

Avocado Vision 2022 Impact Report



This report is compiled by Avocado Vision's internal monitoring and evaluation team.

"South Africa has way too many challenges for unemployment to be one of them"



Planting trees under whose shade we may never sit.

This Avocado Vision 2022 Annual Impact Report (AIR) provides an overview of our work during the 2022 calendar year. The report’s purpose is to share the overall performance of our partnerships and funded projects, key takeaways from these investments, and learning points that inform our work.

By the 31st of December 2022, Avocado Vision had executed fifteen projects in all nine provinces of South Africa, with a total of 42 999 individuals upskilled.

Avocado Vision is a proud level-1 B-BBEE value add partner
Avocado Vision (Pty) Ltd (2015 / 259879 / 07)

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Community Education

One of the starting points and biggest catalysts towards eradicating the triple challenges of poverty, inequality and unemployment in South Africa is financial literacy. At Avocado Vision, we understand this. Our community education programmes equip and enable individuals to make better decisions that can change their lives.



Charcoal Incubation Growth

The Green Business Value Chain programme continues to equip entrepreneurs with skills to establish and run efficient, sustainable, and profitable charcoal production businesses.



Bopa Mosadi Entrepreneur Development Programme

Avocado Vision embarked on an all-women business development programme in the North West province. The programme received rave reviews from participants.

About Us

27

Years

The number of years that Avocado Vision has been developing and delivering learning design, community education and enterprise development solutions across various sectors in South Africa.

484 929

Participants

We have trained 484 929 participants, with our short-term goal of reaching 500 000 participants in 2023 speeding closer. Every person who attends an Avo programme has the potential of using new knowledge and skills to make better decisions and live a bigger life.

1 000 000

Targeted participants reach in total by 2026

Avocado Vision prides itself in its grassroots-level reach, through our extensive network of hundreds of community training partners that understand the language, social issues, and context of the communities that we operate in. We would like to impact an ambitious target of **1 million participants** over the next five (5) years.

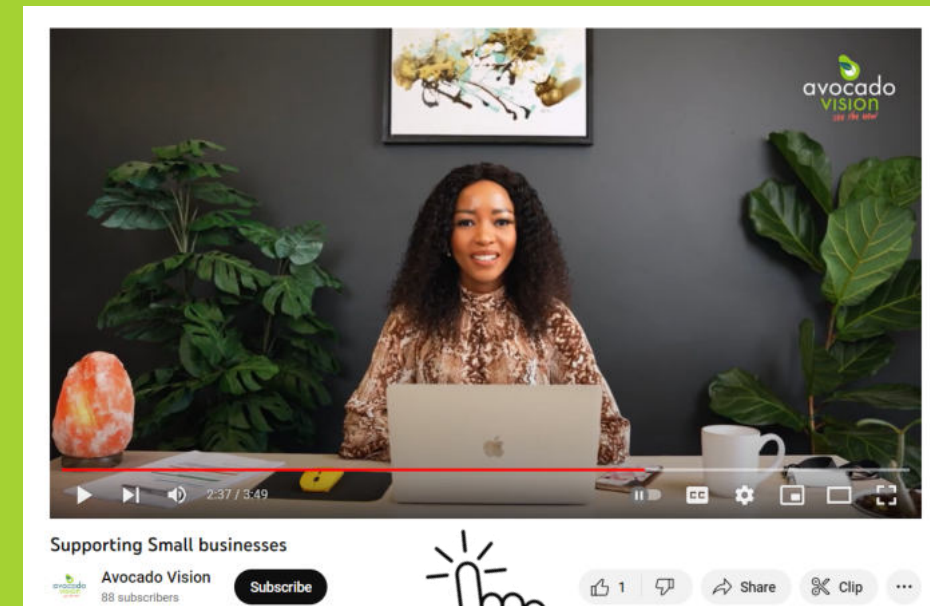
Avocado Vision Enterprise Pillars



Avocado Vision plays its part in addressing the triple challenges facing South Africa of poverty, inequality and unemployment through our core pillars of Housing, Early Childhood Development, Environmental, Unemployment and Financial Health.

About Avocado Vision

Equipping
Individuals to make
better decisions and
live **Bigger Lives**



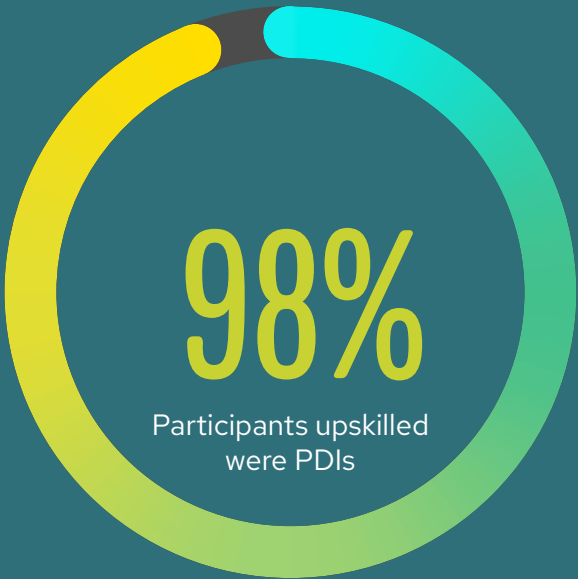
Board of Directors:

Henry Sebata (Managing Director)
Raelene Rorke-Clarke (Non-Executive Director)
Neil Campher (Non-Executive Chairman)
Soma Zaaiman (Non-Executive Director)

4-6 Skeen Blvd, Corporate Park, Bedfordview, 2008
Avocado Vision is a proud level-1 B-BBEE value add partner



Our call to action is far too great to be achieved alone



In 2022 Avo upskilled **42 184** previously disadvantaged individuals through our Community Education and Enterprise Development programmes.

Our focus on creating sustainable micro, small, and medium enterprises is critical to our mission of addressing South Africa's challenges of poverty, unemployment, and inequality. We are proud to say that we are on track to establish and grow an additional 1,650 MSMEs and at least 9,000 jobs by 2026.



42 999

Participants upskilled through Avocado Vision’s community education and enterprise development programmes in 2022.



25 774

60% Female participants.



127

New businesses empowered.



22 273

51% of Rural participants (Township and Peri-urban).

Avocado Vision is a training and development company which was founded in 1996. We saw the need to help businesses manage people and leadership challenges. For ten years, Avo has built an impressive portfolio of blue-chip clients and developed a range of strategic partnerships and innovative training solutions that help our clients reach their targets and deepen social impact beyond the bottom line. With a total of 484 929 participants nationwide, Avo has evolved from being a corporate training supplier to one of South Africa’s leading social impact organisations.



Making a Difference in South Africa

by Henry Sebata

Since 2009 Avocado Vision has trained 484 929 people and has supported 5 563 small businesses in South Africa. While it has taken us a decade to reach that many people, we believe our vision of touching an additional 450 000 lives by 2026 is ambitious but achievable.

During 2022, we trained 42 999 people and are aiming to train 50 000 more by year-end 2023. This drive for impact is necessitated by a desire to reach our goal of close to a million trained. We drive for greater scale through multiple delivery platforms, including digital. Avocado Vision is actively seeking new partnerships to help us achieve this mammoth task and will in the year ahead increase our communication and expand our impact partnerships to give life to that intention.

We have a dedicated focus on creating sustainable micro, small, and medium enterprises (MSMEs), critical to our mission of addressing South Africa's challenges of poverty, unemployment, and inequality. We are proud to say that we are on track to establish and grow 1 650 SMEs by 2026 with a resultant 9 900 jobs created, through our initiatives and programmes. We strongly believe that the impact will multiply as these businesses interact with and benefit adjacent value chains in rural and urban areas alike. I would like to acknowledge and thank our funding and implementation partners that have been instrumental in us achieving our goals and setting new more ambitious ones. It is your contribution that makes our mission possible through the shared values of addressing our country's key challenges.

We look forward to your continued partnership as we share the results of our past year's work herein, and to working together with you to continue to build a brighter future for South Africa.

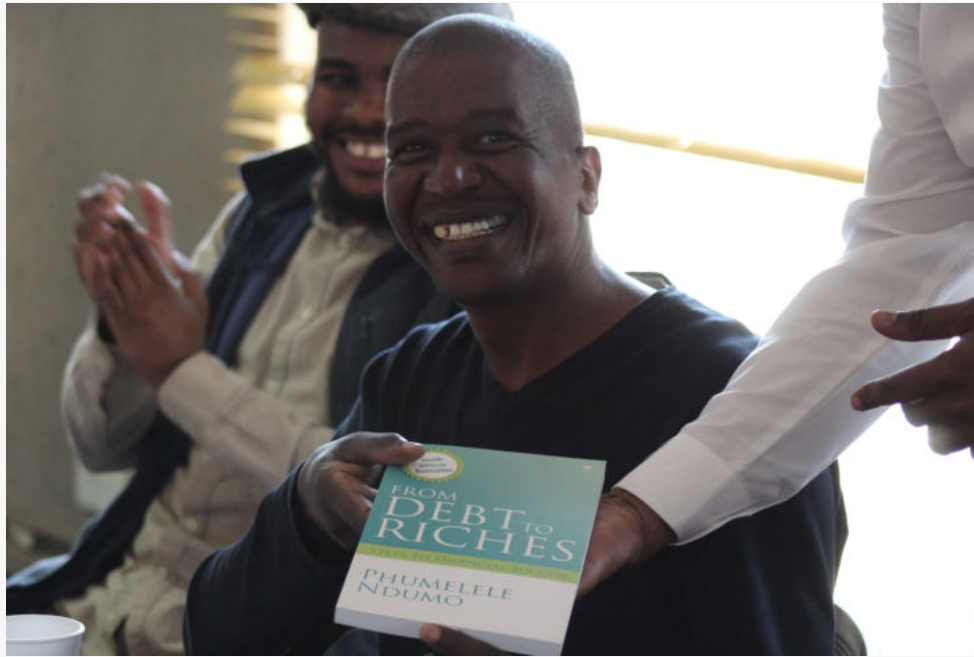


Gearing Up for Growth

The Avocado Vision team gathered in the North-West province in January 2023, to strategize and plan for the year ahead. Throughout the 3-day gathering, we participated in robust workshops and discussions that aimed to strengthen team dynamics, personal mastery and the culture of continuous improvement at Avocado Vision.

As a team, we reflected on the great task that lies ahead of us and are dedicated and excited to partner with organisations making a difference in South Africa and reach our ambitious goal of impacting our 1 million participants that enable individuals to live bigger and better lives and transform our country.

From top left to bottom right our Avo team comprises: Nelson, Gosego, Fisokuhle, Carla-Jo, Asanda, Henry, Leah, Zinhle, Aviwe, Harris, Khwezi, Lutendo, Neo, Khauhelo, Trevor, Stellah, Retsebile, Heather, Hanli, Mpho and Spencer.



Our Approach to Change

- 1. We Go There** – Avo prides itself on its ability to reach people in all types of contexts. From urban and rural to formal and informal.
- 2. National Reach with Local Relevance** – We deliver social projects with a national reach, working with fifty micro-enterprises to deliver training programmes in local communities.
- 3. Partnering Development** – We are committed to developing, rolling out and supporting our client's investments in training partnerships with SMMEs that deliver essential life skills and empowering impactful outcomes within communities.

Why We Do What We Do?

Many South Africans struggle financially due to unemployment, bad choices, and abject poverty. At Avo, we believe that financial literacy is key to unlocking economic participation, active citizenship, and wealth creation. Reaching clients of financial products and educating them in money matters before they make life-altering decisions, we stand the chance to improve their lives.

In 2022 our community education programmes reached 41 810 participants to present our in-depth programmes and Life Lessons on Managing Money.

599

Worksite participants in 2022

99%

Net Promoter Score

7

Community Education projects executed during 2022

70%

The proportion of participants reached in 2022 who were youth



Using Technology to Reach & Impact People

Due to the impact of the pandemic, the new normal of digital meetings and online access allowed us to design a solution that enabled us to reach every corner of the country. The digital programmes were well received, and we gained many new insights on content delivery, sharing platforms and related challenges, as well as improving our feedback, monitoring, and evaluation reporting.

Avocado Vision is humbled and grateful for the trust that our partners place in supporting our programmes which enables us to do this important work knowing the impact we achieve makes a real difference in thousands of people's lives.

Notable Highlights:

- › Trained 868 KwaZulu-Natal flood victims.
- › We sponsored a financial literacy session for residents in the community of Soweto during Money Smart Week.
- › Reached 12 183 participants via our digital programmes through platforms, such as WhatsApp, Zoom, and Microsoft Teams.

Unlocking economic participation, active citizenship and Wealth Creation.

“

It is amazing and helpful to be reminded about budgeting in difficult time of living

“

The whole session was an eye opener as I was not someone who budgets or saves. But going onwards I am going to have a monthly budget and I'm going to save

”

“

A fun and interesting course that made me see budgeting from a different perspective

”

“

Thank you for this lesson. Now we know what saving is and how much money we are spending on unnecessary things. Before spending money, we must set out a budget plan. This was a wake-up call

”

To learn more about our Community Education Programmes:
Hanli Buber (Account Director)
Email: hanli.buber@avovision.co.za

“Small businesses are not beneficiaries of benevolent funders, they are vital contributors to South Africa’s economy”



We are proud to work with enterprises that help solve sustainable development challenges in urban and rural economies.

Many of the small businesses Avo works with need strengthening in areas such as business acumen, market connections, or funding, to move into a more sustainable operational space. Our commitment is to the development of a more robust entrepreneurship culture, in which we can see challenges as an opportunity to support solution-oriented entrepreneurs.



Metropolitan KickStarz

The vocational skills acquired at school do not give young people the opportunity to venture into entrepreneurship with adequate financial and business literacy or ability.

The partnership between Metropolitan and Avocado Vision was established to bring financial and entrepreneurial skills training to disadvantaged young people.

The Metropolitan KickStarz development programme aimed to increase participants’ knowledge and understanding of the financial sector (products and services), and ultimately to enable these young people to make more informed decisions about their finances and lifestyle.

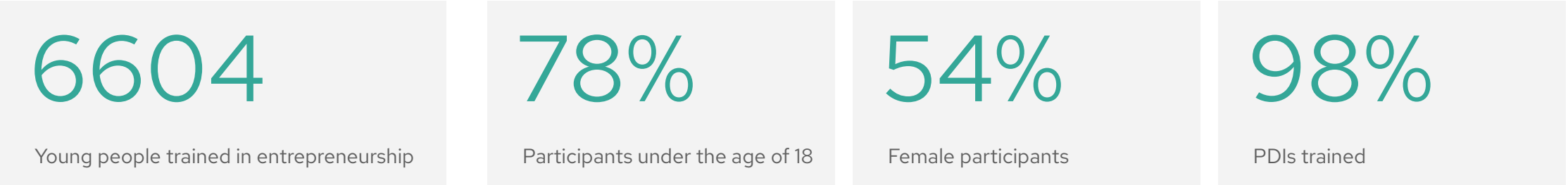


Bopa Mosadi Entrepreneur Development Programme

Bopa Mosadi is a Business Development Programme which is being implemented for selected women in Rustenburg, Ward 43, surrounding the Rainbow Chicken Ltd Foods (RCL) operation. The programme is aimed at providing support and training to twenty selected ‘Women-Entrepreneurs’ to create and build sustainable, profitable enterprises that will contribute to the personal and business growth of the participating businesswomen.

The programme provides training in core business competencies including financial knowledge; business management skills; and understanding personal mastery, which are all required for success.

Below is a brief snapshot of what we were able to achieve through the Metropolitan KickStarz programme:





Our uMaStandi Micro-property Entrepreneurs training programme with TUHF21-uMaStandi creates an exciting opportunity for aspiring property entrepreneurs. It offers a unique lending product that enables township homeowners, even in government-subsidized housing, to apply for mortgage funding to develop micro-property value rentals aligned with municipal bylaws.

uMaStandi allows entrepreneurs to unlock equity from their property. A minimum of 20% of the total project cost is required as the owner's contribution. Clients who already own an income-generating property within the uMaStandi areas of finance can “release equity” from the value of the existing property as an equity contribution for their project.

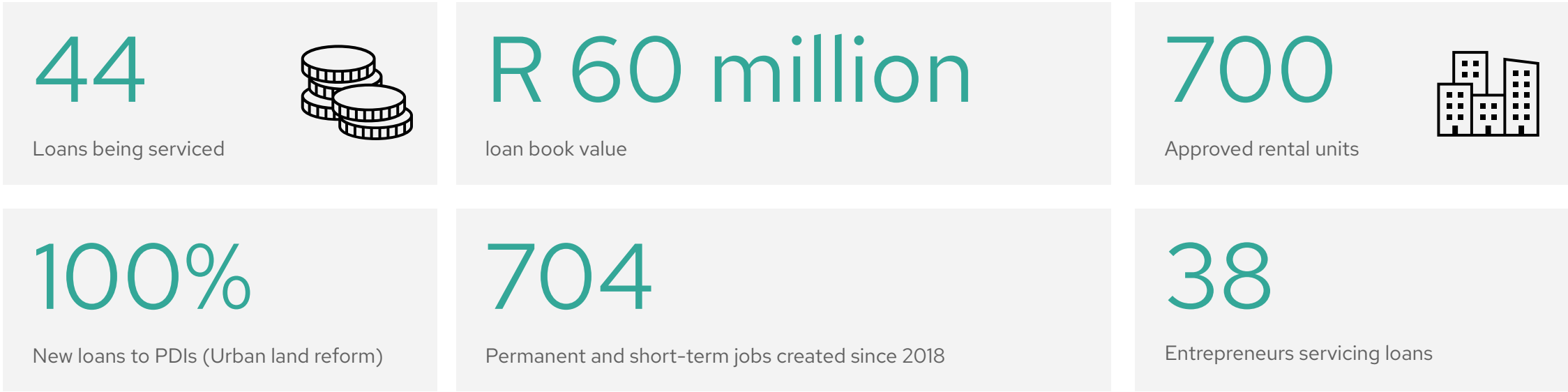
uMaStandi and Avocado Vision offer diverse training courses to assist entrepreneurs in their property journey. Our unique training approach supports entrepreneurs in discovering how they can use property to generate income. The objective is to get the entrepreneurs into the mindset of leveraging the homeownership asset to build a business that is related to that asset and enhances the value of that asset.

uMaStandi Progress (Micro-Property Entrepreneur Programme)

30% of the trained entrepreneurs are potential uMaStandi clients. We currently have 7 Submitted feasibility studies (First engagement to the loan facility) with a loan size of ± R1.3 million to R4.3 million according to uMaStandi portfolio manager loan disbursement. The 2022 Cohort is on a continuous cycle of support services as they engage the uMaStandi Portfolio manager and work on the property business initiation and set-up.

Below is a brief snapshot of the growth of the TUHF21-uMaStandi financial institution over the last couple of years:

Find out more about TUFH21-uMaStandi click on this link: <https://tuhf21.co.za/what-we-do/>



Learn more about the uMastandi Property Entrepreneur Programme

Mpho Mampuru (Business Development Associate)
Email: mpho.mampuru@avovision.co.za

*The data presented below is from the project’s inception to December 2022.



Charcoal Incubation Growth (Green Business Value Chain Programme)

The Artisanal Charcoal Production Incubator in Matatiele is an Industrial Development Corporation (IDC) funded initiative of Avocado Vision’s Green Business Value Chain (GBVC) division. It is aimed at helping start-up businesses and individual entrepreneurs to grow and succeed by providing them with business and technical training, coaching, mentorship, technical expertise, access to funding, and in some cases, working capital in the form of a grant or loan. The primary goals of the IDC Charcoal Production Incubator in Matatiele are (1) to equip entrepreneurs to establish (and efficiently run) profitable and sustainable charcoal production businesses; (2) a restored ecosystem.

18
New businesses established

40
New jobs created

81
Tonnes of charcoal produced

 15
Hectares of land cleared and treated

 30 million
litres of water saved from Alien and Invasive Plants and restored into the ecosystem

R 4,6 million
Funding was secured for entrepreneurs to start and maintain their businesses

This important project will continue into 2023. We look forward to increasing the sustainability and reach of this work with new entrants into the market and expanding its impact across other territories. We will continue to take South Africa’s massive Alien Invasive Plant opportunity and convert it into solutions that create new jobs, expand value chains in rural areas, and increase water security and its ecological and circular value add to communities and industries. We invite all stakeholders to join us in this challenge.

Enterprise Development

“South Africa has too many challenges for unemployment to be one of them”



To learn more about the Artisanal Charcoal Incubation Programme visit:
<https://sites.google.com/view/artisanal-incubation-programme/home>

Khwezi Cenenda (Director: Enterprise Development)
Email: khwezi.cenenda@avovision.co.za

At AvoVision, creating shared value is about examining the ways we are interconnected at a systemic level.

At Avocado Vision, creating shared value is about examining the ways we are interconnected at a systemic level. As a strategic development partner, we straddle the intersection between grassroots community and corporate environments. We are good at assembling networks made up of organisations and individuals who collaborate in addressing some of society's biggest challenges. We pride ourselves in being able to figure out how our unique focus areas, strengths, and contributions can work together to deliver real solutions across multiple sectors and disciplines. The many partners that we work with ensure that sustainable value is created for our communities, the natural environment, and our country's economy. We want to say thank you to the partners who worked with us in 2022.



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