Journey to a smile!
What is Intellectual Disability?
Our journey began in July 2015
Key Challenges

Creating Awareness

- Sponsors and Donations
- Fundraising
- Staff Training
- Increasing specialized Staff
INFORMATION GATHERING

SYSTEMIC APPROACH
## Stakeholder Hierarchy

<table>
<thead>
<tr>
<th>NAAS</th>
<th>BENEFICIARIES</th>
<th>STAFF</th>
<th>FAMILY</th>
<th>BOARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of staff, beneficiaries,</td>
<td>Social Interaction</td>
<td></td>
<td>Safe &amp; comforting place for Beneficiaries</td>
<td>Increase funding base</td>
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<tr>
<td>Mentoring</td>
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<tr>
<td>Turn around Strategy (Change Perception)</td>
<td>Learning stimulation</td>
<td></td>
<td>Education stimulation</td>
<td>Safe place for beneficiaries</td>
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<td></td>
<td></td>
<td></td>
<td>Environment development</td>
<td></td>
</tr>
<tr>
<td>Marketing of Centre</td>
<td>Safe place that enhances well-being</td>
<td></td>
<td></td>
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</tbody>
</table>
Inter-relationship Diagraph

**FUNDS**
- BBEEE Level 4
- Ability to attract Funding
- Creditors to control debtors
- Businesses

**TRANSPORT**
- Capacity
- Maintenance
- Petrol

**EDUCATION / KNOWLEDGE INITIATIVES**
- Staff
- Beneficiaries
- Communities
- Families
- Potential Sponsors

**LEVELS OF AWARENESS SURROUNDING DISABILITY**

**STAFF / VOLUNTEER SKILLS**
- Specialised skills
- Training of current staff
- Mentoring
- Assessment of current staff abilities

**WELLBEING / GROWTH OF BENEFICIARIES & FAMILY**
Mentoring
X - factor

**OPTIMUM UTILISATION OF LAND**
- Hostels
- Gardens
- More spacious woodwork shed
- Billboard
- Vegetable Garden
- Chicken Run

**CAPABILITY TO ATTRACT MORE BENEFICIARIES**
Wellbeing & Growth of Beneficiaries & Family

Capability to attract more beneficiaries

Staff Skills

Funds

Transport

Levels of Awareness surrounding Disability

Education / Knowledge Initiatives

Optimum Utilisation of Land
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 do we need to manage in order to be able to continue our services to the beneficiaries?

What factors do we need to manage effectively in order to be sustainable? Should government funding stop?
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
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 Diagraph**

**INCOME**
- Government grants
- Individual Contributions

**LEVEL OF AWARENESS/EDUCATION/AMOUNT OF CONTRIBUTION**
- Important to work on the message
- Level of awareness about intellectually disability
- Convince people to be involved

**ACCESS TO TRANSPORT**

**ACCESS TO STAFF**
- Mentoring
- Level of motivation
- Additional Specialized skills
- Volunteers

**LEVEL OF EXPENSES**

**MENTORING OF BENEFICIARIES**
Systemic Stairway

- **Amount of Income** - Driver
  - Ratio: 4:1

- **Levels of Awareness/Education of public** - Driver
  - Ratio: 4:1

- **Levels of Expenses** - Link
  - Ratio: 3:2

- **Beneficiaries Access to Transport** - Link
  - Ratio: 2:3

- **Availability of Quality Staff** - Outcome
  - Ratio: 1:4

- **Level of Mentoring of Beneficiaries** - Outcome
  - Ratio: 1:4

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**Outcome**

**Link**

**Driver**
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
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
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
• 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

• Twitter
• Facebook
• YouTube
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”