

THE GEORGE FOUNDATION

Non-Profit Organization Business Plan

EDUCATE MENTOR MOTIVATE
CREATE COMPASSION EQUALITY
NON- JUDGEMENT EMPOWER RELATE

- ✓ SINGING
- ✓ DANCING
- ✓ DJ'ING
- ✓ MUSICAL INSTRUMENTS
- ✓ SOCIAL MEDIA

- ✓ DRAMA
- ✓ POETRY
- ✓ THEATRE
- ✓ MEDIA PERSONALITY TRAINING
- ✓ PUBLIC SPEAKING TRAINING
- ✓ BUSINESS MANAGEMENT

- ✓ HAIRCUTS
- ✓ HAIRDRESSING
- ✓ NAILS TUTORIALS



Executive Summary

The George Foundation is a non-profit organization that seeks to give back to give back to the community through a skills development program seeking to empower people, young and older people and those with disabilities/albanism with skills that imperative for them to earn a living. With the high rise of unemployment and social inadequacies, we want to step up and rise to the occasion by pioneering programs that will give skills to both young and older people. We have observed how many young people or even older people fall into destructive behaviors because of a lack of proper platforms for them to learn. We therefore seek to be the informal skills development center that will teach them how to do things practically in order for them to pursue their own small business. The George Foundation being started by George Mthimkhulu, a hairstylist himself, will be a perfect example for the people since he himself started out by acquiring skills from various jobs until he established a highly successful salon in Thembisa. The founder of this NPO hence is the perfect example for acquiring skills and then go on to establish oneself as a business man. The skills we seek to impart however range from Singing, DJ'ing, Drama/Acting, Musical Organs Training,

Company Info

Our Mission

Commitment : We are committed to identifying those who lack in skills imperative for them to move on in life and then imparting them with skills of their interest as far as what we have to offer. We are also committed in organizing a team of various people with such skills to teach those we have identified as people needing such skills through volunteering their time to do so.

Responsibility: Our focus is empowering people both young and old through informal skills development so as for them to find their footing in life weather through opening their own businesses like hosting their own entertainment events or starting out salons and so on.

Support : we have a need to be an anchor to people in our community by being the hope and inspiration that despite not having proper educational backgrounds or abilities that others have, it shouldn't discourage them. We want to support and show them that they too can gain skills and change their lives for the better.

Our Objectives

The George Foundation's aim is to raise funds through various means in order to put such plans into effect. We need to acquire tools that will be used in teaching people skills such as instruments, hairdressing tools and so on. We also need to host Skills Development events with such funds where it'll be basically a week or two long outing where people will be taught Skills abovementioned.

Mean of raising such funds are detailed below:

Fundraising : We shall host events for instance like Movie Watching, Pens Down, Game Playing competition and so much more.

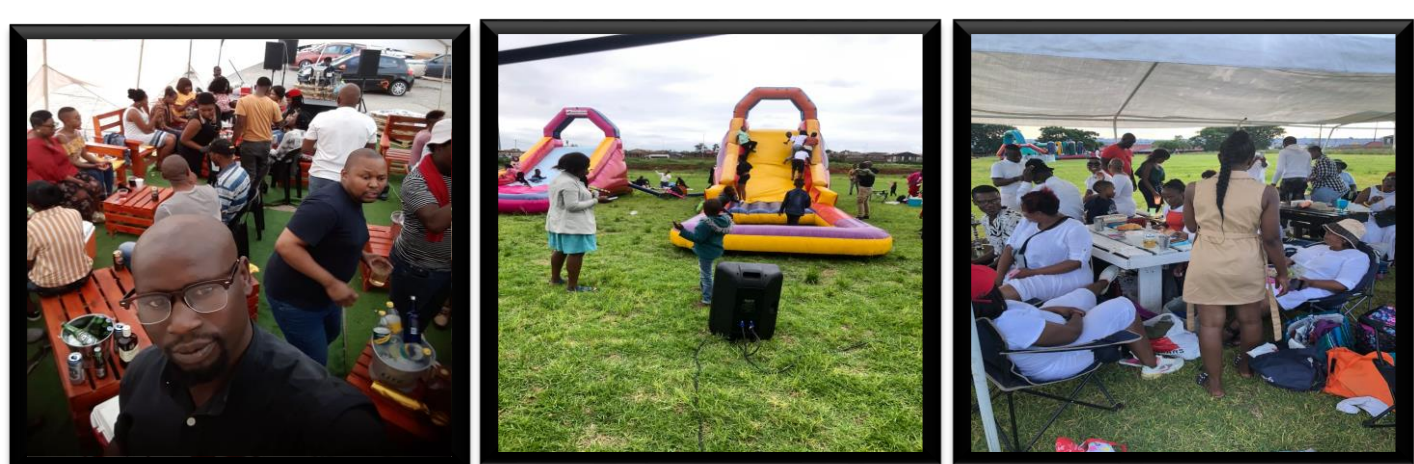
Donations : as an NPO, we also want to appeal to business owners around our society to donate whatever they can weather in monetary funds or in tools that we need.



OUR STORY

The George Foundation was pioneered by I' George Mthimkhulu a local salon owner. The salon started when I himself had acquired various hairdressing skills from working at an MSC Cruise job as a hair dresser. From then on I started my entrepreneurship journey as A Rent A Chair stylist working in different salons until I started my own salon that has been quite a success.

As a person from the community of Tembisa where people are plagued by unemployment and social ills, I has this realization that success is possible through sheer hard work and exposure to the possibilities that the community has to offer only if one has adequate skills. Some of our people do not become successful because of this simple need of skills and they end up in unfortunate circumstances like drug or alcohol abuse. Through hairdressing, I intend however to teach them skills as well as organizing other professionals in their spheres like disk jockeying, to come and teach people such skills informally. We also want to create events where people will basically connect and socialize or rather network to better understand and further themselves in their careers. We have experience in that regard as we have hosted **White Parties & Also Kiddies Fun Parties** where adults or parents could also meet and get better acquainted with each other.



WHAT WE DO

ENTERTAINMENT : Through entertainment, we would like to teach people young, old and disabled skills like singing, ability to play musical instruments, acting (drama or theatre) disk jockeying motivational speaking (ability to speak in public) as well as presenting in English & home languages (this giving birth to news anchors, business pitching) and more. Such skills may enable people to find an outlet of showcasing or rather discovering their talents and get them something to do with their lives. We also want to raise awareness in the power of using Social Media as a means of entertainment and as a means of promoting one as a business.

HAIRDRESSING: Another skill that we will be developing in people is hairdressing. As a salon that has been successful for years, we are well aware of how this skill can make one successful. Someone can open their own salon or get a job as hairdresser hence empowering themselves that way. Skills in this regard include hairstyling, hair coloring, haircutting & nail technician skills.

BUSSINESS RUNNING ABILITIES : Last but not least will be teaching people how to effectively run a business using the skills they have acquired. Too many times people acquire good skills but lack in the ability of running a business. This will consist of teaching them money handling skills and leadership qualities that will help them better lead their employees to getting the results they may desire.

WHY THE US?

We deeply care about how people do not progress in life through not getting skills that they may otherwise get should they find a platform. People often feel like they cannot succeed because of a lack of education. Thus through our informal skills development programs, we wish to impart such skills to them so as they can advance their lives. We do not do this for profit but rather as a means of exercising our responsibility to society that everyone has.

As we have mentioned earlier, we run a successful salon already and have hosted numerous events with goal of getting people to network whilst enjoying themselves at the same time. With that being said, we are better equipped with knowledge of undertaking such programs of skills development.

THANK YOU