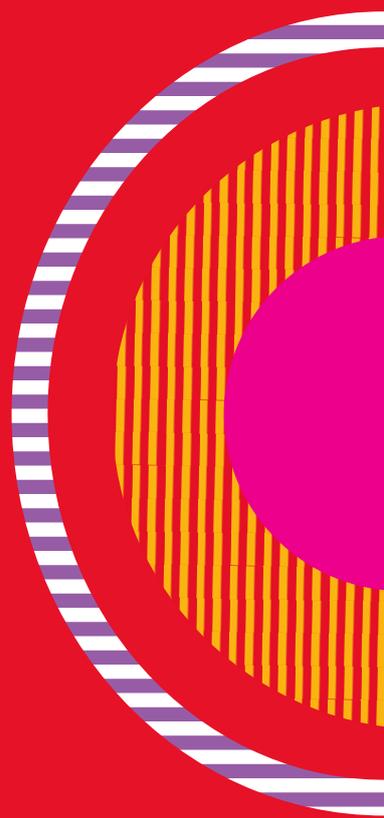




PROSPECTUS | 2021

Working
Towards | 20
25



ALONE IS HARDER,
TOGETHER IS BETTER

Anticipating a disrupted world with the possibility of “better”

For the first time in a hundred years, the world is focused on a common goal: beating coronavirus.

Getting “back to normal” is simply not feasible—because “normal” got us here. The crisis has shown us how deeply connected we are to others and planet, and has forced us as a nonprofit to revisit, rethink, and redesign our values and strategies. The pandemic presents both an enormous challenge but also a tremendous opportunity.

The 2030 Agenda and the United Nations Sustainable Development Goals (SDGs) are a ‘roadmap for humanity’. They encompass almost every aspect of human and planetary wellbeing and, if met, will provide a stable and prosperous life for every person, and ensure the health of the planet.



The pandemic has afforded us the time to do what was once almost unimaginable—stop. look. listen. Mindful that change is disruptive, especially in a sector like ours where accountability is mostly self-imposed, the process *must* be seen as a vaccine against the virus of irrelevance and possibly a slow death. Disruption is problematic; like innovation, it’s challenging to anticipate but seems clear in hindsight. What we cannot see, we cannot respond to. And because organisational strategy development is an inherently people-driven process, it is subject to bias and misinterpretation. After seven years, we have reached that inflection point of disruption - adapt or die.

WORKING TOWARDS 2025

Our journey towards 2025 started with a workshop held in early 2020 and was facilitated by Lorenzo Davids who emphasized the need to be constantly reimagining ourselves. And with our programs put on hold through the lockdown’s restrictive measures, we were able to spend time doing just that. Our reimagining process is a disruptive one - because it can be construed as degenerate or constructive and involves the following phases:

Phase 1 - Updating Website, Logo and Social Media

Our first stop on this journey was to create a new look that would visually tell our story. This was an opportunity to rebuild our website and to make it mobile friendly, and to evolve our color palette with emphasis on the shorten version of our name - **TUF**.

We have grown beyond the initial concept reflected in our four-figured logo representing the four projects. Our development now includes five projects offering a multifaceted and inclusive service approach. The strategy focused on the distinct nature of each project, while at the same time creating synergy with a “**U-Line**” connecting each project.

The rebranding phase is more than updating our logo, color palette and website. We went to our roots — revisited our why, our core values, our reasons to believe, and our impact strategy — to ensure alignment, continuity, and relevance to who and what we do. Very few things changed fundamentally but everything has been solidified. And, for the first time, we believe everything works together in concert and puts us in a much better position to be understood and to be known.

Launch date - 19 February 2021.

Phase 2 – Refurbishment of Building Units 1 & 2

- Unit 2 will be known as **Kreate Studio** and will be home to:
 - **Komani**, our reusable sanitary pad production facility.
 - Haberdashery store selling various homeware goods.
 - **The Green Project** - growing our own organic vegetables in a controlled environment and “greening” our waste, water, and electricity.

Kreate Studio will be fully operational from mid-March.

- The redesign of Unit 1 will be known as **The Hub**:
 - a completely new entrance.
 - increased mezzanine floor space to house the new ICT Lab. It is envisioned that the ultra-modern digital space will accommodate all aspects of digital learning, research, and development.
 - a new kitchen, toilet facility and reception.
 - an outdoor coffee space in the lane.
 - an outdoor green space for our beneficiaries to enjoy.

Completion date set for June 2021.

Phase 3 – Efficacy, Effectiveness and Efficiency.

- Board management
 - Implement a succession strategy
 - Appoint key personal
 - Develop systems for impact measurement
 - Strengthen internal leadership capacity

Please follow our **#OOH** for further progress reports.

Thank you for your generous support and for allowing us the opportunity to re-imagine ourselves.

CONTACT

For general questions regarding our work or job opportunities, please contact us via email: info@tuf.org.za

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