier Development – Bonus Points – by engaging KLM Empowered – B-BBEE Level 1 – 30% Black Woman owned
7. Further Tax Benefits with KLM Empowered Ubuntu Trust's SECTION 18A registration
8. The benefit to the Beneficiaries – PRICELESS!

KLM Empowered Human Solutions Specialists (Pty) Ltd is the primary sponsor of funding of Learnerships, School and Higher Education bursaries including Tablets, amongst the many other initiatives such as the donation of library books, fund raising, sponsorship of feeding schemes, the Movement for Good (Lead SA) national annual initiatives to mention but a few. All projects are geared toward 75% Black disadvantaged South Africans and 25% non-black beneficiaries of disadvantaged backgrounds.

KLM Empowered Ubuntu Trust would welcome the support of additional funders, companies and/ organizations to step up and partner with a non-profit that is in making a measurable difference.

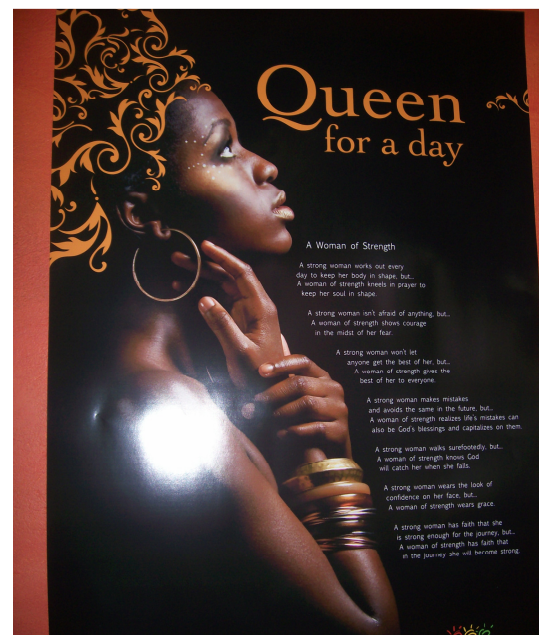
MAKING A MEANINGFUL DIFFERENCE


Campaigns and projects began with a team committed to supporting and contributing to this worthy Trust. The Trust has an annual strategy whereby 5 focus areas are targeted i.e.:

1. Purpose driven education
2. Tools for Life – Technology for scholars
3. Investing in developing future entrepreneurs
4. Feeding a nation through teaching
5. Social Projects i.e.-
 - Investing in the abused and abandoned
 - The elderly
 - The homeless

A SHOWCASING OF HIGHLIGHTS SINCE INCEPTION

- Initiated a massive Feeding Scheme programme in the Northern Cape in 2005, and provided Life Skills training to 366 Learners for 9 months when on –site with a national project.
- In association with training partner, KLM Empowered Human Solutions Specialists, our training provider, embarked on our first Learnership in 2006 whereby five (5) learners successfully completed their 12 month Learnership and have since all secured careers.
- An ‘Adopt-a-Child-for-a-Day’ Christmas campaign was hosted early in December 2006 and proved and heartwarming experience for all participants. The early festivities took place out at Drakes farm in a picnic style, and what a joy the day was for the children!
- During 2006/7, we sponsored Normonde House for Children living with HIV / Aids.
- A Workshop and Skills Training programme in Creative Skills was offered to the Abused Women from a home called The Manger.
- Hosted an Ubuntu day, focusing on HIV Aids awareness;
- Creative gift wrapping and card making workshops was hosted by KLM Empowered’s Knowledge X-Change;
- A “Queen for a Day, Woman for Life” campaign launched in a big way, with a selected group of ladies from POWA (People Opposing Women Abuse) who were pampered at a glittering function in Bedfordview. Wealth of activities was organized to inspire the beneficiaries, including entertainment and motivational speakers. This event culminated into a two-day of pamper motivational and self- reflective day for the ladies.





The campaign did not end there. The POWA ladies were further offered training opportunities through Workshops, which included Skills Programmes such as: Stress Management, Marketing Excellence, Communication is Key etc. This exciting campaign went on for two years until February 2010, and the ‘Power Ladies’ were skilled, empowered and grew in leaps and bounds in their career fields.

- In September 2008, our team visited St Anthony Day Care for the Aged, for the second time since 2007, and spent the entire morning showing the patrons how to bead. To the delight of the elderly people, they created jewelry made out of simple beads beyond their imagination;
- Many more fundraising campaigns were launched in 2008, including the much-loved ‘Braai Day’, which proved to be the people’s favourite. It was more about encouraging the people to the idea of caring for others in whichever way possible, no-matter how small their contribution;
- School Bursaries, Tablets and Stationery have been sponsored for the past three years;
- Aided medical bills for the sick;
- Distributed HIV Aids Kits to NPOs
- Over the years the KLM Empowered Ubuntu Trust has invested in the development of people with larger investments being channeled into education and educational aids;
- The Social projects are constantly driven through the “Movement for Good” (LEAD SA) initiatives on a national scale that are conducted by each group of new intakes nationally each year;

275 Big Hearts Campaign

- The most recent being the launch of the 275 Big Hearts national campaign which is for the purpose of growing the numbers beyond 275 lunch packs for homeless people across the country.
- A staggering 5 777 lunch packs were prepared by collaborators, facilitators, learners and KLM Empowered and distributed nationally in the month of August 2017.
- The 275 Big Hearts Campaign will continue annually in view of “Giving Back” and “Giving Big” with Heart!!!



If you and your organisation are interested in joining and contributing to KLM Empowered Ubuntu Trust on the multiple empowering initiatives nationally, please do not hesitate to contact us on ubuntu@klmempowered.com or call 011 856 4700.

“It is in your hands to create a better world for all who live in it” – Nelson Mandela

To our fellow Big Hearts, dig deep, reach out and uplift together with the KLM Empowered Ubuntu Trust!

*KLM Empowered Ubuntu Trust is a Public Benefit Organisation (PBO) for purposes of Section 18 A (a) (1) of the ACT, so donations will be tax deductible in the hands of donors.