

## Information Brochure - 2015



### About the SAB Foundation

The SAB Foundation contributes to the economic and social empowerment of historically disadvantaged communities, primarily by means of entrepreneurship development and with a priority focus on benefitting women and youth in the rural areas, as well as persons with disabilities. The SAB Foundation invests in existing micro, small and medium businesses which need a push to help them grow their business. To this end, the SAB Foundation runs a number of programmes. One of these programmes is the SAB Foundation Tholoana Enterprise Programme.

The SAB Foundation Tholoana Enterprise Programme is a holistic intervention providing business development support, skills training, mentoring and seed capital to small businesses with the intention of assisting them to grow, become viable over time and create jobs.

The focus of the SAB Foundation Tholoana Enterprise Programme is on small, rural, women-owned and/or youth-owned enterprises, as well as on enterprises owned by and/or employing persons with disabilities. All businesses applying for funding should be black-owned\* and managed, and operational.

In order to extend the Foundations reach into under resourced areas as well as to extend our rural footprint, in 2015 we will only be accepting applications from Kwa-Zulu Natal and Free State during this application window.

You should apply to the SAB Foundation Tholoana Enterprise Programme if you need **business support, mentorship and skills training** to take your business to the next level, as well as seed capital

### **Business support and seed capital is offered for:**

- 1.** Businesses in their early development phase &
- 2.** Registered businesses in their growth phase.

The business needs to be operational for at least **SIX MONTHS** & no more than **FIVE YEARS**

The **owners** of the business need to be involved in the **day to day running** of the business.

\* means "Africans, Coloureds and Indians who are citizens of the Republic of South Africa by birth or descent or who became citizens of the Republic of South Africa by naturalisation – a) Before 27 April 1994; or b) On or after 27 April 1994 and who would have been entitled to acquire citizenship by naturalisation prior to that date but were precluded from doing so by Apartheid policies". (Broad-Based Black Economic Empowerment Amendment Bill, 2011).

Application Window	Eligible Provinces
<b>Window 2:</b> <b>01 - 21 August 2015</b>	Kwa-Zulu Natal and Free State



### Call for Applicants

- Complete online application and upload supporting documentation.
- Feel free to direct any enquiries to [tholoanaprogramme@za.sabmiller.com](mailto:tholoanaprogramme@za.sabmiller.com)



### Desktop Review

- Initial review to assess applications against eligibility criteria
- Due diligence will be performed to verify information supplied and assess business viability
- Technical analysis of applicant data and identify applications worthy of individual assessment against a formal selection grid



### Selection Workshop

- A first shortlist of suitable candidates will be invited to attend a 2 day Selection workshop.
- The workshop will allow applicants to gain a better understanding of the Tholoana Enterprise Programme and enable the selection team to meet each applicant.



### Final Selection

- A final selection of candidates may receive site Visits



### Participation Phase

- Approved candidates will be invited to participate in the Tholoana Enterprise Programme
- Approved candidates will become eligible for financial support – conditions permitting
- Accepted candidates will be required to actively participate in the training, mentorship and business development programme
- Accepted candidates will be required to achieve agreed milestones in order to unlock financial support.



### Reporting Phase

- Participation in the programme will continue for up to two years
- Regular reporting of information, including financial reporting will be required during the programme and for a period of up to two years thereafter.

*Decisions of the SAB Foundation are final and no correspondence will be entered into*

## Eligibility Criteria

The SAB Foundation Tholoana Enterprise Programme support will be awarded to qualifying entrepreneurs who meet the following minimum criteria:

- The business is black-owned\* and managed, and operational.
- Your business operates within the South African borders.
- The business should be commercially sustainable and viable.
- You are involved in the business's daily operations and management on a full time basis.
- You have the skills and experience necessary for the type of business you're engaged in.
- Your business is in the initial stages of operations (6 months and no more than 5 years);
- Require grant funding of no more than R250 000.

**Please DO NOT APPLY for the SAB Foundation Tholoana Enterprise Programme if:**

- You are not in the eligible province for selected application window.
- You are an employee of the SAB Foundation, SAB Pty Ltd, SAB Miller Plc., ABI and affiliates.
- You have already been awarded a grant by the SAB Foundation (re-applications will not be considered).
- Your business is not operational and it is just an idea or a concept.
- Your business's sole operations are alcohol related i.e. tavern, shebeen, bottle store, or pub.
- Your primary operations are sex, gaming, gambling, tobacco or illegal business.
- You require grant funding in excess of R250 000.
- Your business is a franchise: you are a franchisor or franchisee etc.
- Your business is an NPO (not-for-profit organisation), NGO (non- governmental organisation), home based care service organisation, community uplifting project, youth development/educational organisation etc., recycling project, women and children's home, sports and recreation centre, youth diversion project, skills development project: therefore if it does not have a profit motive.
- You require sponsorship for an event, a launch, a conference, a forum, a seminar, a party or a fund-raising function, land and building acquisitions.
- You require a bursary, a scholarship, an internship, and funding in the form of studies, exchange programmes and textbooks etc.
- You require any form of sponsorship or donations.

## How to Apply

- The link to the online application form will be available from the 1-21 August on the SAB Foundation website [www.sabfoundation.co.za](http://www.sabfoundation.co.za)
- Submit your application before the closing date, no applications will be accepted after the due date.
- Ensure all supporting documentation has been uploaded.
- **Only** online applications will be accepted (please do not send any applications directly to SAB Foundation staff. No faxes, or hand delivered documents will be accepted).
- Fill out the forms in an honest, detailed, clear and concise manner.
- Clearly communicate the competitive advantage of your business and demonstrate viability.
- Be clear on how you will absorb the grant and what exactly it will be used for.
- Provide detail on your current or last potential contracts and customers.

### FURTHER INFORMATION

For further information on the SAB Foundation Tholoana Enterprise Programme, please contact:

Mariska Henning

Email: [Tholoanaprogramme@za.sabmiller.com](mailto:Tholoanaprogramme@za.sabmiller.com)

Tel: 011 881 8678