

Name of your organisation	The Kay Mason Foundation SA Trust
Date of TFN event which you pitched at	04/11/2024
Name of the project TFN funded	Building tomorrow's leaders through quality education
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>The funding received from TFN was instrumental in supporting our social development program by covering the salaries of our social work staff, as well as indirect costs essential to the effective running of our initiatives for scholars and alumni. These programs include on-site tutoring at our Bellville offices, psychosocial workshops, scholar camps, parent workshops and upliftment programs, mentorship opportunities, and ongoing alumni support. In addition, alumni benefit from in-office workshops such as career guidance and job readiness sessions. Importantly, the funding also enabled us to appoint a new isiXhosa-speaking social worker, ensuring more effective counselling and support for our isiXhosa-speaking scholars.</p> <p>Beyond this, the funding allowed us to strengthen our financial sustainability by covering core running and salary costs which are often overlooked by funders. Furthermore, the project encouraged our alumni to take a more active role in fundraising and in our programs, resulting in many positive experiences not only for alumni but also for scholars and the organisation as a whole.</p>
What portion of the project did TFN fund?	3% of HR & Indirect Costs
How many direct beneficiaries did the TFN funded project reach?	629 Beneficiaries including: 99 Scholars, 198 Scholar Parents, 270 Alumni, 13 Grade 7 Scholars, and 49 Grade 6 Scholars
How many indirect beneficiaries did the TFN funded project reach?	1038 Indirect Beneficiaries: 300 through our application process, 198 Scholar Parents, 540 Alumni Family Members
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	We raised a further 50 GBP from Tayma Auchu, 500 GBP from Lucy Flemming, and 100 GBP from Mark Stephens, all individual British donors.
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We received an offer from one person for mentorship.
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding

<p>Has the training you received from TFN better prepared you in pitching your organisation to potential funders?</p>	<p>Yes</p>
<p>Has TFN increased your capacity to raise further funds?</p>	<p>Yes</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>Bernadette joined the Kay Mason Foundation as a scholar in 2017 and went on to achieve exceptional success at Bosmansdam High School, where she served as Head Girl and matriculated with eight distinctions. She is now pursuing a degree in Chemical Engineering at the University of Stellenbosch, where her passion for innovation and problem-solving drives her ambition to contribute to sustainable solutions for global challenges.</p> <p>Grateful for the support she received, Bernadette now gives back as a member of the Kay Mason Alumni Board and actively assists the Foundation with fundraising to ensure more young people can benefit from the same opportunities. Most recently, she was offered the once-in-a-lifetime opportunity to pursue her Master's at the prestigious Oxford University, which she is now exploring.</p> <p>Bernadette's journey embodies the ripple effect of education – transforming not only her own future but also inspiring and uplifting others in her community.</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>Since October 2024, we have successfully filled several critical posts within the organisation that we were previously unable to fund, significantly strengthening our capacity to deliver programs. We also proudly reintroduced development camps for our senior scholars—an important initiative that had not taken place for the past four years. These camps are essential to our scholars' development, as they live in extremely dangerous and under-resourced communities. Within the peaceful and restorative settings of nature, our scholars are able to quiet their minds, absorb the lessons of life skills and developmental workshops, and build resilience. The camps also serve to strengthen the bonds of trust and support between staff, scholars and alumni, fostering a stronger sense of belonging and encouragement within our community.</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>It was an incredibly positive and enriching experience that opened doors to valuable new international donors and support—opportunities that are often difficult to access as a South African charity. We would be truly honoured to participate in this remarkable experience again in the future.</p>