

The NGO Survival Kit – Tools for Developing Sustainable NGOs in South Africa

Course Context

This series of high-powered workshops provides the tools to transform your NGOs and community projects into thriving, self-sustainable units.

We have entitled this short course “The NGO Survival Kit”, because it is designed to address the basic needs of an organisation in a seemingly hostile world. We use business principles, because having run both non-profit and for-profit businesses we have found there is a common thread, what we call “the Business of Business,” that transforms any organisation.



To survive as an organisation, any organisation, one needs a business mind. Even a church needs to balance its books and ensure that its expenses don’t exceed its income, and the longest-running societies and clubs have well developed management structures, plans and financial budgets. The Red Cross succeeds across the globe with multi-million Rand budgets by using effective and efficient business management principles – and with a little guidance your NGO could do the same.

The programme deals with consolidation of your current position, and developing & implementing a growth plan. It is aimed at the senior manager who needs practical solutions to support strategic decision-making and organisational growth.

The NGO Survival Kit Programme consists of the following one-day courses:

MODULE ONE – SAVING THE DAY - CONSOLIDATION	
Workshop Title	Duration
Leadership Development	One day
Communications & Customer Relations	One day
Sales & Marketing for NGO’s	One day
Finance for Non-Financial Managers	One day
Costing & Pricing Fundamentals & Strategies	One day
MODULE TWO – BUILDING THE FUTURE - GROWTH	
Marketing & Brand Building	One day
Fundraising and Proposal Writing	One day
Strategic Planning for lasting success	One day
Monitoring and Evaluation for Performance Management	One day
Media & PR	One day

For a full course breakdown including costs, please send us a mail on info@fetola.co.za

Participant Feedback

“Thanks for the links you gave to the programme participants. It actually is an amazing resource not only for the participants, but also for development practitioners like myself” Phumzile Ntuli- LED KZN

*“To the training team, Thank you. Once again I am inspired, challenged and refocused.”
Theresa Wormser*

Training Style and Content

Training workshops and materials are practical, easy to understand and suited to the needs of the applied business/NGO learner. Course content has been developed from many years of experience in the NGO sector and suits both straight NGOs and the blended income-generation/ NGO model of organisation. Group discussion is encouraged, and the friendly accessible teaching style ensures that shared learning is maximised.

Mentor Support

In line with our commitment to support Community Projects and NGOs to reach their full potential, we recommend that training a period of mentor support follows the training course. Our experienced mentors are successful business leaders with experience in the NGO sector and bring a balanced perspective to the challenges of running and NGO in South Africa.

Mentoring can be one on one, group or remote access, and our Mentor Hotline **provides** access at a most cost-effective rate.

About the Course Developers and Facilitators



Catherine Wijnberg is an entrepreneur & MBA graduate, with 25 years experience in five sectors. As Director of Fetola & Associates, she facilitates growth in the small business sector by designing and implementing enterprise development programmes for NGOs, emerging businesses and community-based enterprises.

Anton Ressel is a Director of The Fetola Foundation and has over 15 years experience as an entrepreneur, trainer, business developer and mentor in the emerging business sector.

About Fetola & Associates

Fetola & Associates is an Enterprise Development, training and CSI specialist consultancy. We design and implement enterprise development, skills training and mentoring programmes for small businesses & community projects in a range of sectors. Our programmes are supported by a range of corporate, government and international clients and donors as part of their contribution to nation-building.

We also specialise in the creation and implementation of Flagship programmes such as the Old Mutual Legends Programme (www.thelegendsprogramme.co.za) and accommodate clients of all sizes in our development initiatives

Our not-for-profit partner organization, **The Fetola Foundation**, provides a vehicle for public benefit programmes and projects, and both organisations have level 4 BEE certification.

To find out more about us, please visit www.fetola.co.za or send us an email at info@fetola.co.za.

