



We hope that you are just as delighted as us about the arrival of Spring. It's a season of refreshment, packing away the stifling jackets and jerseys, getting outside, and best of all, the smell of blossoms in the air. It's also a reminder that the year is standing towards an end, and if there are still unmet resolutions, we still have a short stretch left to achieve what we set out to in the beginning of the year. Here's wishing you a happy return of warmer weather, and best wishes for a successful final quarter of 2012!

### CAMP-ing in Koffiekraal with UNISA

Koffiekraal is a community about 15km north of Skuinsdrift, where we have been actively involved in a project sponsored by BATSA during the past year. With the ever enthusiastic and committed support of our partners at the Department of Geography of UNISA, we spent a week in this remote village, undertaking a CAMP (Community Asset Mapping Program), and once again, being humbled by the response and the will of the community, to create better lives for themselves.

Close to 80 people from the community attended the 5-day workshop, where a new process was introduced into the program. For the first time, these community members had a visual reference of where their home was, by means of an aerial map that was presented to them by the university. This enabled the community to "place" themselves in relation to their environment, and achieve a sense of belonging.

We also had the privilege of partnering with the Southern-Cross Mission, an organisation that works closely in this community, who provided us with support and mentorship to the community during this week. As with all the other communities we've spent time with, the evidence of hope and determination to believe in a better life for all, made this week hugely successful, and we are looking forward to going back and assisting furthermore to realise this community's dreams.



*Photos courtesy of  
UNISA: Department  
of Geography*

### Remember the 8<sup>th</sup> of September

In last month's newsletter, we wrote about Thys Hattingh, our local Rustenburg Masterchef celebrity, and his generous gesture of opening a fund for children with cerebral palsy, in honour of his affected daughter Lexus Mila. The response we have been receiving has been overwhelming, and we'd like to remind you, if you are in Rustenburg over the weekend, to join us at the Waterfall Mall, where Thys, and his nemesis, Deena Naido, winner of this year's MasterChef SA will be cooking up a storm for charity. Proceeds of this event will go towards this newly established fund, and we are hoping to see a huge turnout. The Waterfall Mall, who also hosts a fund with the GRCF for Rustenburg Charities Unite, have been generous in their support of this event, and we are humbled also by the support we've received from Brenda Klopper, a donor of the GRCF, lifelong friend, and a woman who has proved that cerebral palsy does not necessarily stand in the way of living a successful life, and realising your dreams. We hope to see you all there!



## Lexus Mila



cerebral palsy fund

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***Making Rustenburg the place we love to call Home***

## The business case for Community Foundations in South-Africa

*"Corporate social responsibility is a hard-edged business decision. Not because it is a nice thing to do or because people are forcing us to do it... because it is good for our business"*

- Niall Fitzgerald, Former CEO, Unilever

CSI is a mandatory part of BEE guidelines, but it often gets done in an ad-hoc way. If done strategically, effective CSI leads to cost savings as well as to increased productivity, thus having a positive impact on overall company profit. Partnering with a local community grantmaker like the GRCF is a good way to ensure strategic CSI through the community foundation's specialized expertise and experience of the local community as well as through access to measurement and evaluation, especially for businesses which may not have the resources nor want the hassle of having a dedicated CSI department. In essence, **a community foundation can serve as the perfect vehicle for outsourcing your CSI to ensure for maximum impact and mutual benefit for communities and for businesses.**

The business case for Corporate Social Responsibility, whereby a business engages in various social and environmental projects, has been made significantly stronger over the recent years. This is shown by drastic increases in the number of companies reporting on CSR initiatives, creating dedicated CSR departments and formulating integrated CSR strategies that match up with the overall corporate strategy. With pressure from consumers as well as employees for companies to be more socially responsible, companies can no longer ignore this important obligation. However, CSR need not be only about public relations. If done well, companies are realizing that CSR initiatives can have real impacts on the bottom line – through local procurement, increased productivity, reduction in costs associated with health, increased efficiency, and creating new markets. This is of course even more true in developing countries where corporate development programs help fill infrastructure and service gaps left by developing and under-resourced government. In South Africa, while many companies have a CSR strategy, the subsidiary Corporate Social Investment (CSI), usually in the form of grants, is often done in a non-strategic way. Moreover, even when attempts are made to consider the overall strategy, measurement and evaluation for actual efficacy and impact of the recipient organizations is rarely done, which means corporations have no idea how effectively their funds are being spent. Corporations also rarely consider what others in the field are doing and therefore there may be large overlaps and huge gaps, meaning that the money being spent is not having the highest possible impact or benefit.

Community foundations as a vehicle for strategic CSI: Partnering with an organization who is really effective at what they do, has excellent standards of measurement and evaluation, is well audited, and is ever growing in prominence due to the innovation of programs helps create both strategic CSR (in the case of project partnerships) and strategic CSI (in the case of monetary donations). Some examples of why a community foundation is an excellent partner and channel for CSI funds include:

- Intimate knowledge of and close relationship to the community
- Extensive experience in local development and with local NGOs (due to acting as a grantmaker and capacity builder) – development is *our* business, as your business is yours.
- Excellent measurement and evaluation of impact, which helps ensure that initiatives are of maximum impact in communities and therefore strategically beneficial to donors as well
- International connections and exposure, leading to cutting edge programs and more chances for marketing
- Reflective of the communities they serve
- Not seen as self-serving by the communities, while business led initiatives often can be leading to decreased sustainability of business led projects
- Less resources wasted on implementation, due to prior knowledge and experience
- Perpetuity of initiatives beyond the existence of the donors ensures a lasting legacy

For more information, or to get involved, visit our website on [www.grcf.co.za](http://www.grcf.co.za)

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