



**Journey to a  
smile!**







# Saambou

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# What is Intellectual Disability?





The art of making workbooks simple



1

INFORMATION  
GATHERING

**Our journey began in July 2015**



# Key Challenges



1

INFORMATION  
GATHERING

2

SYSTEMIC  
APPROACH



# Stakeholder Hierarchy

NAAS	BENEFICIARIES	STAFF	FAMILY	BOARD
Development of staff, beneficiaries, Mentoring	Social Interaction		Safe & comforting place for Beneficiaries	Increase funding base
Turn around Strategy (Change Perception)	Learning stimulation		Education stimulation Environment development	Safe place for beneficiaries
Marketing of Centre	Safe place that enhances well-being			

# Inter-relationship Diagram

4:3

4:3

## FUNDS

- BBEEE Level 4
- Ability to attract Funding
- Creditors to control debtors
- businesses

## STAFF / VOLUNTEER SKILLS

- Specialised skills
- Training of current staff
- Mentoring
- Assessment of current staff abilities

4:3

## TRANSPORT

- Capacity
- Maintenance
- Petrol

0:7

## WELLBEING / GROWTH OF BENEFICIARIES & FAMILY

Mentoring  
X - factor

5:2

## EDUCATION / KNOWLEDGE INITIATIVES

- Staff
- Beneficiaries
- Communities
- Families
- Potential Sponsors

4:3

## LEVELS OF AWARENESS SURROUNDING DISABILITY

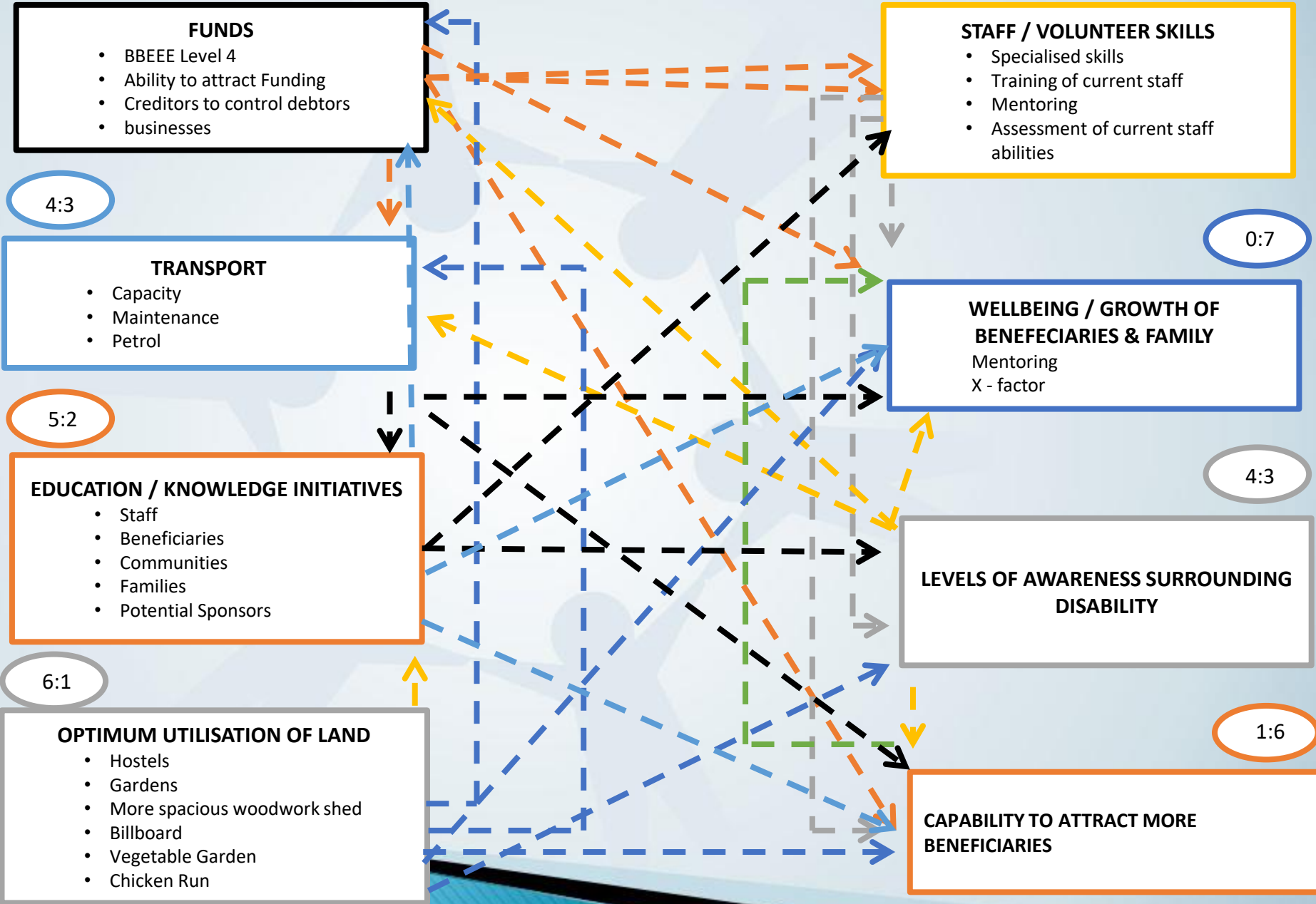
6:1

## OPTIMUM UTILISATION OF LAND

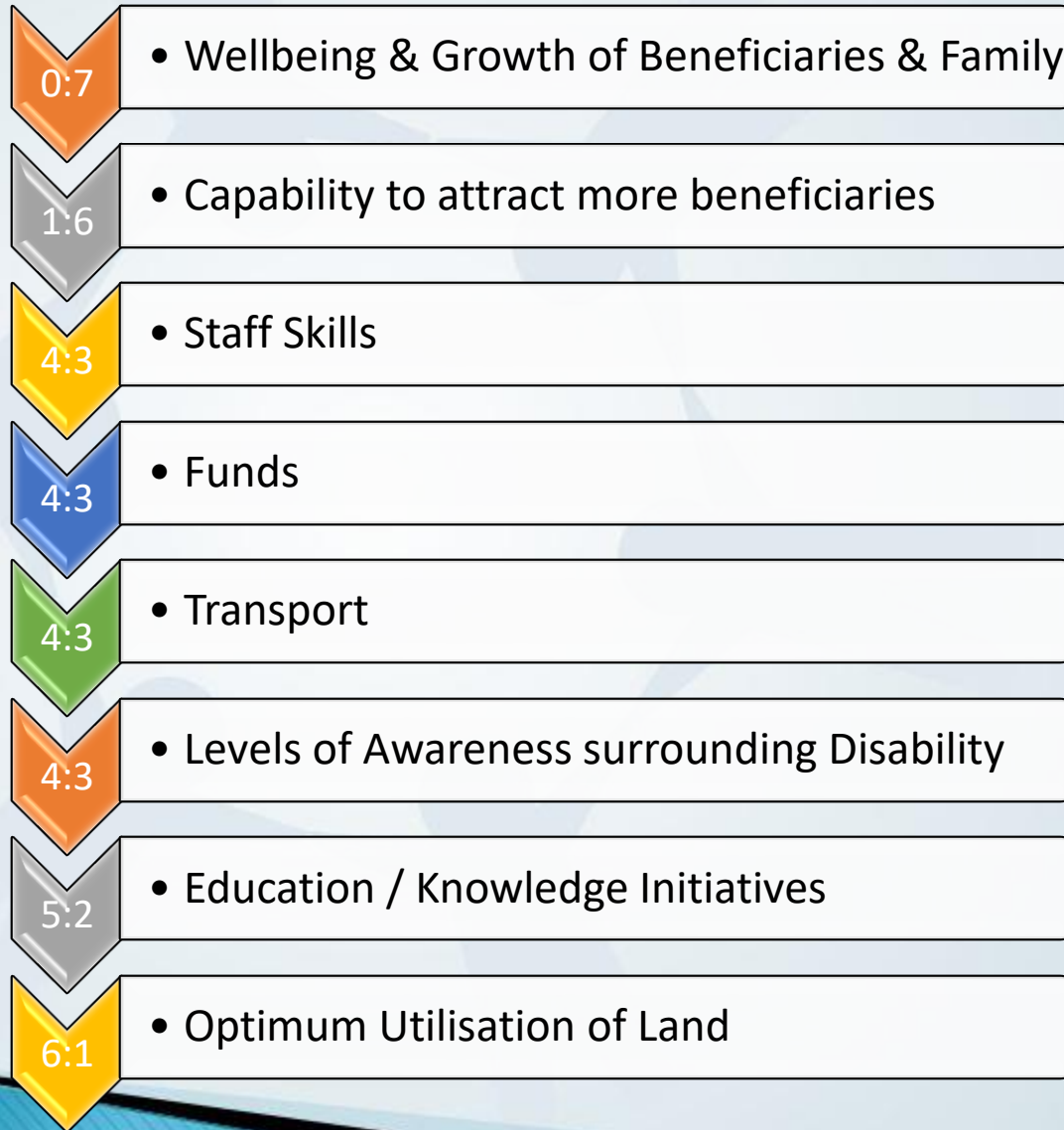
- Hostels
- Gardens
- More spacious woodwork shed
- Billboard
- Vegetable Garden
- Chicken Run

1:6

## CAPABILITY TO ATTRACT MORE BENEFICIARIES



# Systemic stairway





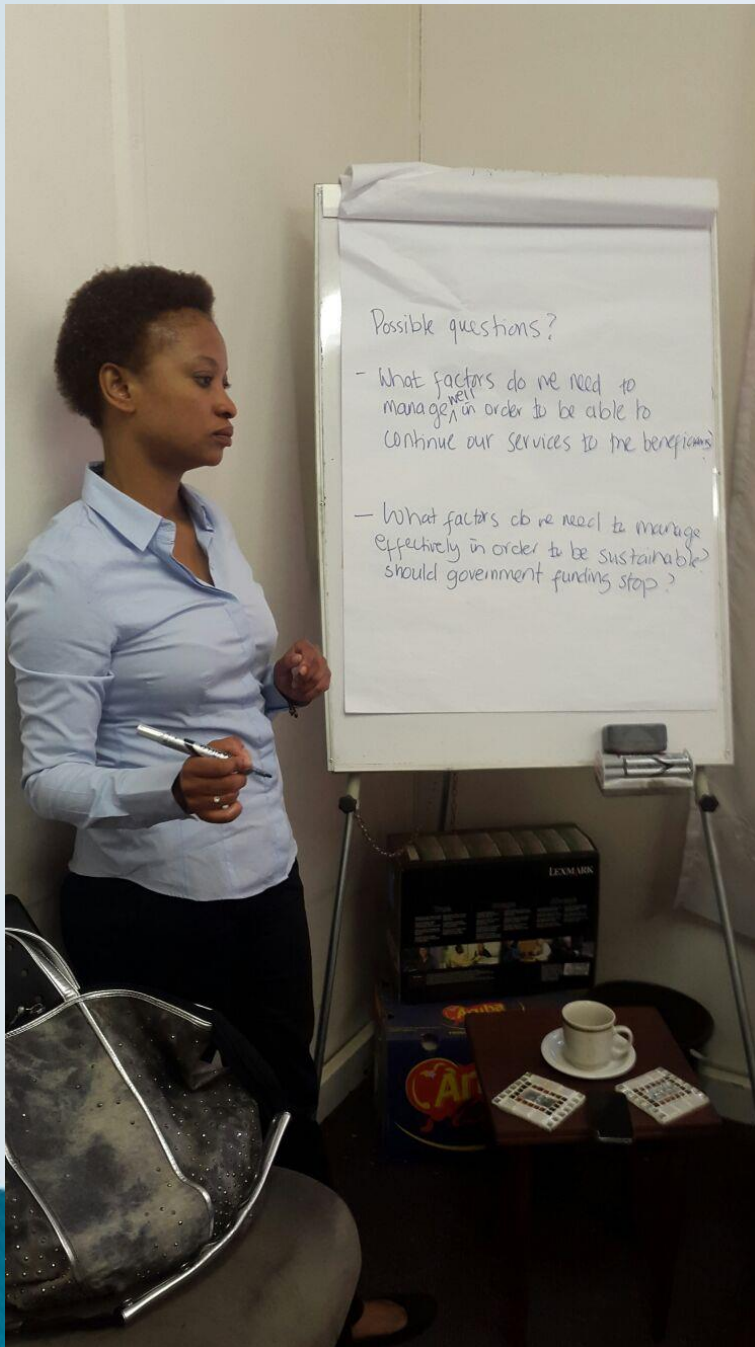
**1** | INFORMATION  
GATHERING

**2** | SYSTEMIC  
APPROACH

**3** | FEEDBACK

**Who is doing the  
learning?**

**What is the question?**



# Back to the drawing board



# Possible Questions

- **What factors does ERPW need to manage well in order to be able to continue our services to the beneficiaries**

or

- **What factors does ERPW need to manage effectively in order to be sustainable in the event that Government funding should cease**

# The Question!

What factors do the ERPW need to manage well in order to be able to continue their services to the beneficiaries?

# New Variables

## Amount of Income

- Effective use of land,
- The amount of money that people can contribute on a long term basis

## Levels of Expenses

- Management of day to day operating costs

## Levels of Awareness/Education of public

- Enlighten & Educate people on Intellectual Disability

## Availability of Quality Staff

- Mentoring
- Level of Motivation
- Additional Specialized Skills( Quality & Quantity)

## Level of Mentoring of Beneficiaries

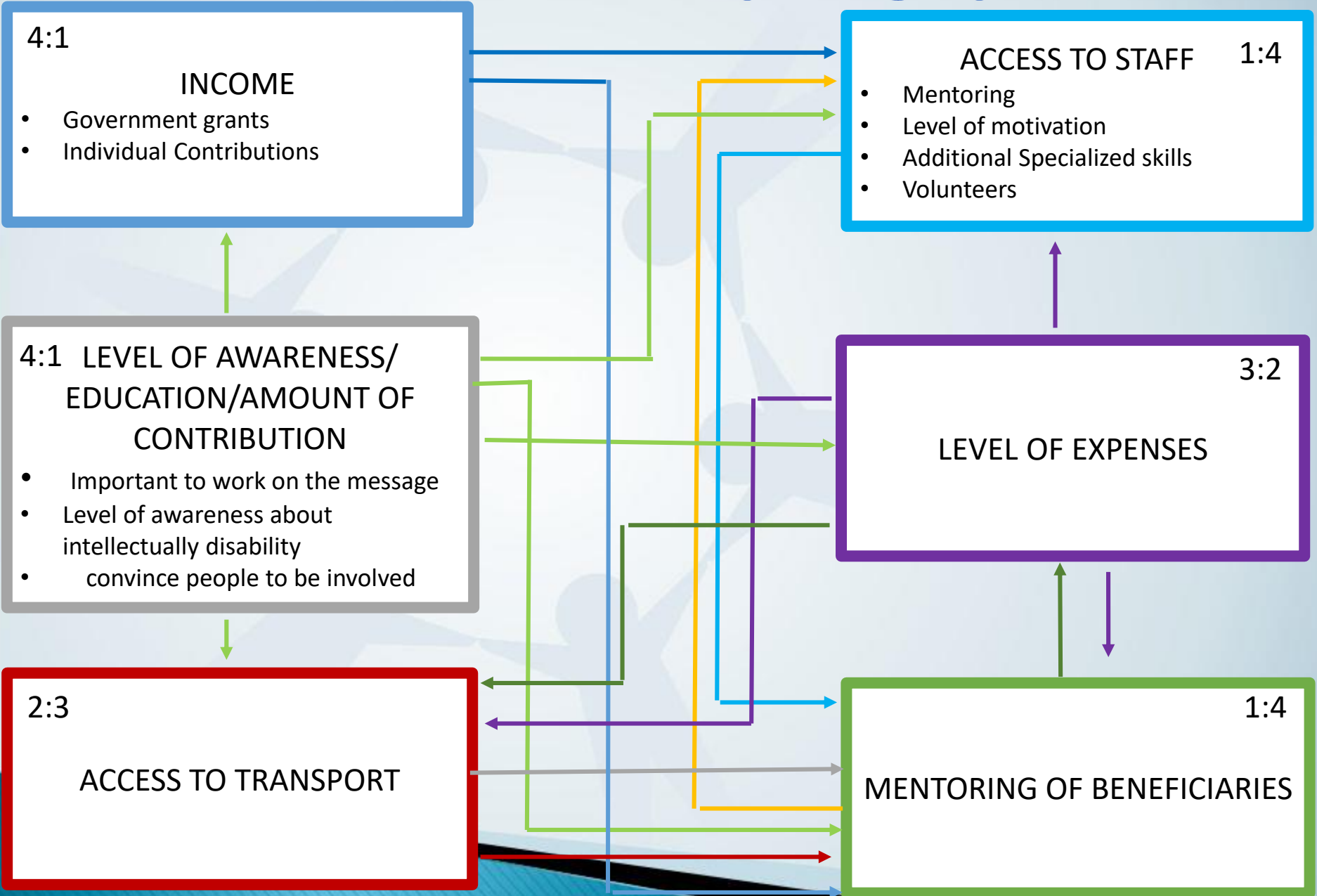
- Ongoing mentoring to change behaviour

## Beneficiaries Access to Transport

- Availability of safe reliable transport



# Inter-relationship Diagram



# Systemic Stairway

Level of Mentoring of  
Beneficiaries - Outcome

1:4



Availability of Quality Staff  
- Outcome

1:4



Beneficiaries Access to  
Transport - Link

2:3



Levels of Expenses  
- Link

3:2



Levels of Awareness/Education  
of public - Driver

4:1



Amount of Income  
- Driver

4:1



# What does ERPW require from SAAMBOU?

- Currently there is very minimal Community Awareness on the existence of ERPW, what they do, who they assist.
- ERPW would like Saambou to assist them with a "Marketing Plan" to grow awareness of the organisation, the people and the services.
- The question Saambou need to answer is "What would make us donate money to ERPW on a regular basis?"



1 | INFORMATION  
GATHERING

2 | SYSTEMIC  
APPROACH

3 | FEEDBACK

4 | ADDING  
VALUE



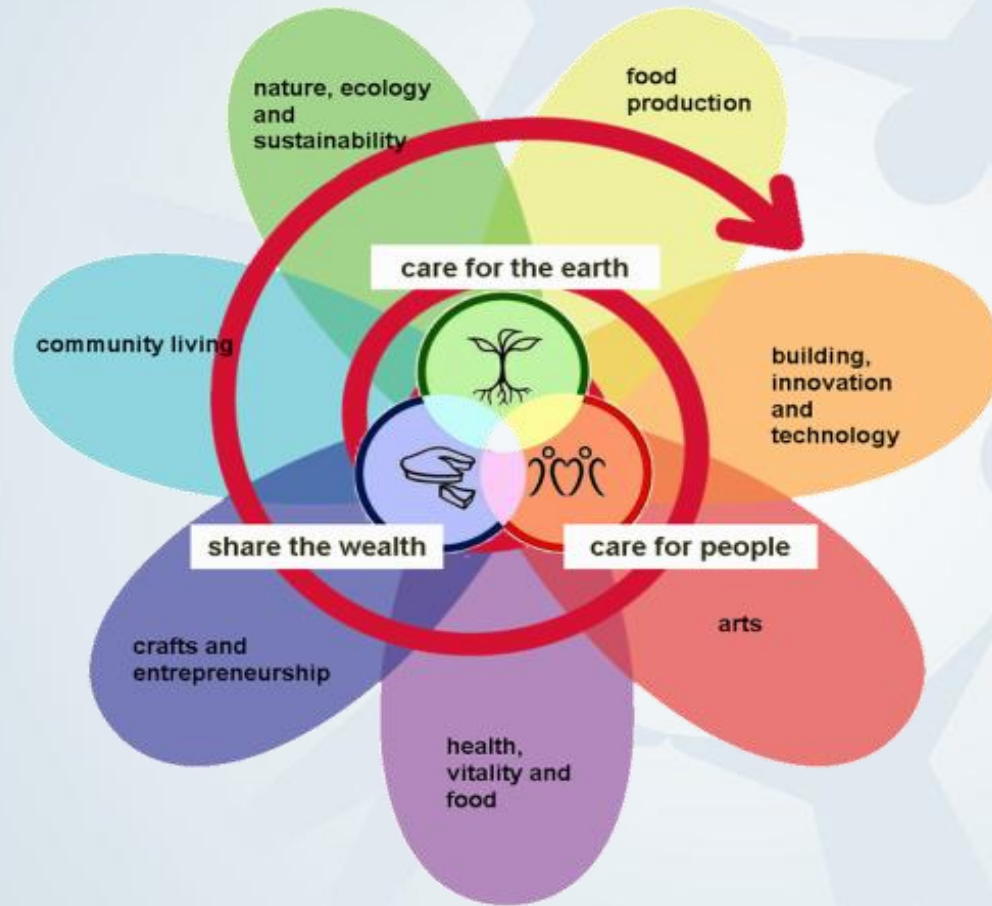
# Adding Value

EPRW required a Marketing plan to assist them market their workshop and attract money

We decided instead to assist ERPW with an effective strategy for future planning and give them the tools to do this

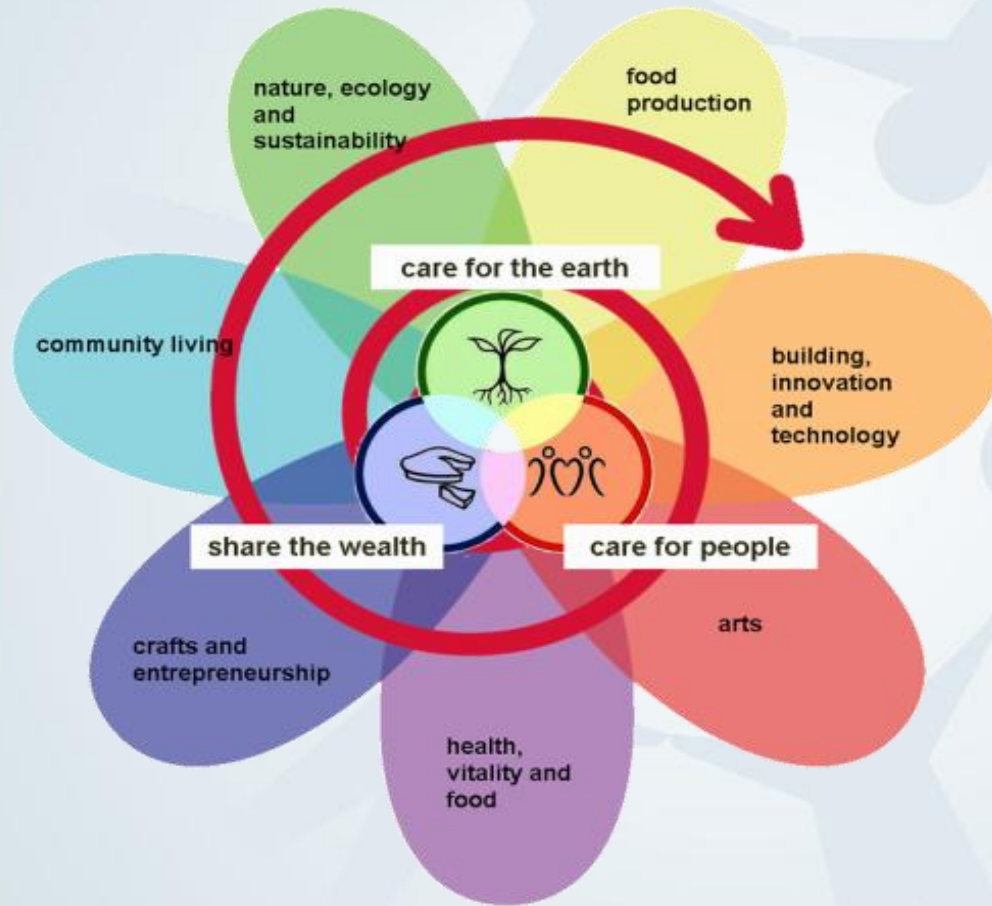
We spent a morning with Naas facilitating his learning and going through the process

# Permaculture



- The development of agricultural ecosystems intended to be sustainable and self-sufficient.
- Self Sustainable
- Edible Gardens
- Rather working with nature
- Using natural elements within the garden

# Permaculture



- Use Perma-Garden as reference to gain access to international funding organizations
- Local companies can sponsor sections of the garden
- Raise awareness within the community of the garden
- Food production – re-sell and own usage purposes
- Radio and Television coverage

# OBJECTIVE

- Create awareness of Intellectually Impaired beneficiaries
- Persuade Audience to support the East Rand Protective Workshop
- Use the Permaculture garden to attract sponsors

# AUDIENCE

- Churches, Small Business
- International Funding

# EVIDENCE BASED

- Therapeutic evidence with usage of Permaculture for intellectually disabled

# KEY MESSAGE

- How do we get people to know more about the intellectually impaired

# TACTICS





1 | INFORMATION  
GATHERING

2 | SYSTEMIC  
APPROACH

3 | FEEDBACK

4 | ADDING  
VALUE

5 | LEARNINGS

# Journey to a smile

- is he helping you or are you helping him?

# Lessons Learned -ERPW

- Naas travelled the journey with us- Involving the NGO in the process and letting him become the person doing the learning was informative for all parties involved- ERPW has a draft marketing plan
- Consultant versus a facilitator
- It is **okay** to be a glorified consultant if you are really going to make a difference
- Open dialogue and honesty- limitations, clarity on expectations
- We often underestimate the value of stimulation

# How has the journey changed the team?

- Project needs energy and failure is not an option
- Respect for all, patience
- Listen and be open minded
- Gender dynamics balance
- We are all students for this project
- Un-favourable situations can generate positive responses e.g overcompensation
- It has been an emotional journey- team members volunteered services for Earth Day celebration
- Technology facilitated with team connectivity- whatsapp, email, meeting recordings





# “I’m Possible”

