

# We kickstart, you drive.

2025 Annual Report







# Contents





Craig Sagar  
Chairman

CHAIRMAN’S ADDRESS

As I reflect on the successes of my sixth year of being engaged in The Go Group, the fascinating endeavor that is this, purpose driven, brainchild of Ed Colle and Bronwen Bainbridge, I am still amazed by the successes our “Go Getter” team together with our partners achieve. Their task is certainly a challenging one, and through a combination of resilience, innovation and continuous improvement climb to new goals and milestones year in and year out.

I urge you to take some time in reading this report, to understand 3 things outlined in this report:

- How we operate
- How we measure results
- How we fared over the last year

My reading (Simon Sinek, Raj Sisodia among others) has taught me that successful business organisations are led by a “purpose beyond profit” which sustains stakeholders, the environment and the communities in which it operates. As you consider your organisations in their future strategies, I ask that you consider allowing us to partner with you in your “purpose-driven” programs and to assist with human optimization.

In conclusion, on behalf of the board, my thanks go to Bronwen and her Team, and all our “purpose driven” Program Partners for the consistent supply of effort and resource required in driving the success of The Go Group our beneficiaries. Together we are paving the way to a society freed from the chains of dependency, enabled through the facilitation of “I can do it” moments.

Craig Sagar



Bronwen Bainbridge  
General Manager

GENERAL MANAGER ADDRESS

As we reflect on the past year, one word rises above all: extraordinary. This has been a landmark period for our team, defined by bold expansion, deepened impact, and a steadfast commitment to transforming lives across a growing range of sectors. Together, we have not only scaled our efforts—we have elevated our purpose.

This year, we achieved an impressive 40% increase in impact, a testament to the strategic choices, relentless dedication, and exceptional collaboration that drive this team forward. From Manufacturing to Agriculture, Construction to Textiles and Education to conservation, we are now embedded in six distinct sectors—each with its own challenges, each enriched by our presence. What sets our work apart is its breadth and inclusivity. Our programmes are designed for every level of the workforce: from executives steering organisations, to blue-collar and white-collar workers shaping the day-to-day, to contractors and suppliers woven into critical supply chains. We also reach those outside formal employment, empowering unemployed individuals to build futures through self-employment opportunities. This kind of reach—cutting across industries, hierarchies, and life stages—is rare. It reflects the diversity and complexity that our team navigates with incredible skill and heart. It is also a reflection of our shared commitment to something deeper: the whole-brained development of human potential. We are not just delivering programmes—we are transforming mindsets, catalysing capabilities, and building systems of lasting value.

To everyone who contributed to this journey—thank you. You are the reason this year has been so remarkable. As we look ahead, let us carry this momentum forward with courage, creativity, and conviction.

Here’s to the future we are building—together.

Bronwen Bainbridge



Lesego Moagi | Director

“As a board member of The Go Group, I am proud to reflect on a year marked by remarkable growth and impactful expansion. The organisation has significantly broadened its reach, now delivering human optimisation programmes across more geographical territories. This growth is not merely in scale but in the depth and diversity of our offerings, as we have successfully increased the number of programmes we can deliver, thereby enhancing our contribution to human development and self-sufficiency. Our strong balance sheet is a testament to prudent management and strategic planning, positioning The Go Group for sustained impact and future growth. Together, we continue to foster resilient communities through empowerment and transformative initiatives.”

Doc Louw | Trustee

“I continue to be extremely proud to be associated with the Go Group and its various activities assisting the community in various ways and fields which all give different sections of the community skills which they did not have before be it young children in the Early Childhood Development programme or the skills taught to the young adults in the various other programmes. I must admit I still get goose bumps every time we visit one of our ECD schools and I see what a difference we are making to these young children’s lives.”

Edward Colle | Director

“Reflecting on The Go Group’s annual impact has become a spiritual occasion for me as I meditate on it and find myself oozing with gratitude. Thank you to our team, our partners and our Go Getters – without you we wouldn’t exist. When we set previous targets, they felt ambitious and daunting – yet on reflection we have achieved them with ease. The last 5 years of The Go Group has felt like TGG #10, so my excitement for the future is immense as we evolve, take full authority of our future and create TGG #2.0 which scales and creates more light for future generations.”

Steve Truter | Trustee

“Another year completed, and another group of skilled humans released to the world, congratulations to The Go Group team, I am proud of you - looking forward to the next one.”

Smangele Tshabalala | Director

The impact of the work of the Go Group is so evident in the lives of our beneficiaries and their testimonies. You can see the real change in all those who’ve participated in our programmes. Lastly, the impressive commitment and passion of our amazing team is not only seen in our output, but more in the quality of the outcomes. Keep up the great work team!

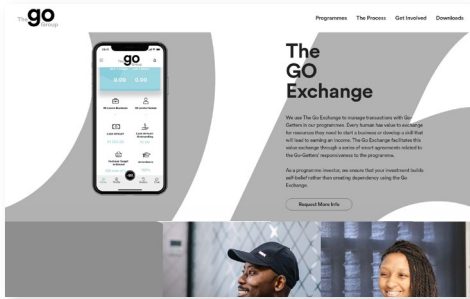
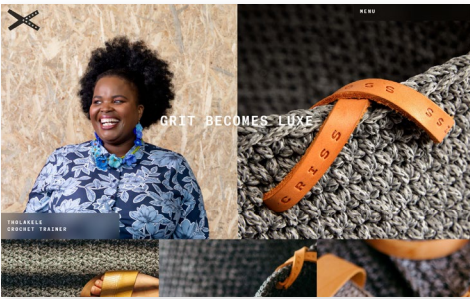


# WHO WE ARE

The Go Group NPC cultivates personal growth environments that shift “I need” thinking to “I can” action by promoting collaborative leadership and business development. We’ve designed various programmes that use proven development practices from the applied science of Occupational Intelligence - to pursue our goal of enabling positive change within our sphere of influence.

Over the last 2 years, The Go Group has expanded into multiple sectors namely Manufacturing, Textiles, Construction, Agriculture, Conservation and Education. We have also expanded into programmes for employed individuals following the same framework of human development fundamentals. We have evolved to meet the needs of our clients across these sectors and occupational levels of the formally employed market as well as unemployed participants who join our programme to learn the skills to generate an income either through self-employment, informal employment and formal employment opportunities. We now operate in 5 provinces and looking forward to continuing to expand our reach as we scale.

## OUR STRUCTURE

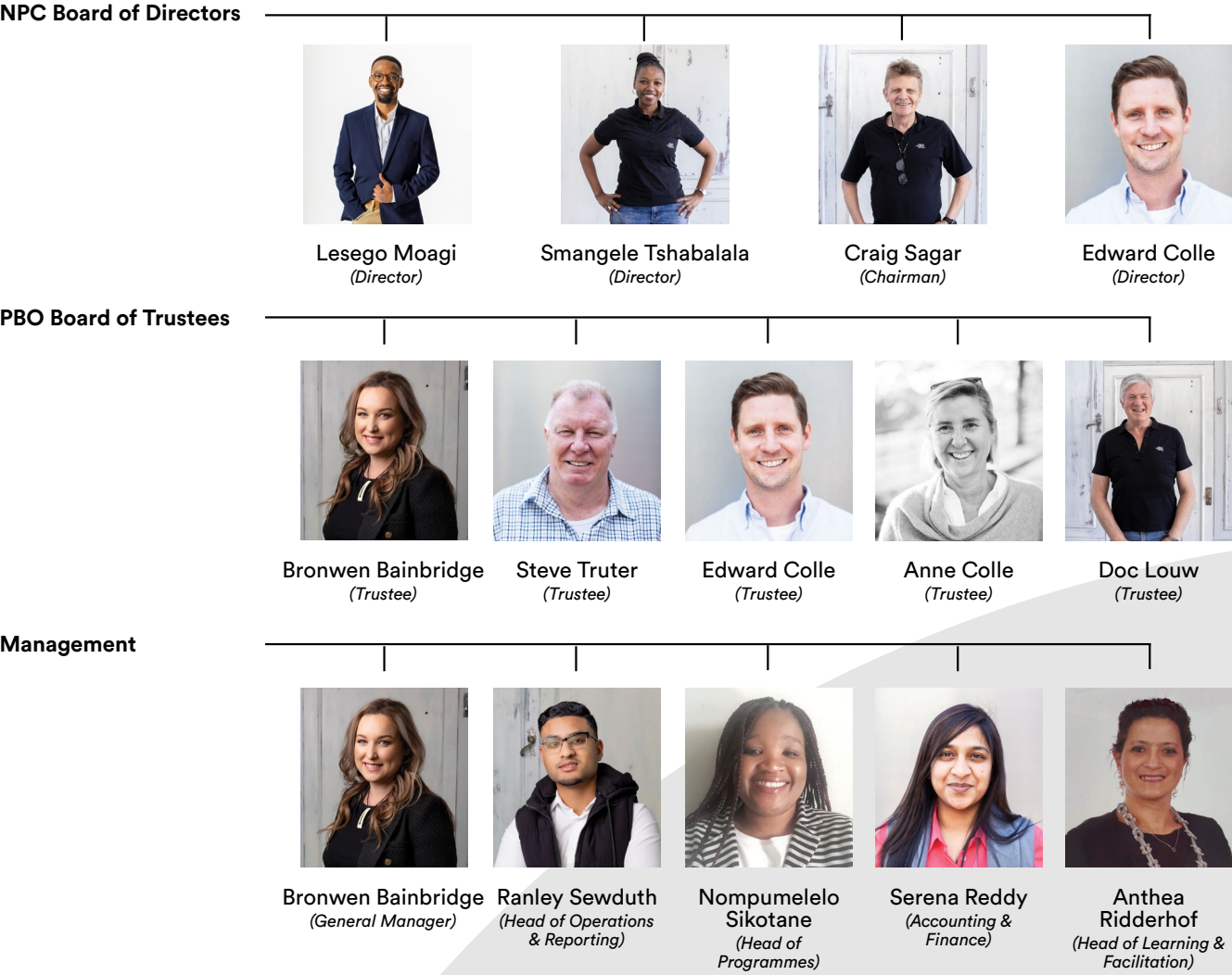


**‘A leader is anyone who takes responsibility for finding the potential in people and processes and has the courage to develop that potential.’**

- Brene Brown

# WHO WE ARE

## OUR ORGANOGRAM



## PROGRAMME AMBASSADORS FOR 2025



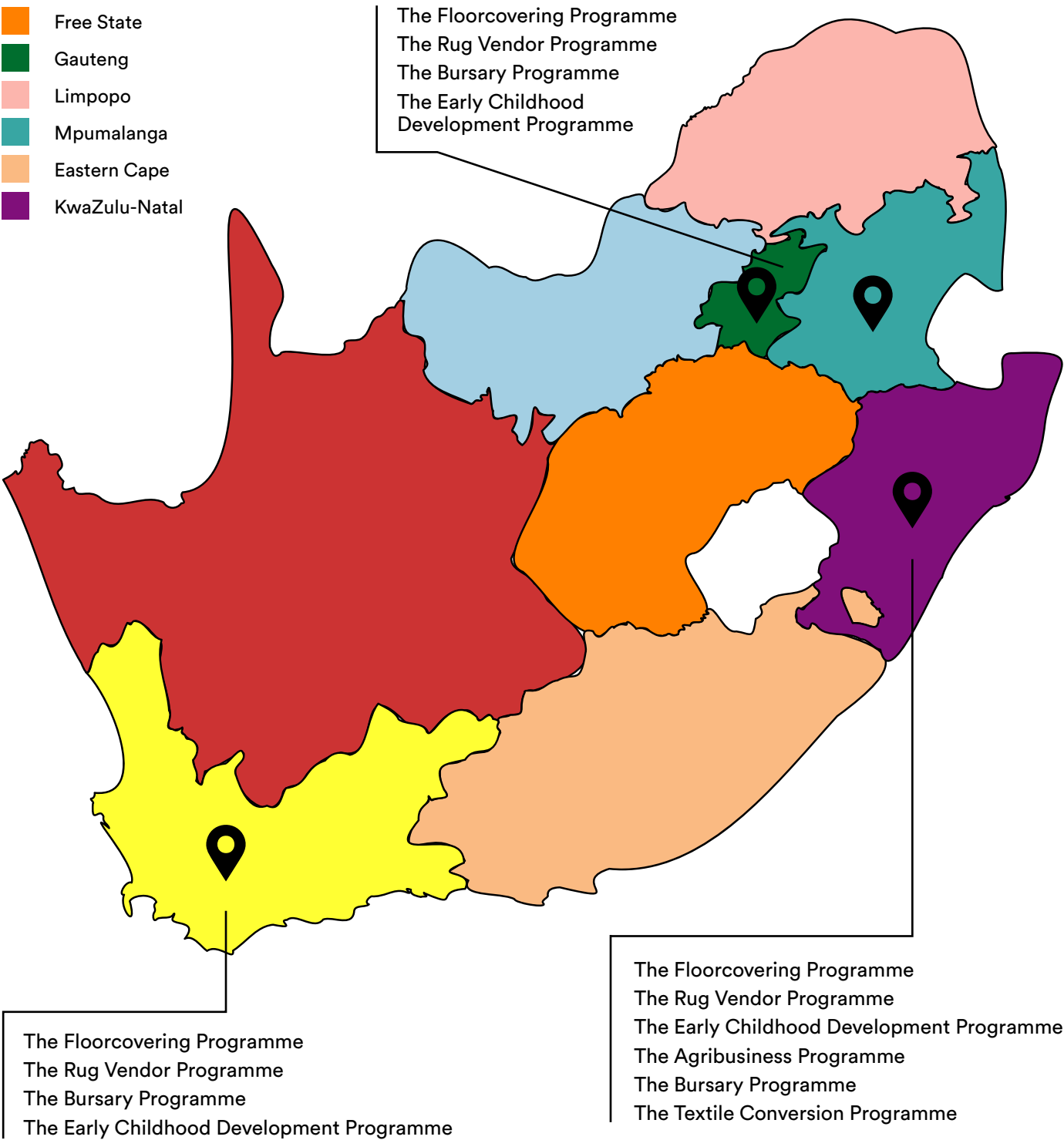
One of the key achievements of completing a programme is to be appointed as an ambassador. Ambassadors meet all the attendance and performance requirements and demonstrate a “more than self” leadership style. They collaborate, support those who need assistance, and are active changemakers at home and within The Go Group. Once appointed, ambassadors join our team, offering their services, energy and expertise as needed. Ambassadors transition into the Graduate Programme, which is the second year of developing their businesses. This is the year of bigger challenges and out-of-comfort-zone experiences customised to the ambassador’s purpose and goals, shifting away from the formula prescribed in their first year of operating a business.



# WHERE WE WORK

## Footprint IN SOUTH AFRICA

- Northern Cape
- Western Cape
- North-West
- Free State
- Gauteng
- Limpopo
- Mpumalanga
- Eastern Cape
- KwaZulu-Natal



# THIS IS HOW WE OPERATE

## OUR END RESULT

The Go Group is an ecosystem of people operating in different commercial environments with an aligned purpose: to contribute actively towards long-term positive changes in our society using economic and social funds for a tangible return on investment. The Go Group achieves this by designing and implementing enterprise development programmes following the Occupational Intelligence methodology. This process cultivates individual responsibility to better contribute to the economy and society. As individuals become more responsive within a programme, the positive impact ripples beyond their immediate business ecosystem.

In the Go Group, we are concerned with two responses:

- 1 | How the individual's response to challenges is keeping them stuck.
- 2 | How the individual's response to the programme affects their business performance.

Our programmes are designed to enhance a person's ability to respond to challenges and thereby enable change.

We achieve our End Result by:

- 1 | Designing empowering ecosystems in partnerships. We don't work alone.
- 2 | Approaching all things from the basis of human first, and task second.
- 3 | We actively lean into 'out-of-comfort-zone' situations and discussions.

The *collaborative* nature of our work fits well with our name – **The Go Group**. We have found that with *partners*, we **GO** far.

## THE WHY

Many people living in South Africa experience symptoms of dependency resulting from a society that has low levels of Occupational Intelligence. The symptoms are crime, litter, low-quality products and service delivery, poor environmental stewardship, and so on. They are indicators that a person is not responding to a challenge in an able way, or at all. The view that someone else needs to fix these problems is inappropriate when we are all directly affected by, or could be contributing to the cause. Our goal is to overcome this dependency syndrome by enabling Go-Getters to be responsible change agents.

'Everything humans occupy themselves with in life, requires a response. This is the science of the unique interplay between the task and the man, in which the man is the responder and the task is the challenge. This dynamic acts as the mechanism for ignition of volition (the will to act and respond to life challenges).'

- Vivienne Schultz, A2B Transformation Movement

## THE HOW

We have built our work upon **THREE RULES**, and we outline what is okay and what is not okay when applying these rules.

### VALUE EXCHANGE

Value exchange is the key ingredient to combat the dependency syndrome. Each Go-Getter has a clear set of attendance and performance targets when signing up for the programme. The programme architecture ensures that anyone we invest in, builds up their self-worth by exchanging value for what they extract out of the programme.

### JUST RIGHT CHALLENGE

We set gradually escalating challenges that build willpower and self-esteem. This process typically includes moments of anxiety, and the implementation team need to deal with these responses appropriately. We, as development practitioners, set challenges that stretch Go-Getters just outside of their comfort zone, but not so far that self-esteem is impacted.

### ZERO-TOLERANCE OF RESCUING BEHAVIOUR SHOWN BY THE GO GROUP FACILITATION TEAM.

Facilitators should support each person's journey by walking alongside them and providing tools to overcome challenges themselves. It is not okay to rescue humans. This is a symptom of victim mentality and creates the dependency syndrome of compulsively wanting things for free (money, time, things) or validating excuses for underachievement. This behaviour is called "stealing I CAN moments" and is detrimental because it keeps the development practitioner in a position of "I can" and the Go-Getter in a position of "I can't unless you help me".



HOW WE MEASURE THE IMPACT OF OUR PROGRAMMES

We measure and track our impact across multiple dimensions with 73 indicators from 5 sources aligned to our work. These indicators measure The Go Group team’s effectiveness at facilitating human responsiveness. All these measurement tools use self-diagnostics by the Go-Getter. This empowers the individuals and family units to be in a position of choice to make the changes that they feel will unlock potential to achieve the goals that they have set. We offer these tools in such a way that provides agency to each human in our organisation so that eventually, they are successful, independently of The Go Group.



Performance

Business Optimisation (4 Indicators)

This includes technical training, quality control and accountability for business performance related to each programme goal. The Go Group team set the challenges at the correct quantity, frequency, and size to ensure Go-Getters meet the norms and standards required in the programme. Each Programme defines these within the Go-Getter’s development contract and is quantified quarterly.



Attendance

Attendance (1 indicator)

We have a strict 80% attendance requirement to remain in the programme.



OI Appraisals

Occupational Intelligence Levels of Responsiveness (2 Indicators)



Our team are trained to implement the A2B Transformation Movement’s approach to Occupational Intelligence (OI). We specialise in setting ‘just-right’ challenges for each Go-Getter within the programme, and evaluate each response to unlock further personal change. In everything we do, an individual’s “I CAN” moment is fundamental to growth and prosperity, both in their quality of life and business success. These “I CAN” moments build self-belief that breaks the cycle of dependency on something outside of themselves to help them. Responses to challenges evolve as Go-Getters boost their capacity to overcome challenges.



Hardwires (16 Indicators)

HARDWIRES™ is an in-depth, non-threatening prognostic tool for assessing the factors limiting and/or obstructing change in our minds, that developed from early childhood, often without our awareness. In understanding the cause and effect of these HARDWIRES™, we can re-wire them thanks to the remarkable neuroplasticity of our brains. There are 16 hardwires presented in a graph to help people understand how neurology plays a role in their lives. The assessments are completed yearly and provide individuals with a snapshot of how their brains have changed in the previous 12 months.

As development practitioners, our team must do the HARDWIRES™ assessment every year so that we are conscious of our collective decision-making behaviours. This assessment is arguably the most important part of the success or failure of the programmes we implement. Our data shows that Go-Getters performance is directly related to the hardwires of the programme team leading the group that year. We use HARDWIRES™ as a prognostic tool, like a compass for our journey through life. It provides insight into what lies ahead, helping us navigate challenges and make informed decisions. It’s like a weather forecast for our personal growth—a glimpse into the conditions we’ll encounter.

In the realm of self-development, a prognostic tool serves as a guide. It assesses our internal landscape, identifying patterns, obstacles, and potential breakthroughs. By understanding our behavioural HARDWIRES™, we gain foresight. These HARDWIRES™—formed from childhood experiences, beliefs, and habits—shape our responses to life’s storms and sunny days. When we encounter a crossroads, being conscious of our hardwires whispers: “Watch out for that old-mindedness (OLM), choose your attitude (ATT), and beware of the drama triangle (VIC).” With this perspective, we can adjust our sails, rewire our neural pathways, and set sail toward success. A prognostic tool isn’t just about prediction, but also about empowerment. It invites us to rewrite our story, one hardwire at a time. Therefore, it is a non-negotiable for the team leading programme participants in our ecosystem to model optimisation through the culture of self-development and accountability that we expect from participants in the programmes.



Greenlight Survey (50 Indicators)



The Greenlight Office and its members have created a successful movement of like-minded organisations, such as The Go Group, whose shared intelligence allows for informed decision-making and an operational culture unafraid to ask whether our investments and programmes are moving the needle of authentic transformation.

To determine this, the Greenlight Movement created a self-assessment survey specifically designed for the South African context. Each participant uses over 50 indicators in this tool to self-diagnose their quality of life and that of their family unit. Faced with the results, they have to consciously choose to shift out of their poverty status, or to stay in denial. Participants who choose to acknowledge their responsibility and agency to change often respond with statements like,

“Wow I am not as poor as I thought I was”, and “I can change this” (Bergh, 2019). Thereafter, upon entering a transformative programme with facilitator support, they begin shifting out of poverty by searching within and reflecting on their family, denial, or what they may not be ready to tackle.

Our Go-Getters complete this assessment every 12 months. This tracks changes in their quality of life and helps The Go Group gauge whether our programmes optimally tap into each person’s will to change.

**Caveat:** The Greenlight Survey tool does not eradicate poverty. It is a tool and methodology that helps to activate and catalyse people on their journey out of poverty (Bergh, 2019). It is not a programme.

RESPONSIVE LEADERS & HARDWIRES

The purpose of the working group is to learn:

- 1. What it means to grow intelligence at every task you occupy yourself with.
- 2. Learn to identify the seven (7) response-ability growth levels and how to use all of the brain.
- 3. Discover hardwires and how they unconsciously drive behaviour.
- 4. How to empower people with dependent mindsets and limiting beliefs about their abilities.

In 2024, we funded 14 individuals to complete all 4 modules. The group consisted of internal team members, facilitation team members, and ambassadors.

Our team also facilitated modules that delved into HARDWIRES™ so that Go-Getters could understand the neural pathways that keep them stuck. We rolled out the HARDWIRES™ assessments to our team and to floor covering enterprise owners. In 2024, we rolled it out to all Year 2 learners and Ambassadors.





THIS IS HOW WE DESIGN OUR PROGRAMMES

Our programmes are designed upon three frameworks:

1. The United Nations Sustainable Development Goals

Our Programmes are designed to equip Go-Getters with skills and necessary knowledge while also tackling the following UN Sustainable Development Goals:



We design every programme based on the UN’s Sustainable Development Goals (SDGs) compass ([sdgcompass.org](https://sdgcompass.org)). The SDG goals take an integrated, collaborative, and participative approach to sustainable development, to eliminate poverty whilst improving quality of life. The pathway to achieving this is laid out in the 2030 Sustainable Development Agenda and Goals, which encourage sustainable consumption and production, foster progression in harmony with nature and create full and meaningful lives for all (The United Nations, 2015c).

Although some progress was made with the Millenium Development Goals (MDGs) adopted in 2000, there are still 800 million living in extreme poverty, vulnerable to environmental impacts and economic degradation, with Sub-Saharan Africa and Southern Asia consistently achieving lower progress. In light of this, 2015 saw these goals revised



into SDGs. So that no-one is left behind, they integrate people with disabilities, indigenous groups, rural communities and women within their 17 goals, valuing that human prosperity and protecting the planet are inseparable (CAFOD, 2016).

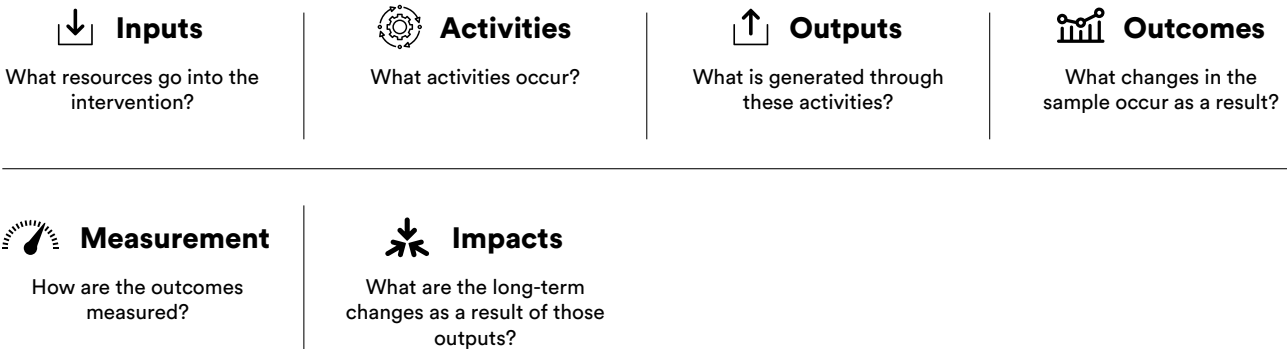
The SDGs are meant to transform development approaches sustainably. Firstly, the goals are universal and can be applied to developed and developing countries through coordinated global solutions or local solutions with a global impact. Secondly, economic development should not increase inequality or poverty, and should be integrated with social progress that restores dignity to the marginalised and promotes environmental protection. A practical example is growing enough food without destroying the biodiversity, soil, or overusing water (CAFOD, 2016).

2. Aspen Institute’s Outcome Framework

The TOC model assists investors and development practitioners in defining their target market, the desired outcome of their investment (or definition of success), and the steps required to achieve this. It produces a business model for solving a social or environmental problem, and then propose a graphic representation of the change process

needed (Aspen Institute, 2004). Change pathways are mapped out with measurable inputs and outputs that are meant to achieve the desired outcomes. Once the TOC is defined, a sustainable intervention using customised value-add business principles over profits (as a social enterprise would) is implemented (Aspen Institute, 2004).

ELEMENTS OF THE IMPACT FRAMEWORK



3. THE STRING TOOL (THE ANATOMY OF A TASK)



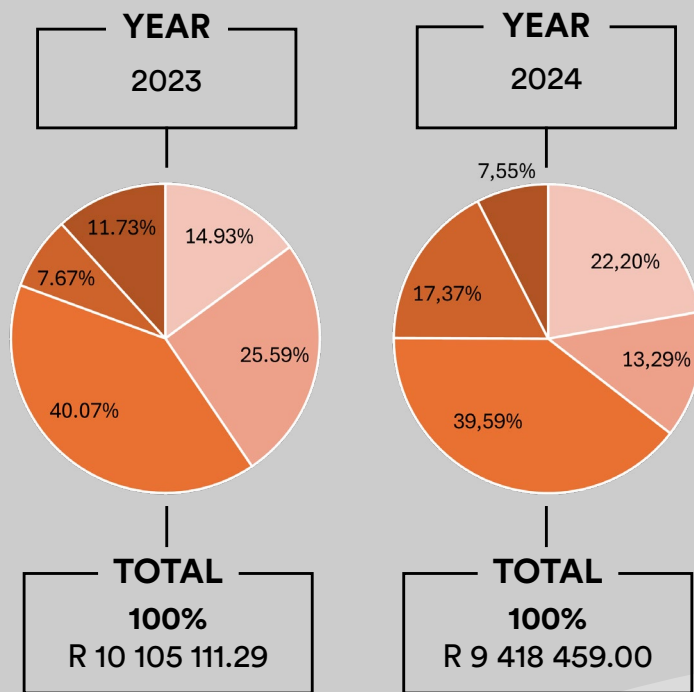
Every year, the teams spend two months reconstructing programmes to achieve the outcomes and impact for the upcoming year. Master string tooling involves defining tasks in a tactile, human-centric way that uses big-picture thinking with detail-oriented task completion. This process assigns tasks to the most competent individual, pursuing high-quality work through an understanding of the collective potential of the team’s intelligences. The occupational intelligence methodology is key to facilitating a task. Designing an ‘Ecosystem for Change rather than for Chance’ is our oft-used phrase. This approach to planning programmes and projects requires team members to be conscious of their competencies and incompetencies, regardless of their job descriptions.

The 7-point Occupational Intelligence scale defines the level of each task in the programme. This scale provides the team with the volitional level of each task and enables team members to match their skills to appropriate tasks for ideal completion. The outcomes of each programme are broken down into tasks with an assigned OI level. Discussions about a person’s proficiency at a task call for consciousness, integrity, and dedication to the team’s collective goal, rather than individual agendas.

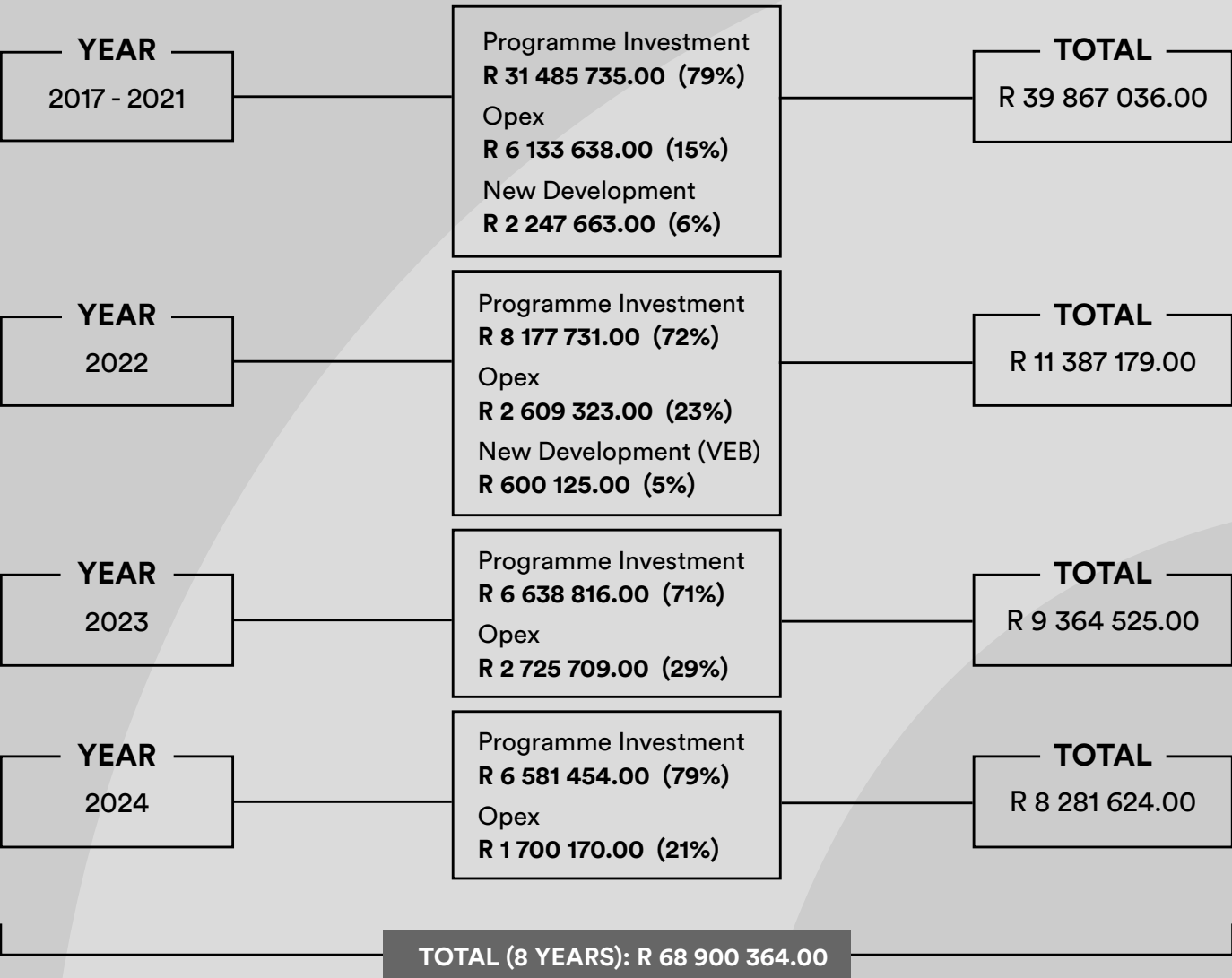


MONEY IN  
TYPES OF INCOME RECEIVED

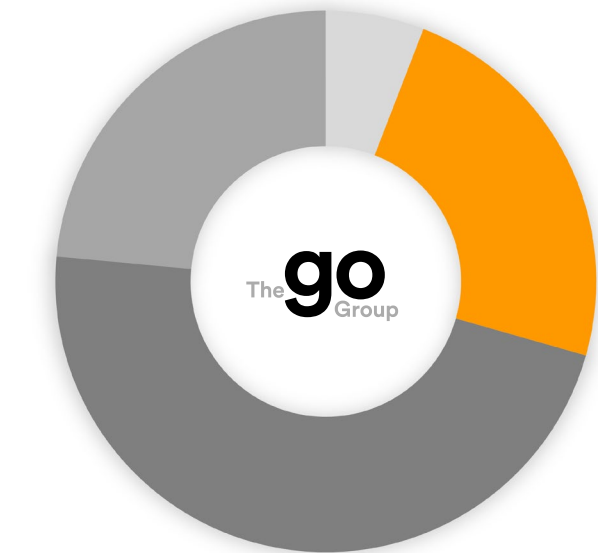
- Enterprise Development
- Supplier Development
- Skills Development
- Socio-economic Development
- Income from Programmes + Trade Activities



MONEY OUT



IMPROVE YOUR B-BBEE  
SCORECARD WITH  
THE GO GROUP



- Ownership
- Skills Development
- Enterprise & Supplier Development
- Socio-Economic Development

B-BBEE Scorecard Elements

Our management team work closely with our partners on their B-BBEE scorecard goals while co-creating their transformation strategy. We do our best to match a programme to the partner's value chain, and where appropriate, we design programmes fit for purpose. This ensures that the investment is strategic and provides a clear return on investment in their sector. This takes time, but we believe that programmes designed to meet a commercial need are far more sustainable and result in the partner being hands-on and invested in the programme outcomes. We leverage the technical expertise that our partners bring to the table, as the majority of our programmes directly impact their commercial strategies.

The Go Group is made up of two entities, with separate development agendas.

1. The Trust addresses socioeconomic and educational needs.
2. The Non-Profit company addresses local economic development needs.

The programmes that we offer our partners are housed in the entity whose founding document best matches the intended impact of the programme. Both entities have the same management team to ensure the quality of practice is carried throughout programmes.



Each of our partners is at a different stage of their B-BBEE compliance journey in terms of sector codes and programme maturity. We value the partners we work with, because each one is committed to meaningful, long-term sustainable transformation. This approach takes time and engagement; the spirit in which this is done is where The Go Group finds fulfilment.

PLEASE EXPLORE THE WEBSITES BELOW IF YOU WOULD LIKE TO KNOW MORE ABOUT THE PARTNERS WHOSE B-BBEE PLANS WE ARE PRIVILEGED TO PLAY A ROLE IN.

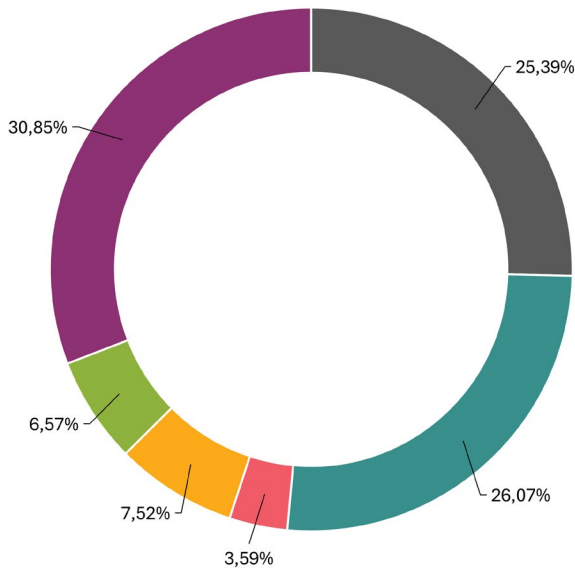
Belgotex™







2024 PROGRAMMES WE INVESTED IN



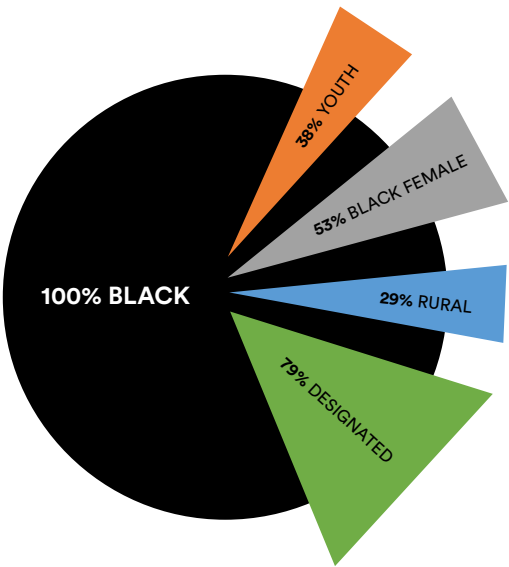
	HUMANS
The Kickstart Programme	433
The Floorcovering Programme	77
The Rug Vendor Programme	39
The Textile Conversion Programme	0
The Agribusiness Programme	56
The Early Childhood Development Programme	262
The Bursary Programme	0
The Belgotex Programme	119
NTE Employees Programme	20

Invested: R 6 581 454.00

Total No. of Humans Impacted: 695\*

\*Some students overlap between programmes

DEMOGRAPHICS OF ALL PROGRAMME PARTICIPANTS FOR 2024



HOW WE INVESTED IN PROGRAMMES IN 2023 & 2024

THE GO GROUP PROGRAMMES		2023 TOTALS	2024 TOTALS
YEAR 1	Go Getters who started Year 1	149	282
	Retention Ratio for the Year	76%	60%
	Ambassadors Appointed	15	6
YEAR 2	Go Getters who started Year 2	18	12
	Retention Ratio for the Year	63%	75%

PROGRAMMES WE COLLABORATE ON	2023 TOTALS	2024 TOTALS
Bursary Students	4	0
Early Childhood Development Employees and Children	211	262
The Belgotex Programme	117	119
SUB TOTALS		328
		401

TOTAL NUMBER OF GO-GETTERS FROM 2020 TO 2024						
	2020	2021	2022	2023	2024	2025 Target
Go-Getters In Year 1 & 2	115	172	150	167	294	
Collab Programmes	90	226	341	328	401	
Total Number of People Directly Impacted	205	398	491	495	695	1000
Year on Year Change	Baseline	+94% ↑	+23% ↑	+1% ↑	+40% ↑	





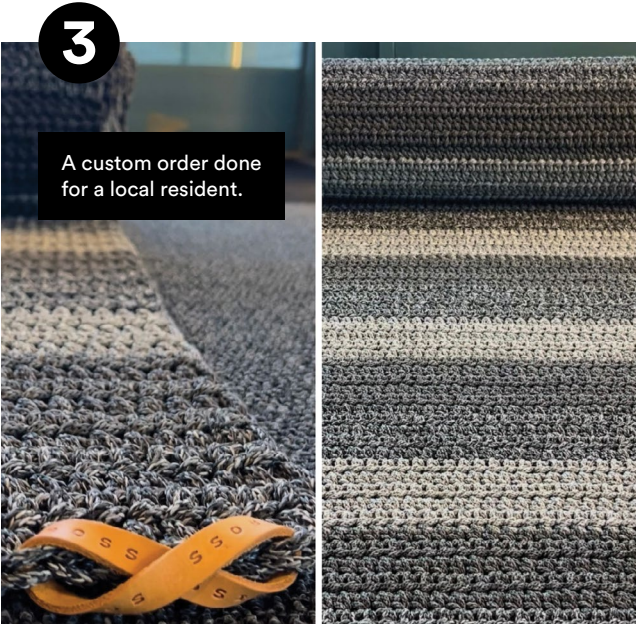
Criss Cross, a brand within The Go Group's Textile Conversion Programme, specialises in handcrafted, eco-friendly products. Our skilled artisans, trained in traditional crochet techniques, transform repurposed carpet yarn from Belgotex Floors and veg-tanned leather into unique, handmade rugs, baskets, bags, and accessories.

What happened for Criss Cross in 2024?

Criss Cross released its Leather Range in collaboration with Natal Tanning Extracts. You can buy these items online at [www.crisscross.co.za](http://www.crisscross.co.za).



23 artisans continue to produce Criss Cross products after graduating from The Textile Conversion Programme. Every order from our online store or retail partners is passed on to the artisans who make the products by hand for our customers.



In August 2024, Criss Cross proudly showcased its crochet and leather collection, we received the award for Best Newcomer. Consumers responded enthusiastically, and the positive feedback reaffirmed our commitment to sustainability and community outreach.

Criss Cross welcomes custom commissions, which provide our artisans with opportunities to innovate and refine their skills. Our online store, designers, and retail partners across the country provide our artisans with platforms to showcase their unique, handmade products. Each piece tells a story.



By choosing Criss Cross, customers support sustainable practices, empower artisans, and bring handmade, heart-crafted pieces into their homes.

Criss Cross brand sponsors remain Belgotex and Natal Tanning Extracts. These companies lead the way on meaningful enterprise and supplier development that has a granular-level impact on individuals who have the attributes to earn an income from being self-employed long beyond the programme ends. All the Criss Cross artisans have the knowledge and skills to generate an income and the capacity to budget and plan using the income earned. Our Greenlight data shows that CrissCross artisans have significantly improved their family's quality of life making this brand an ongoing success story.

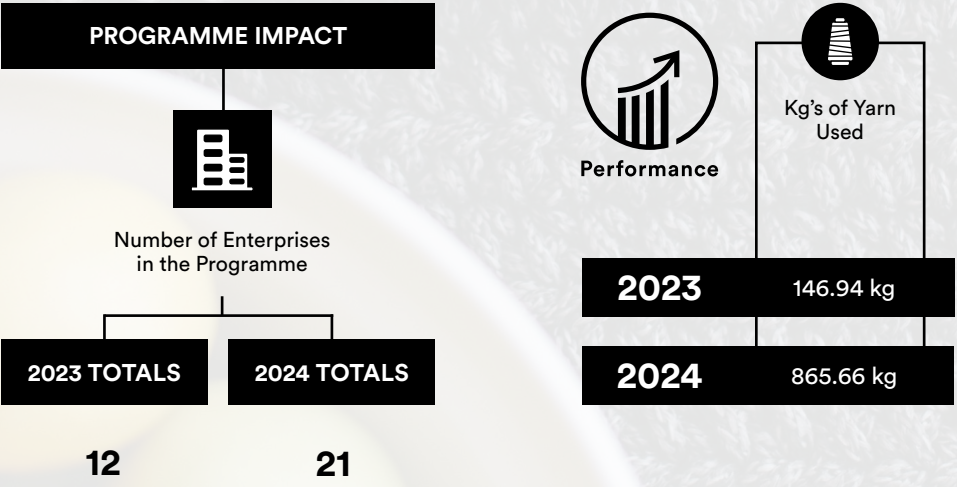
Get in touch.





ECONOMIC IMPACT

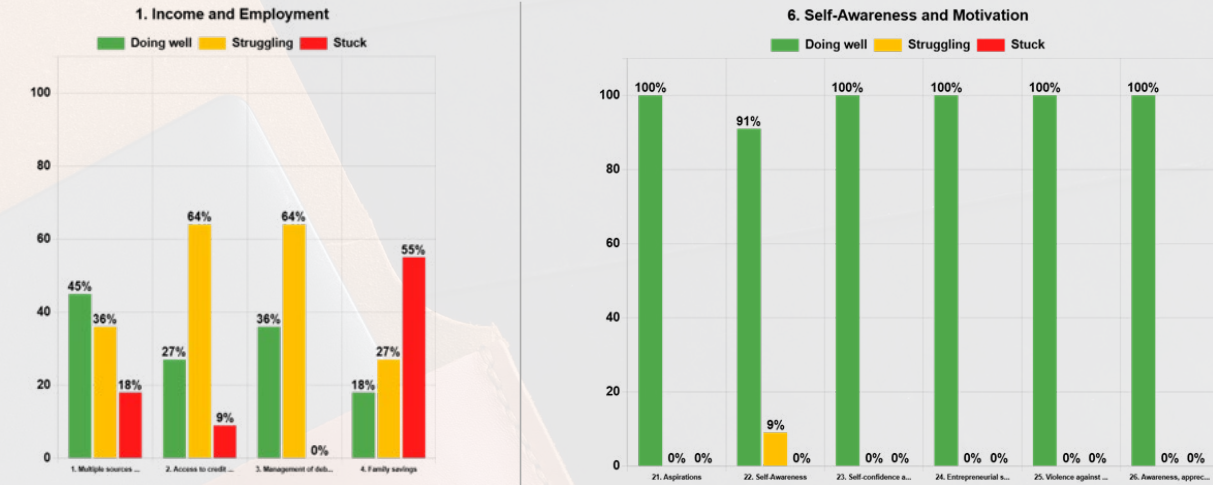
PROGRAMME IMPACT FOR ARTISANS STILL ACTIVE IN THE BUSINESS UNIT:



RESILIENCE SURVEY

A resilience survey is a structured assessment tool used to evaluate an individual's ability to adapt to adversity, recover from setbacks, and maintain psychological well-being in challenging circumstances. These surveys typically assess a range of personal and environmental factors that contribute to overall resilience. We conducted a resilience survey with members of the Criss Cross group, who were recruited in 2022 and 2023, to evaluate how they are coping outside the structured program. Although they are no longer full-time participants, they now serve as crafters producing Criss Cross products. The purpose of the survey was to understand their current levels of resilience and to assess how effectively they are applying the tools and skills provided by the organization to navigate real-world challenges.

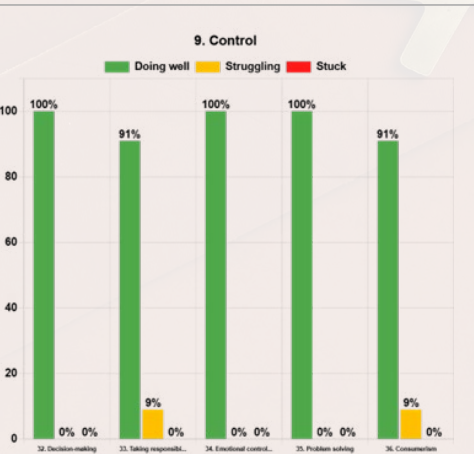
All CrissCross artisans have completed the programme with us, however because they are making the products and therefore the supply chain of finished goods for the CrissCross ranges we are able to continue doing quality of life diagnostics with active artisans on an ongoing basis. The following are the results from the Greenlight Metric called The Resilience Survey.



Income and employment continue to present significant challenges, particularly for individuals who are no longer participating in the programmes full-time. However, the graph above highlights a positive indicator: the green segment (45%) under Multiple Sources of Income shows that many participants are actively pursuing additional income streams beyond crafting for Criss Cross.

The Criss Cross group demonstrates strong levels of self-awareness and motivation. Members of this cohort show a clear understanding of their identity and consistently set and pursue their aspirations. They exhibit confidence in their actions and display a strong entrepreneurial spirit. Additionally, the group shows high awareness of the signs of gender-based violence and understands the appropriate steps to take to protect themselves if confronted with such situations.

Financial management presents a more mixed picture. The yellow section in the Debt Management category suggests that participants are making efforts to repay their debts as they arise. However, saving especially within a family setting remains a challenge. The red segment (55%) in the Family Savings category indicates that a majority still struggle to engage household members in collective saving efforts and to convey the long-term benefits of such practices.



The graph above presents the results of the resilience survey. It shows that 36% of respondents fall within the green category, while 64% fall within the amber category, and notably, there is no red category represented. This suggests that none of the participants are currently experiencing severe fatigue or a sense of giving up. Instead, they are making a conscious effort to stay resilient and not be overwhelmed by life's challenges.

Additionally, the data indicates that participants are exercising resourcefulness and self-discipline. They are managing their resources such as money, food, and time economically, minimizing waste and avoiding unnecessary expenditures. This reflects a deliberate and thoughtful approach to achieving long-term goals, with a strong emphasis on sustainability and careful planning.

Control is a critical factor we assess both during participants time in the programme and after they have graduated. This is because decision-making, emotional regulation, and problem-solving skills are fundamental to living a balanced and stable life. These abilities are emphasized throughout the programme, whether participants are engaged full-time or have transitioned out. The presence of strong results in the green (doing well) category reflects the deep and lasting impact of the Better Together Programme, it has become an integral part of the lives of the individuals we work with every day.









OVERVIEW

The Kickstart Programme is a transformative component of all the Go Group training initiatives, designed to empower Go-Getters by equipping them with essential skills and strategies to overcome personal and professional challenges. The programme is underpinned by the A2B methodology, focusing on self-awareness, adaptability, and resilience, enabling participants to take control of their growth journey.

The Kickstart Programme integrates core modules that address psychological, emotional, and practical barriers to success. Using structured learning and guided self-reflection, the programme fosters a mindset shift that empowers individuals to become proactive and resilient contributors. Performance in these core modules is assessed using the Occupational Intelligence appraisal system, ensuring that each participant's progress is measured effectively. Additionally, the programme includes Business Optimisation modules that provide technical and business skills tailored to the specific enterprises in which Go-Getters are engaged. We offer 8 different Business Optimisation streams catering to diverse entrepreneurial needs.

Facilitators, mentors and coaches who contribute to the ecosystem must be experienced in the A2B methodology and principles, and must have completed the Go Group Train the Trainer workshops. These individuals contribute a wealth of expertise and knowledge in both soft and hard skills and are critical in supporting the ecosystem for change.

RECRUITMENT & PROGRAMME ONBOARDING

Recruitment into The Kickstart Programme is a rigorous process designed to identify individuals committed to personal growth and business development. The selection process ensures that applicants are emotionally and mentally ready for the challenges ahead. Those not yet prepared to receive constructive feedback are encouraged to reapply when they can fully engage with the programme.

From the second day of recruitment, (OI Workshop), participants begin engaging in activities that foster and challenge self-awareness, ownership, and adaptability. This foundation ensures that individuals become responsive, responsible and resilient - ready to navigate challenges effectively.

THE GOALS FOR THIS PROGRAMME ARE:

Goal 1



Human becomes conscious of self and can make choices to become more responsive, adaptive, and contributive.

Goal 2



Tools to use money in and money out to achieve their goals, both personally and in their business.

Goal 3



For new leaders to become effective provocateurs in the ecosystem.

PARTNERS



PROGRAMME GOALS & KEY MODULES

The Kickstart Programme offers a comprehensive curriculum with modules covering key themes:

Personal & Professional Development:

- One-on-One Mentorship: Personalised guidance to navigate challenges and growth opportunities in personal and financial areas.
  - One-on-one mentoring delivered both online and in person is a core component across all programmes, offering a vital space to reinforce growth, address areas of stagnation, and encourage shifts toward more responsive, adaptive, and contributive behaviors. These sessions also serve to deepen personal accountability, challenge investment in one's own development, and support the achievement of individual goals. Each participant is paired with an experienced Mentor, skilled in development ecosystem and guided by the A2B methodology, which focuses on empowering through support rather than rescuing.

- Out-of-Comfort Zone Occupational Intelligence Activities: Activities that develop resilience, adaptability, and problem-solving skills.
- Quality of Life Diagnostics: Assessing well-being to align personal and professional goals with sustainable success.

Business & Financial Skills:

- Money Management: Practical financial literacy, budgeting, and sustainability strategies.
- Marketing Skills: Branding, customer engagement, and sales techniques for business success.
- Record-Keeping Skills: Essential bookkeeping and administrative practices for business efficiency.

Social Responsibility & Inclusivity:

- A2B-Responsive Leadership, Occupational Intelligence, 8 spheres of life & Hardwires:
  - Leadership development and motivation reinforcement for long-term success.
- In our leadership development training the 8 spheres of life and understanding the brain for motivation and sustainable wellbeing became a key topic for the year.

IMPACT & FUTURE VISION

The Kickstart Programme has impacted individuals, equipping them with the confidence and skills to overcome limitations and thrive. By fostering personal resilience and business acumen, the Kickstart Programme continues to create meaningful transformation. We aim to expand the programme's reach, enhance the curriculum through inclusion of more Diversity, Equity and Inclusion content and experiential learning. We also aim to strengthen power partnerships to ensure even greater success for our Go-Getters through access to additional skills and knowledge content. Our commitment remains steadfast in empowering individuals to lead fulfilling, sustainable, and impactful lives.

FINANCIAL IMPACT

	2023	2024
Total Cost of Programme	R 3 029 869.00	R 2 219 010.00
Number of People Impacted	284*	282*

\*The number of people who interacted with the Kickstart Programme during the year. Not all programme participants interact with the Kickstart Programme.



PROGRAMME IMPACT



87%  
The minimum expectation is 80%

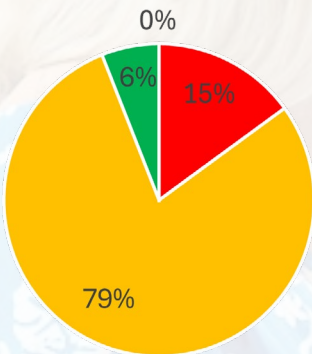
Attendance



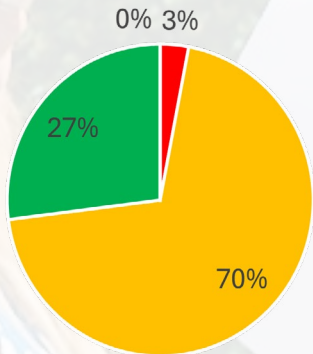
The OI 7-Point Appraisal measures an individual's response-ability, their conscious, competent engagement responding to challenges—by assessing the interaction between the task, the person, and the environment. As both a diagnostic and developmental tool, it aligns tasks with individual capacity and tracks personal growth. The OI assessments demonstrate clear shifts in behaviour and awareness of Go Getters.

OI Appraisals

- A1
- A2
- A3
- B1



At Recruitment



At Graduation

How Your Response to Challenges is Keeping You (and Your Family) Stuck:

- Personal and occupational challenges can impact individuals and their families in various ways. If someone's response to challenges is not effectively addressed, it can lead to a feeling of being stuck or stagnant, both personally and professionally. For instance, if an individual responds to challenges with avoidance or denial, they may not address underlying issues, leading to prolonged stress or dissatisfaction. This can affect not only their well-being but also that of their family who may be impacted by their behaviour or emotional state.
- In a family context, challenges such as financial difficulties, relationship conflicts, or health issues require proactive and adaptive responses. If these challenges are not effectively managed, it can lead to strained relationships, decreased productivity, and overall unhappiness within the family unit.

THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

This programme impacted the following SDG's in 2024:



GREENLIGHT SURVEY TRENDS

Greenlight Results

At the start of 2024, we analysed baseline survey results to identify areas where learners faced challenges. Our focus was on two key groups: those who were completely stuck (marked in red) and those who were struggling but trying (marked in amber). We implemented targeted strategies such as workshops, courses, and knowledge-sharing sessions to support them. These initiatives aimed to strengthen skills in key areas, including budgeting and financial.

The first set of Greenlight results included:

- 110 participants completed the baseline (first) surveys in Feb/March 2024,
- The average score for the baseline surveys was 37 green, 11 amber, 3 red.

The second set of Greenlight results included:

- 59 participants completed the 12 months (second) surveys in Nov/Dec 2024

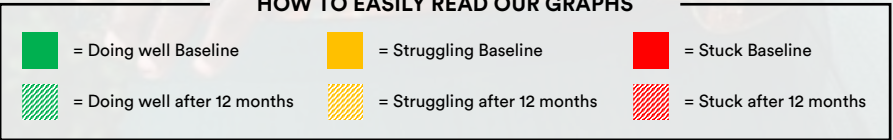
To ensure a true reflection of our impact, we use only those learners who completed both a first and second survey in our analysis of impact.

The average score for the 12-month surveys was 44 green, 6 amber, 2 red.

Every year we look at one dimension that had maximum change. For the year 2024, this was Income and Employment.

- Green indicates "doing well, with a sense of independence and dignity"
- Amber indicates "struggling but trying"
- Red indicates "stuck and requiring support"

HOW TO EASILY READ OUR GRAPHS





OVERVIEW OF  
THE GO GROUP  
GREENLIGHT SURVEYS  
CONDUCTED IN 2024

When the overall income and employment levels rise within a society, it typically indicates positive trends in economic growth and societal well-being. As more individuals secure jobs or establish businesses, the overall economic landscape becomes more vibrant, fostering opportunities for increased consumer spending and investments. This influx of economic activity stimulates local markets and catalyses a reduction in poverty levels.

An increase in income and employment often translates into a higher standard of living. With greater financial stability, people can afford better education and healthcare, thus improving their quality of life. This promotes social mobility and fosters a sense of economic security within communities.

From a macroeconomic perspective, a rise in income and employment contributes to the stability and resilience of the economy. A larger workforce actively participating in economic activities strengthens the economy’s foundation, making it less susceptible to external shocks and downturns.

The Go Group’s commitment to financial literacy equips participants with essential skills and knowledge to navigate the complexities of personal finance. The indicator highlighted serves as a tangible measure of this training’s impact on Go-Getters’ lives.

By demonstrating that families engaged in economic activities generate steady incomes without external support, the indicator underscores the practical applicability of financial literacy concepts taught. Go-Getters absorb theoretical knowledge and translate it into real-world actions that enhance their financial well-being and independence.

This connection between classroom learning and real-life implementation highlights the effectiveness of The Go Group’s educational modules. It signifies that Go-Getters are not merely passive recipients of information, but active participants in their financial empowerment. They apply strategies learned in the classroom to improve their economic circumstances, thereby reinforcing the value of financial literacy education as a tool for socio-economic advancement.

This indicator provides valuable feedback for the foundation, affirming the relevance and impact of its programs. It demonstrates that The Go Group’s efforts in promoting financial literacy yield tangible results, empowering Go-Getters to make informed financial decisions and break free from dependency on external aid.

Classroom training by Go-Getters is a testament to the transformative power of education in fostering economic resilience and self-sufficiency within communities. It underscores the importance of ongoing support and investment in financial education initiatives to empower individuals and families to achieve long-term financial stability and prosperity.

In summary, the expansion of income and employment drives economic growth and has far-reaching implications for societal progress, including enhanced access to essential services, reduced poverty, and a more stable economic environment for all members of society.



RECEIVED FROM THE  
GREENLIGHT OFFICE

These are the Top 5 indicators for change for 2024 from The Go Group’s direct social impact.

	4. Family savings	1. Income/earnings above the poverty line	2. Stable employment and income sources	34. Capacity to budget and plan	43. Registered to vote and votes in elections
Baseline					
Second					
Change	72%	33%	38%	68%	1%
Direction	↑	↑	↑	↑	→

The Biggest changes in 2024 align with our organisation’s focus: empowering individuals to be better humans who improve their primary ecosystems – namely, their families – and equipping our Go-Getters with financial literacy.

A 72% change increase and specifically 36% increase in green on family savings, highlights the impact of our programmes after a year. These programmes teach significant savings strategies which manifest in key areas:

**Increased savings rate:** After a year in a programme, Go-Getters often report a noticeable increase in their savings rates. Financial literacy gained through the programmes teaches the importance of saving with practical strategies, such as budgeting, understanding income and expenses to identify areas where they can save, setting goals, creating short- and long-term savings goals. This usually leads to families putting aside more money each month or year than before joining the programme.

**Boosted financial confidence:** Education on savings empowers families toward financial confidence by encouraging informed decisions. Knowledge of savings tools, like high-interest savings accounts, increases confidence when managing finances.

The Impact of change in the capacity to budget and plan after a year in the programme can be profound. A 33% increase from Baseline shows our Go-Getters typically experience significant improvements in budgeting and planning, which can lead to positive outcomes like:

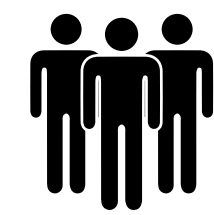
**Better understanding of income and expenses:** Due to budgeting and saving, Go-Getters gain a deeper understanding of their income and expenditures. After a year in a programme, they are more likely to:

- Track money coming in, in a book we call “My Money Matters.”
- Track spending more closely and distinguish between needs and wants.
- Understand monthly income and expenses, which allows for more accurate forecasting and better financial control.

**Setting realistic spending limits:** The Financial and Record keeping module helps our Go-Getters set realistic spending limits for different categories, establish priorities for monthly expenses and create flexible budgets that accommodate life’s uncertainties. This forward-thinking approach helps to keep savings and financial goals in sight and avoids unexpected expenses from derailing the Go-Getter’s planning toward their long-term objectives.





  
**119**  
Employees

During 2024, we expanded the Better Together and Human Optimisation (HO) training initiative at Belgotex, successfully launched in 2023. We implemented the HO and People Journey programme for senior leaders of people and process, and individual contributors. Belgotex graduates also began the Kickstart Programme following its 10-module curriculum focused on self-discovery, actualisation, and workplace readiness.

Training Structure

The HO training curriculum combined core modules from the Kickstart Programme with A2B methodology. These modules, covered Occupational Intelligence, Hardwires, and the Eight Spheres of Life. We aligned this curriculum with the People Journey process, to introduce a human-centric performance management approach.

Rollout and Implementation

The HO and People Journey curriculum ran in parallel from April to November 2024, establishing best practices in leadership and aligning with business objectives. The initial phase, included workshops, and one-on-one leadership coaching with selected leaders. We integrated leadership support into expectations setting and the performance management process. In 2025, we will continue leadership coaching for the first cohort, with experienced leadership and life coaches until full implementation across all organisational levels is ensured.

Programme Goals & Key Modules

In 2024, members of The Go Group team were tasked with taking on the core work of the People strategy and implementation in Belgotex. Belgotex was required to make some significant step changes in order to meet its goals and adjust to market demand. A new People strategy that takes performance management and culture change into account was required. A radical shift in how people enter, learn and develop and exit Belgotex was re-engineered and implementation began. The end of 2025 will bring us to the conclusion of one full cycle of the People Journey in Belgotex and we are looking forward to showing the impact of our work. The components of our work include:

- Rolling out the Occupational Intelligence methodology as part of the new People Strategy
- Implementing a Performance Management Framework
- Financial wellness for operators and wage earners.
- Understanding behaviours that block potential and wellness

In 2024, Belgotex already experienced a significant change towards a common end result. The business achieved over 80% of the targets that were set for the year and we are looking forward to reporting on the business milestones realised after one full cycle of the People Journey is complete in 2025.

Personal & Professional Development:

- Occupational Intelligence activities pushed participants out of their comfort zones to enhance resilience, adaptability, and problem-solving.
- Quality of life diagnostics aligned personal and professional goals with sustainable success.
- We provided one-on-one leadership coaching.

A2B – Leadership Fundamentals and Practice:

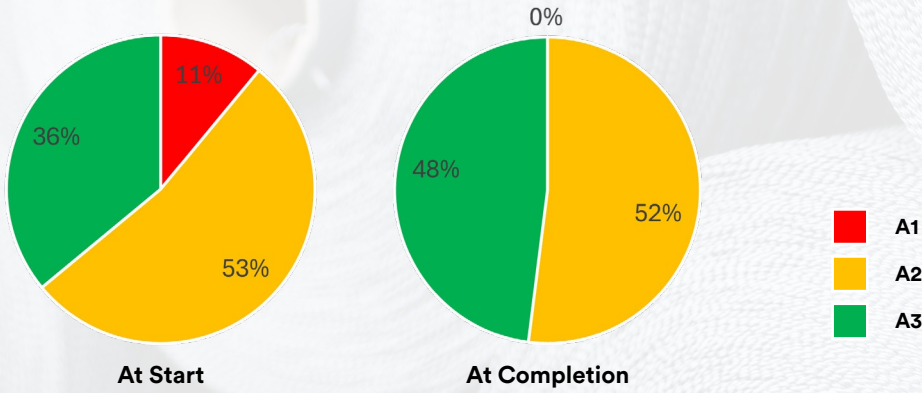
- We taught A2B principles, focusing on intentional action (volitionising) and human optimisation by prioritising people before process.
- Participants explored the seven Occupational Intelligence levels and their impact on workplace efficiency, response, adaptation, and contribution.
- We identified behavioural patterns (Hardwires) and their workplace impact.
- The Eight Spheres of Life emphasised the need for balance and well-being.

People Journey:

- We introduced performance management.
- Assisted Belgotex leadership and set results.
- String tooling: involved strategic planning for departmental and team contributions.
- We set expectations within the performance management framework.



The OI levels for The Belgotex Programme describe employee responsiveness to the tasks we set for them in the classroom context. The OI levels do not relate to their response to their jobs at Belgotex. Belgotex employees' responsiveness to the modules increased during the year.



Impact & Future Vision

In 2025, we will expand the People Journey and HO training to include junior leaders, supervisors, and operational staff. Simultaneously, the first cohort will progress to the second training phase, incorporating performance reviews, refined job descriptions, and strategic alignment with 2025 business objectives. This initiative will embed a culture of optimisation, growth and excellence across the organisation.





*The Belgotex Programme*  
INTRODUCED A THEME TO THE  
WORKFORCE FOR 2025 WHICH IS:

# #20Thrive

## PROMOTING A HEALTHY WORK-LIFE BALANCE



As part of our commitment to employee well-being, we actively promote a healthy work-life balance. We believe that physical and emotional health is essential for sustained productivity, mental wellness, and positive team dynamics.

To support this, all employees were encouraged to complete a baseline weigh-in as a starting point for their personal wellness journey. In addition, we introduced several engaging activities to promote movement and wellness during the workday, including:

- Day Walks – Short, refreshing walks during working hours to encourage physical activity, even for office-based staff.
- Health Challenges – Fun, interactive wellness challenges to keep employees motivated and engaged.
- Sports & Relays – Team-based activities such as paddle games, soccer matches, and relays to build camaraderie while staying active.
- As part of our wellness training, we also introduced the 8 Spheres of Life diagram—a tool designed to help employees reflect on how they currently spend their time across various aspects of life, such as work, leisure, relationships, personal growth, and health.

## BY USING THIS DIAGRAM, EMPLOYEES ARE ABLE TO:



- Assess how balanced their current lifestyle is.
- Identify areas that may need more attention or improvement.
- Create a personal roadmap for restructuring their time and focus areas.
- Ultimately, this empowers each individual to take ownership of their well-being and make intentional choices toward becoming more balanced, fulfilled, and optimum human beings.



# The 8 Spheres of Life

## HOW ARE YOU SPENDING YOUR TIME?

Compartmentalising the spheres of your life will help you to make time, find focus and achieve balance.



### SELF

This is the space where you work on your self development, **e.g. introspection, enhancing your skills, practising humility, etc.**



### WORK

This is the sphere in which you work to earn an income and pay your bills, **e.g. receptionist, builder, florist, etc.**



### PERSONAL

This is related to anything you do and practice in person, **e.g. hygiene, vitality, health, grooming, etc.**



### SLEEP

This is the most important sphere and should be prioritised for your well-being. **Try to get 8 hours of sleep per night.**



### LEISURE

This includes the recreational activities you occupy yourself with, **e.g. holidays, hobbies, sports, watching TV, hanging with friends, etc.**



### INTERPERSONAL

This involves the relationships that you have formed and nurture in different areas of your life, **e.g. familial, intimate, professional, etc.**



### SPIRITUAL

This sphere involves any spiritual activities that you may practice, **e.g. attending church, prayer, meditation, etc.**



### VOID

Activities in this sphere bring about little inspiration, ambition or intention, **e.g. surfing the internet, social media, daydreaming, etc.**





OVERVIEW

The Floorcovering Programme trains candidates to become installers and contractors in the floorcovering industry. The programme aims to work with candidates to develop the skills required to establish and run a viable flooring business. The Floorcovering programme has two components customised to installers and enterprise owners (those who employ the installers).

This programme has 3 phases, accredited by the Construction Education & Training Authority (CETA)

**Phase 1 Carpet:** Entry level, where the learners are trained on base preparation and installation of carpets.

**Phase 2 Vinyl:** A technically advanced training only offered to installers who have mastered phase 1 of the programme.

**Phase 3 Grass:** This training is offered to a small number of enterprises, that have shown an interest in installing landscape artificial turf.

THE GOALS FOR THIS PROGRAMME ARE:

**Goal 1**

Develop the technical capabilities of self-sufficient and self-driven installers and contractors in the floorcovering industry.

**Goal 2**

Allocate development funds towards economically viable businesses that ultimately generate a clear ROI.

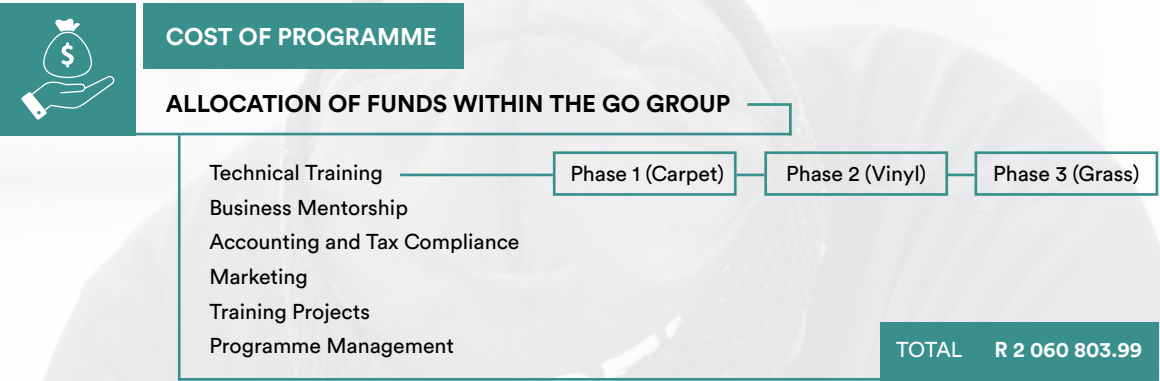
**Goal 3**

Enable recommendation of successful contractors.

PARTNERS



ECONOMIC IMPACT



PROGRAMME IMPACT	2023 TOTALS	2024 TOTALS
New Go Getter's joining the programme	72	73
All active Go Getters for the year	76	84
Retention Ratio for the Year	76%	60%
Number of Ambassadors appointed	1	2
Vehicle Loan	R 26 918.00	R 22 941.00





**45.55%**  
The minimum expectation is 80%



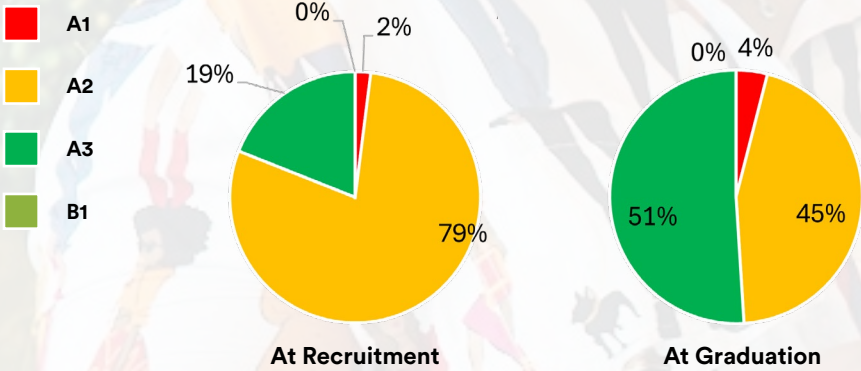
	Flooring Installed	Business Loans in Repayment	Value Exchange Days Used	Direct Impact: Flooring Income made by businesses
2023	3438.75 m²	R 0	216	R 1 070 180.13
2024	1500.60 m²	R 0	219	R 3 118 174.53



**Responsiveness in the Programme**

The OI levels for installers and business owners assess both technical skills and business competence in the floor-covering industry. Entry into the programme requires an A2 level to ensure participants can master flooring installation, products, and supply chain dynamics. The goal is for installers to become Belgotex Approved and for owners to lead ethical, sustainable, and people-centered businesses.

At programme completion, OI assessments showed a 2% increase in A1 responsiveness, linked to participants who had experienced traumatic life changes in the last quarter heightened anxiety negatively impacted their volition. With mentoring support, these individuals were able to rebound and successfully complete the programme.



**THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS**

This programme impacted the following SDG's in 2024:



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



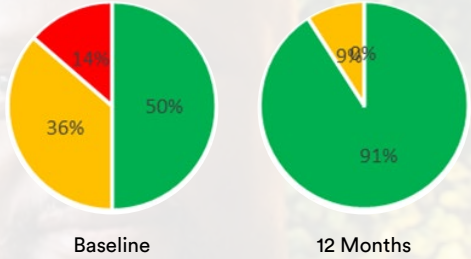
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.

**GREENLIGHT RESULTS**

The Greenlight Results shown below are the top 5 direct impacts on Go-Getters in this programme.

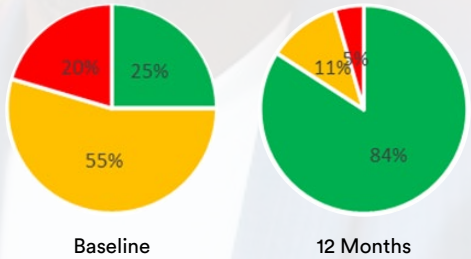


**Knowledge and skills to generate income**

Baseline: 50% | 12 months: 91% | Change: 41%

What does this mean?

This is one of the key areas addressed by the Better Together modules across all our programmes. Go-Getters are taught and equipped with the skills necessary to generate their own income through various types of small businesses. In addition to practical training, they receive comprehensive mentoring on the steps required to formally register their businesses and are guided on how to effectively manage both business operations and financial responsibilities.

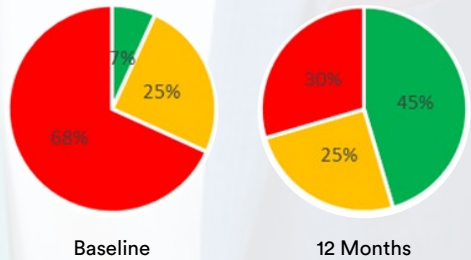


**Capacity to budget and plan**

Baseline: 25% | 12 months: 84% | Change: 59%

What does this mean?

The capacity to budget and plan is primarily focused on developing skills in financial planning and resource management. Participants are taught how to create a budget for anticipated income, enabling them to make informed decisions about how their funds should be allocated. Emphasis is placed not only on creating a realistic budget but also on the importance of adhering to it through effective planning and discipline.

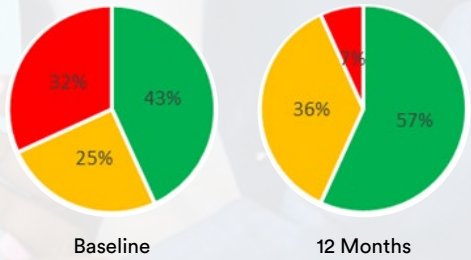


**Family Savings**

Baseline: 7% | 12 months: 45% | Change: 38%

What does this mean?

Family savings play a significant role in our programmes, as many participants are the primary breadwinners or key figures attempting to create positive change within their families. When participants experience change, it often has a ripple effect, making it easier for the entire family to adapt. As a result, we observe substantial improvements in family savings, as those joining our programmes hold influential positions within their households.



**Income earnings above the poverty line**

Baseline: 43% | 12 months: 57% | Change: 21%

What does this mean?

"Earnings above the poverty line" refers to an individual's or household's income that exceeds the minimum amount deemed necessary to meet basic living needs, as defined by a government or organisation. It is encouraging to witness a significant 21% increase in earnings from the time participants join the programme to 12 months later. This progress demonstrates that participants are now able to generate a sustainable income and afford essential needs.



SHOWCASE PROJECT FOR 2024

KZN – Training Project Ezizamele ECD

Our KZN group of installers and Enterprises completed the flooring of the ECD's infrastructure upgrade. The project used B\_ artificial turf for the play area the veranda, and Vinyl-Clout to complete the look of the floors in the classes. Berber Point 920 was used for the office area.

The Early Childhood Centres were fitted with vinyl flooring due to its suitability for high-traffic and high-hygiene areas. Unlike carpets, vinyl flooring is easy to clean and maintain, making it an ideal choice for ECD centres where germs and dirt can spread quickly. Vinyl's smooth surface allows for effortless cleaning and disinfection, reducing the risk of bacterial and fungal growth. Additionally, vinyl flooring is more durable and resistant to wear and tear, ensuring a long-lasting and low-maintenance solution for these busy centres, its use in the ECD centres prioritizes cleanliness, safety, and practicality.



AMBASSADOR  
APPOINTED FOR  
2025



LINDIWE GAMA

LEARNINGS AND CHALLENGES DURING THIS PERIOD

1. In 2024, finding suitable candidates for the programme became so challenging that the Cape Town Group was unable to acquire any new businesses for our Enterprise Development.
2. Even though everyone was placed, the three-month practical has once again been difficult for the 2024 groups in every region. This has resulted in a significant dropout rate, which has impacted our retention rate.
3. In comparison to 2023, the absorption rate decreased dramatically in 2024.

CASE STUDY  
LINDIWE GAMA:  
A STORY OF  
TRANSFORMATION &  
RESILIENCE

Background

Significant life challenges shaped Lindiwe Gama's journey to personal and professional growth. After facing the trauma of a failed personal and business partnership, she sought to rebuild her career and life. In 2023, Lindiwe joined the Go Group's Floorcovering Programme, marking the beginning of her transformation. Despite two previous unsuccessful attempts, she decided to take another step toward change. Lindiwe completed the floorcovering installer journey, and enrolled in

The Go Group's Owners programme in 2024. In this programme, she embraced leadership roles, shadowed entrepreneurs, and gained valuable hands-on experience in the construction industry.

Go Group Journey

Lindiwe's experience with the Go Group went far beyond technical floorcovering skills. One of the most transformative aspects of her journey was participating in the A2B Transformation Leadership mentorship programme and the A2B Eco Farm experience. The mentorship provided profound insights into how the brain works and how life experiences, upbringing, and behaviour shaped her. A key moment in her growth was the hardwire assessment, which allowed her to confront her challenges honestly and vulnerably. Initially filled with anxiety, Lindiwe found strength in the support and reassurance provided by her mentor, Viva.

The trip to the Eco Farm took Lindiwe out of her comfort zone in every way possible. She fed animals, created a bat house, ploughed fields, and cared for livestock, pushing her physical and emotional limits. Her interaction with a particularly friendly goat, helped her embrace new experiences joyfully. One of the most significant moments in her journey was a hike up a mountain, where she faced her fear of wild animals with the encouragement of her group. When a dangerous snake scent was detected along the trail, the group's quick action and leadership allowed them to find an alternative route safely. This experience reinforced Lindiwe's belief in the power of community and trust.

Lindiwe Gama  
Agent Of Change - Village Interior Design  
Contact: 083 526 3056

Future Aspirations

Lindiwe aspires to prioritise her ongoing personal and professional growth. The tools and insights gained through the Go Group have strengthened her leadership abilities and boosted her self-confidence. As the owner of Village Interior Design, Lindiwe plans to integrate the lessons learned from the mentorship and Eco Farm experience into her business practices. She aims to build a successful business that showcases her skills and contributes to her community by creating meaningful change.

With a renewed sense of self and a strong desire to continue growing, Lindiwe is excited about the future and the opportunity to inspire and lead others. She concludes that, this programme has been transformative in every sense.

*"It challenged me physically, mentally, and emotionally, but most importantly, it provided me with tools for personal growth that I will carry with me for the rest of my life. I am deeply grateful to Viva and The GO Group for creating this life-changing experience and journey, and I wholeheartedly recommend this mentorship to anyone looking to transform their leadership, mindset, and life. Thank you again for everything."*





OVERVIEW

The Rug Vendor programme aims to empower unemployed individuals in surrounding communities by providing them with opportunities to buy Belgotex products at a discounted rate, which they can sell within their communities for profit. This programme fosters entrepreneurship and supports local economies by enabling participants to create their own income streams.

The programme is complemented by the Better Together initiative, which focuses on personal development and equips participants with the skills needed to handle life challenges. This includes financial literacy, conflict resolution, and effective communication, contributing to their overall well-being and resilience and their ability to sell.

THE GOALS FOR THIS PROGRAMME ARE:

**Goal 1**

Income for vendors who can hustle!

**Goal 2**

To use product from the Belgotex factory for maximum income earning impact.

**Goal 3**

For vendors who need flexible time to take care of families can buy and sell when they want to.

PARTNERS

ECONOMIC IMPACT

**COST OF PROGRAMME**

**ALLOCATION OF FUNDS WITHIN THE GO GROUP**

Conversion Costs	
Programme Modules	
Programme Management	
<b>TOTAL</b>	<b>R 283 711.77</b>

**RETURN ON INVESTMENT**

Material Sales – Direct Impact	R 170 108.00
Indirect Impact:	R 340 216.00

PROGRAMME IMPACT		2023 TOTALS	2024 TOTALS
	New Go Getter's joining the programme	10	37
	All active Go Getters for the year	16	17
	Retention Ratio for the Year	70%	49%
	Number of Ambassadors appointed	2	2





91%  
The minimum expectation is 80%

Attendance



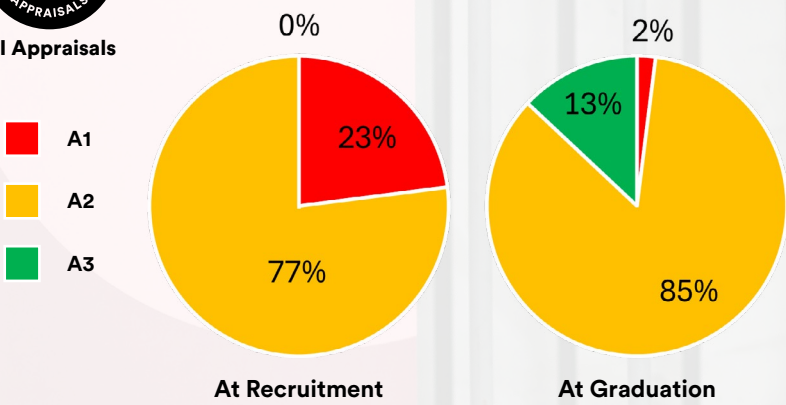
Performance

	Rug Purchases	Loan amount issued out at the beginning	# of Vendors active in the programme	Value Exchange Days Used	Indirect Impact: Sales made by vendors
2023	9567 sqm	R 7 500.00	11	42	R 396 742.00
2024	8204 sqm	R 24 890.00	17	73	R 340 216.00



OI Appraisals

Responsiveness in the Programme



The OI level relates to the rug vendor's conscious competence at running a rug trading business. When rug vendors are recruited into the programme, they are most likely to start off at A1/A2 level response to trading rugs. This is where rug vendors tend to get their orders wrong and blame suppliers/clients/others for the poor business performance. When they reach A2 level they are worried about making mistakes and it takes a long time to order, and when they have finally ordered, stock sits with them, and they cannot move it. A vendor achieves an A3 response in this programme when they order what the clients want, and charge the correct mark ups, place orders, invoice correctly and pay back their start-up loan.

THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

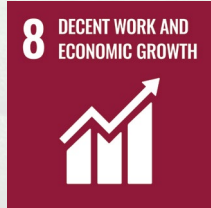
This programme impacted the following SDG's in 2024:



End Poverty in all its forms everywhere.



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



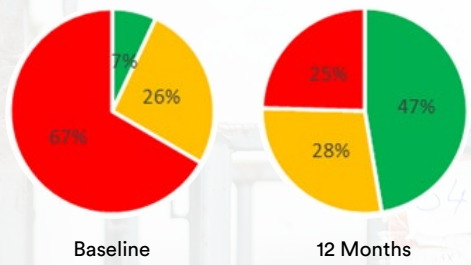
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Ensure sustainable consumption and production patterns.

GREENLIGHT RESULTS

The Greenlight Results shown below are the top 5 direct impacts on Go-Getters in this programme.

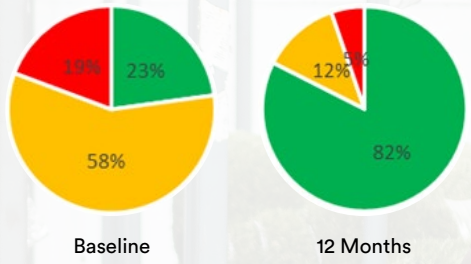


Family Savings

Baseline: 7% | 12 months: 47% | Change: 40%

What does this mean?

The change in the family savings is mainly because our Go-Getters participate in programmes that teach money handling and sound financial decision-making. This improvement stems from increased knowledge and better saving habits they develop. Our Go-Getters save through various methods, in the banks, stokvels or other savings clubs in their communities.

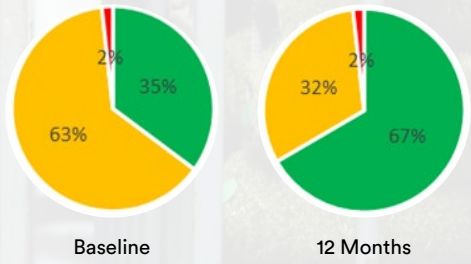


Capacity to budget and plan

Baseline: 23% | 12 months: 82% | Change: 59%

What does this mean?

The 59% change in the capacity to budget and plan is influenced by the skills learned from the Better Together classes. Money matters, saving, and budgeting effectively are taught to reduce unnecessary expenses and prioritise savings, making informed financial choices much more likely.

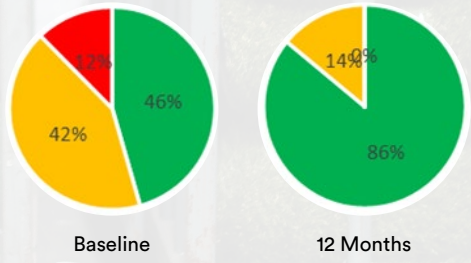


Regular means of transport

Baseline: 35% | 12 months: 67% | Change: 32%

What does this mean?

A shift in the usual mode of transportation is often observed when individuals from rural areas relocate to nearby urban centers. This move is typically motivated by the desire to be closer to training facilities. As a result, they gain easier and more affordable access to transportation to and from the training center, compared to the higher costs and limited options they experienced while residing in rural areas.



Knowledge and skills to generate income

Baseline: 46% | 12 months: 86% | Change: 40%

What does this mean?

After a year in the programme, Go-Getters focus on money management and income generation through small businesses. They gain practical insights into entrepreneurship and financial strategies. The programme equips them with tools to start or grow a business, including identifying market opportunities, creating a business plan, managing cash flow, and effectively marketing products or services. As they apply these skills, they build confidence in their ability to generate income and scale their business. Enhanced financial literacy and entrepreneurial skills enable individuals to make more informed decisions that impact their ability to earn, manage, and expand their income streams.



LEARNINGS AND CHALLENGES DURING THIS PERIOD

We faced some challenges in the last year, which taught us to be adaptive and proactive.

In 2024, our Rug Vendor Programme was challenged by the limited rug colours available to our Go-Getters to sell. Many vendors reported difficulty in not stocking colourful and dark rugs that appealed to the broader community's tastes. This limited their sales potential, as vendors were concerned that they could not sell the existing inventory due to its lack of appeal. Recognising this issue, we took proactive measures. We introduced a comprehensive list of all the markets occurring in Pietermaritzburg. This encouraged our vendors to explore different venues and demographics, and opportunities to test the market with a wider variety of colours. We hoped that exposing them to diverse clientele at various markets would help them discover a demand overlooked by their local customers.

CASE STUDY  
GUGU MVELASE:  
A STORY OF FORTITUDE AND  
BREAKTHROUGH



Background

Gugu Mvelase is a resident of Maqongqo, Pietermaritzburg. Before joining the Go Group in 2024, she faced numerous personal and professional challenges. Low self-confidence and a lack of business skills, made it difficult for her to envision entrepreneurial success in her future. Coming from a poor background, Gugu often felt ashamed of her financial struggles, which held her back from pursuing her dreams.

Overcoming Personal Barriers

When Gugu first joined the Go Group, she felt hesitant and unsure of her actions. However, the programme offered her a chance to confront her fears and build the confidence she lacked. With support and mentorship, Gugu transformed her mindset and learned to see that she is capable of achieving her goals.

Developing Business Skills

Through the Go Group, Gugu acquired essential business skills, including budgeting, financial management, and marketing. She gained an understanding to manage both personal and business finances, allowing her to make more informed decisions. This newfound knowledge empowered her to navigate the world of entrepreneurship confidently.

Expanding Marketing and Sales Abilities

A breakthrough for Gugu came with learning to market and sell her products effectively. The programme taught her strategies to engage with diverse customers, breaking past language barriers that previously restricted her. As a result, Gugu successfully reached a wider audience and became more confident in her ability to sell her rugs to various clients.

Future Aspirations

With the skills and self-confidence gained from the Go Group, Gugu now focuses on expanding her rug business. She envisions growing her company to reach a broader market and securing long-term financial success. Additionally, Gugu dreams of one day participating in high-level business discussions, confidently sharing her experiences and expertise with successful individuals. The Go Group has not only helped her launch her business but also instilled a sense of empowerment that allows her to face any challenge life may present.

Gugu Mvelase  
Emerging Business Owner  
Contact: 079 389 2200

Conclusion

Gugu Mvelase's journey through the Go Group has been transformative. She has overcome personal limitations and gained essential business skills, to succeed as an entrepreneur. With a clear vision for the future, Gugu is well on her way to achieving her goals, supported by the confidence and skills that the Go Group helped her develop.



OVERVIEW

Embedded in The Go Group's Early Childhood Development investment strategy is the Agribusiness Programme. Our primary objective is to enable small-scale permaculture farming within the communities we invest in, starting with Edu Centre's own market gardens as the training venue. We believe that access to local, fresh produce for meal preparation at the Edu Centre is critical to children learning and becoming 'response-able' adults. This only works if the market garden earns an income, to avoid setting it up and returning later to find the garden deteriorated and no longer

serving its food security purpose. The family of the children who attend the Edu Centres are our primary target market, however, the programme is open to anybody within the neighbourhood to participate in the demo garden for training purposes.

This programme includes AgriSeta credits and Agribusiness training in crop production.

THE GOALS FOR THIS PROGRAMME ARE:



Goal 1

Food security at all Early Childhood Development Centres within Go Group programmes.



Goal 2

Farm enough produce for home consumption.



Goal 3

Generate income by selling farmed produce.





PARTNERS

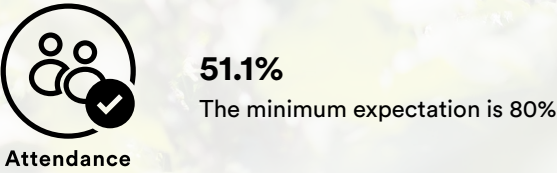








ECONOMIC IMPACT

COST OF PROGRAMME	
ALLOCATION OF FUNDS WITHIN THE GO GROUP	
AgriSETA & AgriBusiness	
Start-up Loans	
Programme Management	
TOTAL	R 470 132.00

PROGRAMME IMPACT		2023 TOTALS	2024 TOTALS
	New Go Getter's joining the programme	55	50
	All active Go Getters for the year	65	50
	Retention Ratio for the Year	70%	54%
	Number of Ambassadors appointed	10	2

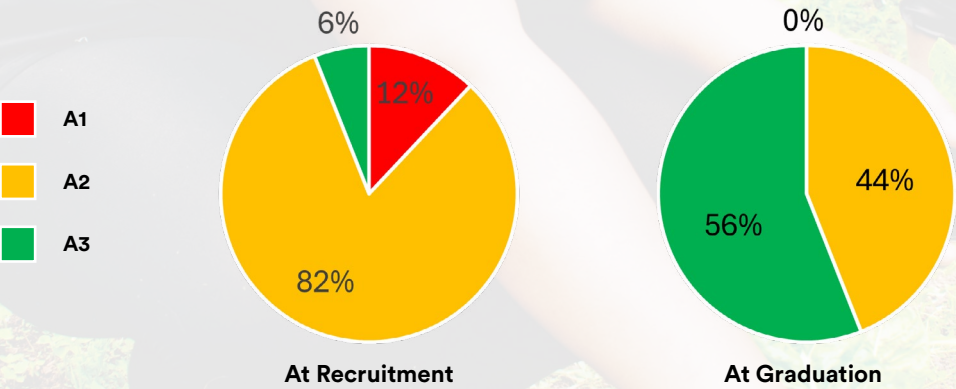


Performance					
					
	Seedlings Purchased	Business Loans in Repayment	Value Exchange Days Used	Indirect Impact: Sales Made	
2023	0	R 14 800.00	258	R 86 069.00	
2024	0	R 9062.56	48	R 13 070.00	



Responsiveness in the Programme

The Occupational Intelligence (OI) level assesses a farmer's conscious competence at planting a 100sqm market garden. Each farmer must meet the norms and standards of 100sqm before expanding their garden. A farmer achieves an A3 OI level when achieving the correct income from a 100sqm market garden, using the correct permaculture crop production principles and having repaid their start-up loans.



THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

This programme impacted the following SDG's in 2024:



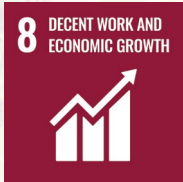
End Poverty in all its forms everywhere.



End Hunger, achieve food security and improved nutrition, and promote sustainable agriculture.



Ensure healthy lives and promote well-being for all at all ages.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



LEARNINGS AND CHALLENGES DURING THIS PERIOD

The most significant challenge faced in 2024 was extreme weather. In the new training environment, frost devastated fledgling crops, impacting learner momentum. An additional barrier was the distance to the training venue; being in a semi-rural area, high transport costs placed pressure on learners who were still relying on household budgets before their gardens generated income. This affected both retention and attendance. To help bridge this gap, fresh produce support was provided while learners replanted and waited for their new crops to mature.

A key lesson learned was the critical importance of aligning planting schedules with regional climate conditions, and the need for contingency planning that considers both environmental and socio-economic realities of the area.

AMBASSADOR APPOINTED FOR 2025



EXCELLENT BIYELA

CASE STUDY  
EXCELLENT BIYELA: A PASSION FOR AGRICULTURE

**Background**  
Excellent Biyela grew up in a disadvantaged community, where he developed a deep passion for agriculture and youth development. Determined to create opportunities despite challenges, he sought ways to make a difference through farming. His early experiences in agriculture laid the foundation for his journey as an entrepreneur, where he aimed to provide access to fresh, affordable produce while empowering others with knowledge and skills.

**Go Group Journey**  
Excellent's journey with the Go Group began when he enrolled in the programme, seeing it as an opportunity to formalise his skills and expand his business knowledge. Despite resource constraints, he remained committed, attending all sessions, repaying his loans responsibly, and actively engaging in learning opportunities. Through the programme, he gained valuable insights into business management, sustainable farming, and leadership. These helped him strengthen his agricultural enterprise.

His small business now supplies healthy vegetables to his community, making fresh produce more accessible and affordable. Additionally, he has taken on a mentorship role, educating young people about the value of agriculture and entrepreneurship. His work has directly contributed to food security and economic empowerment within his community.

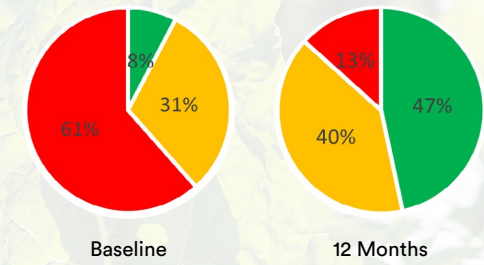
**Future Aspirations**  
In 2024, The Go Group identified Excellent as a potential ambassador. He hopes to use this role to extend the programme's impact to other communities. With additional resources and support, he plans to scale his agricultural business, create more employment opportunities, and enhance food production. His vision is to build a sustainable farming enterprise that supports his family and also serves as a model for community-driven agricultural success.

Excellent's journey is a testament to resilience, dedication, and the transformative power of agricultural entrepreneurship. Through his continued efforts, he seeks to uplift his community and contribute to the broader mission of the Go Group.

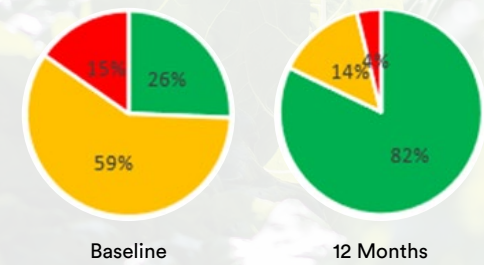
Excellent Biyela  
Agricultural Entrepreneur & Community Developer  
Contact: 078 3482 639

GREENLIGHT RESULTS

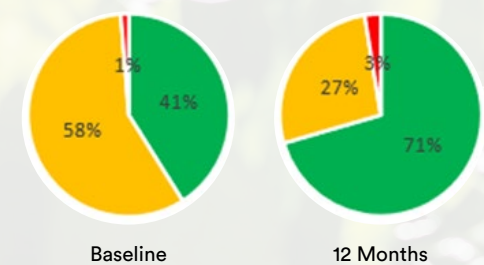
The Greenlight Results shown below are the top 5 direct impacts on Go-Getters in the programme.



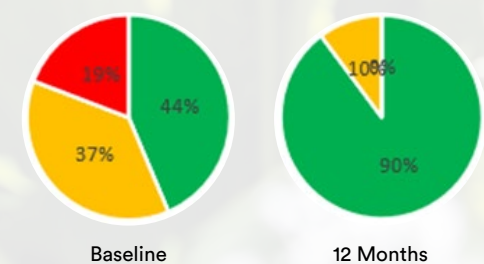
**Family Savings**  
Baseline: 8% | 12 months: 47% | Change: 39% ↑  
**What does this mean?**  
The change in family savings across all programmes is remarkable. This trend is a positive development for our Go Getters and their families, as they are now able to save money, even from modest earnings. They utilise various methods such as stokvel savings, bank accounts, and community society savings to build financial security.



**Capacity to budget and plan**  
Baseline: 26% | 12 months: 82% | Change: 56% ↑  
**What does this mean?**  
The change in the capacity to budget and plan is evident across all programmes in 2024. There is a noticeable trend of participants taking a more serious approach to managing their finances, applying the knowledge gained in class to real-life situations. While we observe the positive outcomes in the Greenlight survey, the most rewarding difference is seen in the classroom. Participants engage in exercises like "My Money Matters," tracking income and expenses, and planning how and when their money will be allocated.



**Regular means of transport**  
Baseline: 41% | 12 months: 71% | Change: 30% ↑  
**What does this mean?**  
In terms of regular transportation, we often see significant change when individuals who previously struggled to access transportation from their homes to nearby towns or essential facilities begin to experience improved mobility. During the programme, many participants relocate closer to the programme's location. This shift is noticeable as they no longer face transportation difficulties, and it becomes more affordable for them to travel. The move from rural areas to semi-rural or urban areas contributes to a reduction in transportation costs and improved access to necessary resources.



**Knowledge and skills to generate income**  
Baseline: 44% | 12 months: 90% | Change: 46% ↑  
**What does this mean?**  
The knowledge and skills to generate income are key indicators of the programme's success. On a day-to-day basis, we observe this progress when participants complete their one-year programme. In the second year, many remain part of the ecosystem, continuing to seek mentorship and taking advantage of the ongoing support offered by the organization. They often establish their own small businesses, which may not always align with the specific programmes they were part of, but they manage to sustain these ventures and are able to meet their financial needs.





OVERVIEW

In 2024, we proudly achieved a massive milestone by successfully graduating all three of our Early Childhood Development (ECD) centres as part of our comprehensive 5-year plan. This journey presented challenges, but we reached our result through unwavering dedication, collaboration, and resilience.

Over the past five years, we have built new educational structures and transformed learning environments. With the generous support of our partners, including Belgotex, we renovated classrooms, added vibrant new paint, and installed high-quality flooring. These improvements ensured a safe and inspiring environment for our learners.

One of our most significant achievements was introducing the Grow App to our schools. This innovation bridges the digital divide

and provides children from lower-income areas with access to quality education. This groundbreaking tool empowers educators and students, ensuring that every child has the resources needed to thrive.

Our ECD centres align with the Department of Education standards, offering a curriculum designed to nurture and inspire young minds. Each teacher is highly qualified, meeting the Grow App's rigorous requirements. This approach provides a strong educational foundation for children, paving the way for their future success.

We are incredibly proud of this milestone and hold it close to our hearts. However, our work continues as we embark on a new 5-year journey, with even greater goals and aspirations to expand our reach and impact.

THE GOALS FOR THIS PROGRAMME ARE:

Goal 1

5-star rated school on strict education and business outcomes.

Goal 2

School to be financially sustainable.

Goal 3

Food security – through Food Security Programme and ePap.

Goal 4

School to be inclusive of children with disabilities.

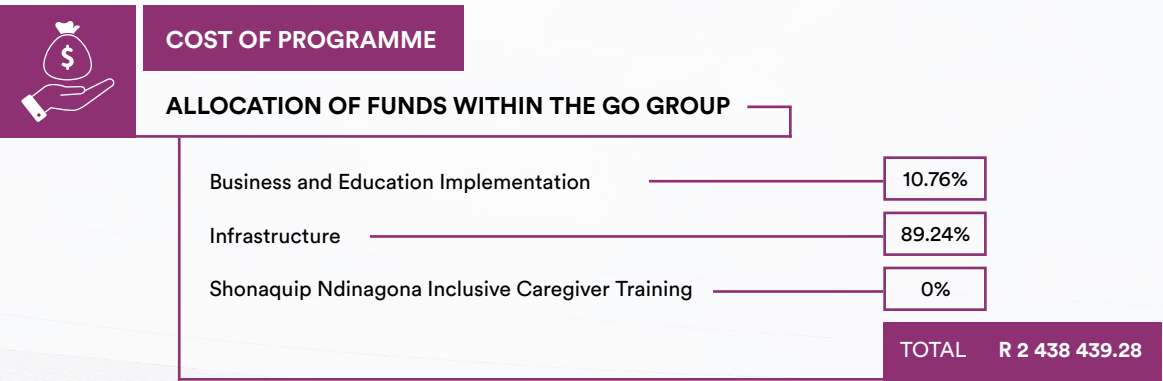
Goal 5

School infrastructure supports an enabling environment and registered with the Department of Social Development.

PARTNERS



ECONOMIC IMPACT



THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

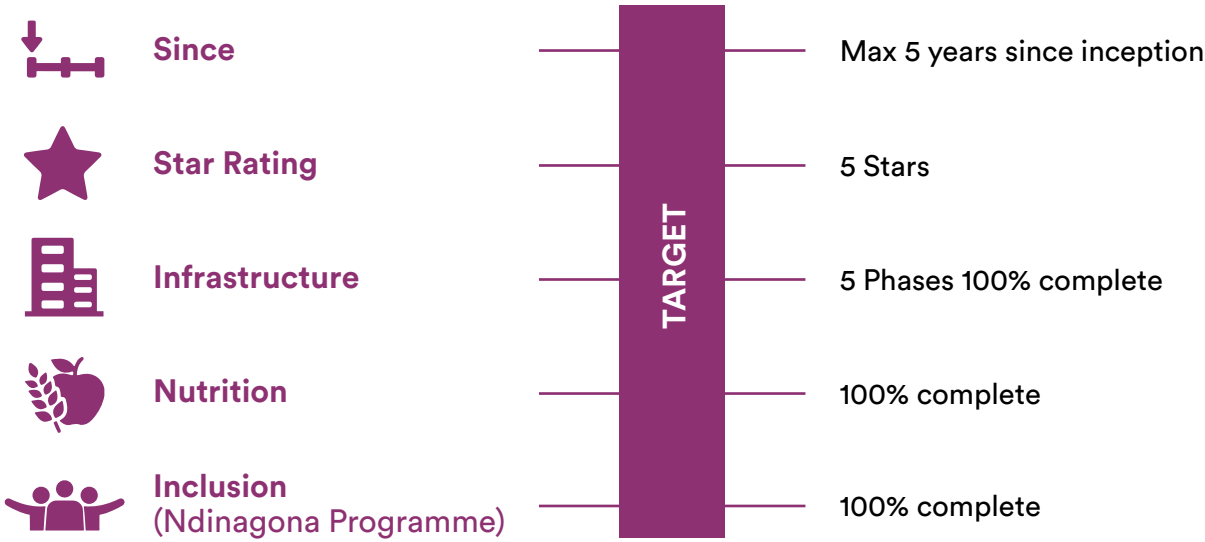
This programme impacted the following SDG's in 2024:





ECD PROGRAMME ELEMENTS KEY:

The “perfect” score for a school would look like the below:



DESCRIPTIONS OF THE ECD PROGRAMME ELEMENTS



Star Rating:

Grow Educare Centres implement the educational and business milestones expected of each ECD. The star rating, based on the outcomes below, is critical to unlocking the ECD programme's vision. It holds each centre accountable to becoming a compliant high-quality early learning centre with good governance. The result is an ecosystem for change where children attending have the greatest chance of success by enrolling at a Grow Edu Centre in their neighbourhood.

Outcome	What We Measure
Quality Teaching	Correct teacher child ratio 1:15 (per age group)
	Teachers and principals are qualified
	Teachers are GROW trained
	Teachers are competent - GROW assessment
Child Development	Programme is correctly implemented
	Children are being assessed regularly
	Children are developing according to milestones - GROW assessment
Business Sustainability	School is at capacity (not over 121%)
	Loan is paid on time
	Teachers are paid target salary
	Principal is earning target salary
Compliance to GROW Standards	Centre is registered with Department of Social Development
	Centre is professionally managed
	Training and Meetings are attended

Infrastructure:

We invest in infrastructure through a phased approach to match the milestones set in the star rating assessment. Initially, we prioritise compliance with the Department of Social Development and create a high-quality learning environment. We use bright, cheerful and easy-to-clean flooring products. Our brief to architects designing the ECD Centres includes:

- Meet the requirements of the Department of Social Development
- Use harvested water.
- Use minimal electricity.
- Provide safety and security for the children.
- Easy maintenance



With a design in hand, we collaborate with stakeholders to develop a common vision and support to achieve the ecosystem's goals. Developing ECD Centres provided opportunities to include SMME's in the trades sector. Participating SMMEs located close to our ECD builds, install turf and flooring alongside the Belgotex technical team. This collaboration deepens their practical skills through our training courses.

Nutrition:

Nutrition is a priority. Through small-scale permaculture farming, we can couple income generation and the supply fresh produce to the centre to feed the children. The programme starts with the ECD centre's own garden as the training venue for the farmers in the Food Security programme. Our implementation partners, Grow and Focus on iThemba, supplement this element of the programme through collaboration with ePap and JAM fortified porridge.

Inclusion:

The Shonaquip Social Enterprise provides training, experience and resources to caregivers and parents so that they can offer children with different abilities and needs equal opportunities. Their programme is called Ndinagona meaning “I CAN” in Shona. We intend to pave the way to education by investing in quality early childhood development and a support system within the community so that every child can be economically included in adulthood. Shonaquip also manufacture, supplies, and provides clinical services to children requiring assistive devices suited to South African conditions.





WE HAVE  
*Graduated!*

Our impact for January to December 2024:

CENTRES INFORMATION		TOTAL
Number of Children	_____	241
Number of Teachers	_____	23
Overhead Costs For The Year	_____	R 623 656.00
Total School Fees For The Year	_____	R 884 976.00
Subsidies/Grants For The Year	_____	R 447 194.00
Total Income Per Year	_____	R 1 332 170.00
Average Income Per Month	_____	R 111 015.00
Total Wages/Salaries Per Year	_____	R 457 100.00
Average Wages/Salaries Per Month	_____	R 38 092.00



SIYABAPHEPHISA

In 2017, Bright Zondi registered her centre, Siyabaphephisa, for the ECD programme. Since then, she has obtained full infrastructure support, finished the Ndinagona Inclusion training, and acquired a mobile device for a child in need. The centre maintains a permaculture market garden, initially established during the Agribusiness Programme as a demonstration garden for training purposes. Having completed the five-year program, this ECD centre has now graduated.

Bright acknowledges that while her income seemed decent last year, she realised she might not have kept accurate records of all her fees. This oversight could have made her business seem less profitable than it is. Currently, Bright has 70 kids enrolled, with a waiting list, indicating high demand for her services.

☆☆☆

Complete

Complete

Complete

Complete



SIYABONGA

Siyabonga Creche, located in Pietermaritzburg is owned by Thengi Majozi. She enrolled in the ECD programme, and along with her teachers, she also joined our Food Security programme in 2020. Together, they ensure the permaculture garden at the school is well maintained. Like other ECD programme participants, her land was used as the demo garden for our Food Security programme and continues to fulfil the nutritional aspect of the ECD.

The infrastructure at Siyabonga required renovations and a shaded play area for the children. In 2024, all necessary improvements were complete. The teachers still receive support on the Grow App, and Thengi continues to benefit from ongoing principal training. Inconsistent payments from the Department of Education have posed financial challenges. But despite this, the ECD business has grown. In 2024, Thengi had 37 children in her school and could afford to pay salaries she had not been able to five years ago. School fees range from R250 to R350 a month. We believe Thengi has the power and the capacity to increase enrolments.

☆☆☆

Complete

Complete

Complete

Complete







EZIZAMELE

eZizamele Educare Centre holds a special place in Nokulunga's heart. Her grandmother founded it in the early 1980s, at Embali unit 14 Ezitendeni, as a no-fee creche. It was a safe place for community children to be supervised while their parents worked during the day. They would move the sitting room couches to make room for the children. After Nokulunga's grandmother passed away in 1999, her mother left her job as a clerk in a law firm and took over the ECD. Tragically, Nokulunga's mother passed away in 2010, leaving her, then working as a financial advisor at Metropolitan, as the sole person to run the ECD. In 2014, Nokulunga started working there full-time and enrolled as an ECD practitioner. She also pursued ECD NQF level 4 and 5, focusing on child development and wellbeing.

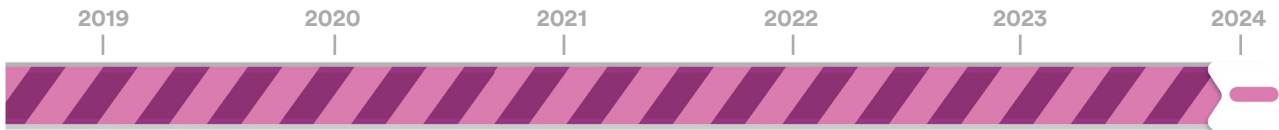
In 2018 Nokulunga wrote a proposal to Belgotex asking for assistance in structuring the centre. eZizamele became the first centre The Go Group worked with in Pietermaritzburg in 2019. Her 5th anniversary in the programme was celebrated in 2024. Despite many challenges and delays, she remained resilient and celebrated her 5th anniversary in the programme with the completion of her centre in 2024! eZizamele Educare Centre completed the Ndinagana inclusion training and maintains a thriving permaculture garden. This garden initially served as a demo for the Pietermaritzburg Food Security programme. The Department of Education subsidy payments improved, and with the new structure complete, Nokulunga could raise her fees to enhance business sustainability. In 2024, her fees ranged from R250 to R350.

☆☆☆☆

Complete

☆☆☆☆

Complete



ENTOKOZWENI

In 2019, Bonisiwe Gwala enrolled her centre, Entokozweni, in the ECD programme. The centre received 100% of the infrastructure input, completed the Ndinagana Inclusion training, and has an ongoing permaculture market garden developed as part of the Agribusiness Programme. We note that Bonisiwe needs to focus on marketing her centre to enrol more children. The centre is registered, but not receiving a subsidy yet. This ECD has now graduated.

☆☆☆☆

Complete

☆☆☆☆

Complete



INKANYEZI

Cynthia Cibane enrolled her centre in the programme in 2021. The infrastructure at the ECD is 100% complete, but due to challenges we experienced with Cynthia during our recruitment period, the permaculture garden has yet to be established. Regrettably, Inkanyezi was severely affected by the KZN floods, but repairs have been completed. The ECD has received the Ndinagana inclusion training, and business is steadily growing despite a few teething issues. However, there has been a decline in the number of children enrolled, resulting in less monthly income, and Cynthia still needs help managing her finances, marketing her centre well, retaining her teachers etc.

☆☆

Complete

☆☆

Complete



ZUZULWAZI

In 1997, Favourite Mbona founded Zuzulwazi Creche in her four-room house in Imbali Unit 3. Inspired to help vulnerable small children playing near a dumpsite close to her home, she started with 15 children in January 1997. The number quickly grew to 70 by February, causing her husband to construct a three-room plank structure behind their house to accommodate all the children.

Favourite faced financial challenges initially, providing two meals a day for the children at a cost of R30 per child. After registering the centre with the Department of Social Development, she received funding to support the children's nutritional needs. Within two years, a neighbour, impressed by Favourite's community work, generously provided a site for the creche to be built for free.

In 2021, Favourite's daughter Londiwe attended the The Go Group/Grow Open Day, leading to Zuzulwazi being selected for The Go Group ECD programme. As part of the programme, Favourite's eldest daughter took over the ECD's administrative responsibilities. The centre also hosted a Food Security programme and was used as a demo permaculture garden in 2022, providing healthy organic vegetable produce for consumption and sales.

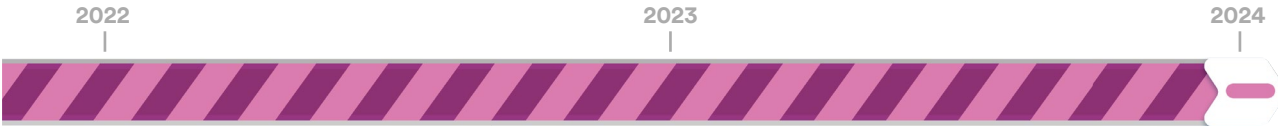
Since 2021, Zuzulwazi has received Ndinagana inclusion training for children living with various disabilities. The centre's infrastructure was completed within three years of joining the programme. Currently, the centre serves 52 children with school fees ranging from R400 to R500.

☆☆☆☆

Complete

☆☆☆☆

Complete









JOIN US IN SHAPING THE FUTURE

We seek like-minded partners to help us take this transformative work to the next level. Suppose you are passionate about early childhood education and want to be a part of this mission to make quality education accessible to all. In that case, we invite you to partner with us.

Let’s build a *brighter* future - one child at a time.





### 2025 EARLY CHILDHOOD DEVELOPMENT CO-FUNDING OPPORTUNITY

Join us in transforming Early Childhood Development (ECD) centres in and around Pietermaritzburg! We’re offering exclusive co-funding opportunities to create high-quality learning environments for life-long success.

**Help us transform 10 ECD centres in 2025! We’ve secured funding for 6 out of the 10 centres so far – we need R 1 000 000.00 more to reach our goal of doubling our impact in KZN for 2025 - 2030! Join us in making a lasting impact on Early Childhood Centres.**

**WHY CO-FUND WITH US?**  
**Tight Programme Agreement:** Be part of a reputable and well-structured small business programme, with clear expectations and support every step of the way.  
**Comprehensive Support:** From capacity building to infrastructure, we ensure the centre thrives. Inclusive growth: Empower caregivers to support children with disabilities and promote equal opportunities  
**Sustainable Impact:** The Centre will be supported in achieving both educational and financial sustainability milestones.

**WHAT WE OFFER:**  
**Educational Milestones:** Achieve key learning outcomes with a DBE approved, NCF aligned, play based curriculum implementation  
**Business Milestones:** Build a financially sustainable school with expert guidance  
**Infrastructure Investment:** Fund modern, safe and stimulating facilities.  
**Nutrition:** Provide healthy meals to support children’s growth and development.  
**Inclusion:** Specialized caregiver training and mobility aids for children with disabilities.

**WHO CAN JOIN?**  
Corporate entities, NGO’s, private investors with a desire to create positive change in early childhood education.



**For More Information**  
072 640 0060

**Get in touch by emailing:**  
Ranley.Sewduth@Belgotex.co.za

**Visit Our Website:**  
[www.thegogroup.org.za](http://www.thegogroup.org.za)  
[ECD Programme Video](#)

 The Go Group

 The Go Group

 The Go Group



We extend our heartfelt gratitude to our esteemed partners, whose unwavering support and collaboration have been instrumental in the success of this year’s annual report. Your dedication, expertise and commitment to our shared goals have truly made a difference. Together, we have achieved remarkable milestones, and we look forward to continuing this journey of growth and prosperity hand in hand. Thank you for your invaluable partnership.

REFERENCES

5.1. Aspen Institute. (2004). Theory of Change as a Tool for Strategic Planning. A Report on Early Experiences. Roundtable on Community Change, (May).

5.2. CAFOD. (2016). The Sustainable Development Goals - Action Towards 2030. Retrieved June 30, 2019.

5.3. Harrison, D. (2014). DGMT’s Theory of Change. Retrieved June, 30, 2019 from <http://dgmt.co.za>

5.4. The United Nations. (2015). Sustainable Development Goals. Retrieved 1st of July, 2019 from <http://www.globalgoals.org/global-goals/no-hunger/>

5.4. UNESCO. (2017). Poverty. Retrieved from <http://www.unesco.org/new/en/social-and-human-sciences/themes/international-migration/glossary/poverty>

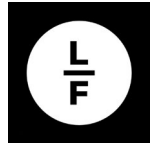
5.5. Shonaquip SE, (2018). Uhambo - Shonaquip Report for Belgotex.

5.6. The Greenlight Movement. (2021). The Approach. Retrieved from <https://www.greenlightmovement.org.za/the-approach/>



Thank you TO OUR PARTNERS

Belgotex™



## ANNEXURES

### PROGRAMME DESIGN

Contact us if you need assistance designing your programme. We have many templates and are able to put you in touch with many experts in the field.

	Pillar Task 1	Pillar Task 2	Pillar Task 3	Pillar Task 4	Pillar Task 5	Pillar Task 6	Outputs Task Completion Point	Outcomes End Result	Impact
		Pre-incubation Phase			Incubation Phase		Post Incubation		
Subtasks (Inputs & Activities)									
TCP (Outputs)									
Highest OI Level									
Measurement									
Red Flags									
Precautionary Measures									
Co-ownership Role									





Occupational Intelligence (OI) 7-POINT SCALE

Remember:

Being low on the OI scale at a specific task only reflects on your proficiency at that task, not on you as a person.

A0	A1	A2	A3
Dependent. Incompetent. <b>Non-responsive</b> to the task.	Dependent. Unconsciously incompetent. <b>Responsive</b> to the task but unaware of incompetence.	Dependent. Consciously incompetent. <b>Responsive</b> and aware of incompetence in the task.	Dependent. Competent within structure. <b>Response-able</b> and competent when operating in a structure.
B1	B2	B3	
Independent. Consciously competent. <b>Response-able</b> , without structure necessary to complete the task successfully.	Independent. Consciously competent. <b>Response-able</b> , competitive and fully competent.	Independent. Consciously competent. <b>Contributive</b> , novel and wise, driven by a greater purpose.	



This is intellectual property and may not be distributed without consent, © Copyright, A2B Transformation Movement.





BDO Verification Services (Pty) Ltd  
Broad-Based Black Economic Empowerment

Independent Socio-Economic Development  
Beneficiary Analysis

Belgotex Educational Foundation Trust

Address: 20 Chesterfield Road, Willowton, Pietermaritzburg, 3201  
Reg. Number: IT 000609/2015(N)  
Vat Number: N/A

This report is based on the information provided to BDO Verification Services (Pty) Ltd and is an independent opinion based on the validation and analysis performed as of date of issue. This is based on the gazetted Codes of Good Practice on B-BBEE. It is our opinion the contributions will lead to income generating activities for the intended beneficiaries.

Category: **PBO930052368**

Black Beneficiary Base: **100%**

B-BBEE SED Recognition: **100%**

Initial Issue Date: 23 February 2024  
Revision Date: (if applicable) N/A  
Expiry Date: 22 February 2025  
Verification Number: 27225.0  
Technical Signatory: Cara Fish

*Cara Fish*

This certificate is valid for 12 months from initial date of issue.

BDO  
Verification Services  
(Pty) Ltd

Johannesburg  
52 Corlett Drive,  
Wanderers Office Park,  
Illovo, 2196  
T +27 (0)10 590 7200

www.BDO.co.za

VKP2 SF4 Rev 4 SED Certificate  
Template ISSUED 18092019



BDO Verification Services (Pty) Ltd  
Broad-Based Black Economic Empowerment

Enterprise Development  
Beneficiary Analysis

THE GO GROUP FOUNDATION NPC

Address: 20 Chesterfield Road, Willowton, Pietermaritzburg, 3201  
Reg. Number: 2019/037800/08  
Vat Number: 4910310954

This report is based on the information provided to BDO Verification Services (Pty) Ltd and is an independent opinion based on the validation and analysis performed as of date of issue. This is based on the gazetted Codes of Good Practice on B-BBEE. It is our opinion the contributions will lead to income generating activities for the intended beneficiaries.

Category: **NPC**

Black Beneficiary Base: **100%**

B-BBEE ED Recognition: **100%**

Initial Issue Date: 22 May 2024  
Revision Date: (if applicable) N/A  
Expiry Date: 21 May 2025  
Verification Number: 27293.0  
Technical Signatory: Cara Fish

*Cara Fish*

This certificate is valid for 12 months from initial date of issue.

BDO  
Verification Services  
(Pty) Ltd

Johannesburg  
52 Corlett Drive,  
Wanderers Office Park,  
Illovo, 2196  
T +27 (0)10 590 7200

www.BDO.co.za

VKP2 SF4 Rev 4 SED Certificate  
Template ISSUED 18092019





## Contact Us.

WhatsApp Chatbot: 060 070 2265



CrissCross

The **go**  
Group