



WILDHEARTS

FOUNDATION AFRICA NPC
PROSPECTUS

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OVERVIEW AND HISTORY

WildHearts Foundation Africa is a non-profit company and a registered Public Benefit Organisation, founded with support from WildHearts Foundation UK and corporate partners, Johnson & Johnson. Our mission is to empower schoolgirls across rural South Africa to stay in school and complete their education.

A key barrier to girls' education in the developing world is a lack of access to basic menstrual health products. Girls often drop out of school during their periods, missing up to 5 days of school every 3-4 weeks. The implications on their futures are severe. WildHearts is committed to addressing this. To date, we have manufactured and distributed over 100,000 reusable pads to schoolgirls between ages 9-18 from low SEM (Socio-Economic Measure) communities, vulnerable to period poverty. During the Covid-19 pandemic, we have supplied many women in all areas with washable, reusable sanitary pads.

The initiative empowers both school girls and local women. All personnel involved, from the Project Management team to the employees in our factory producing the pads, are women, resulting in our phrase, "For women, by women".

The factory in the province of Mpumalanga, South Africa is our 1st franchise and will play a vital role in scaling the initiative and expanding our impact. An instrumental partner in this initiative is Old Mutual Insure who sponsored the start-up of the very first factory, which is now profitable and sustainable.



PRODUCT OFFERING IMPACT

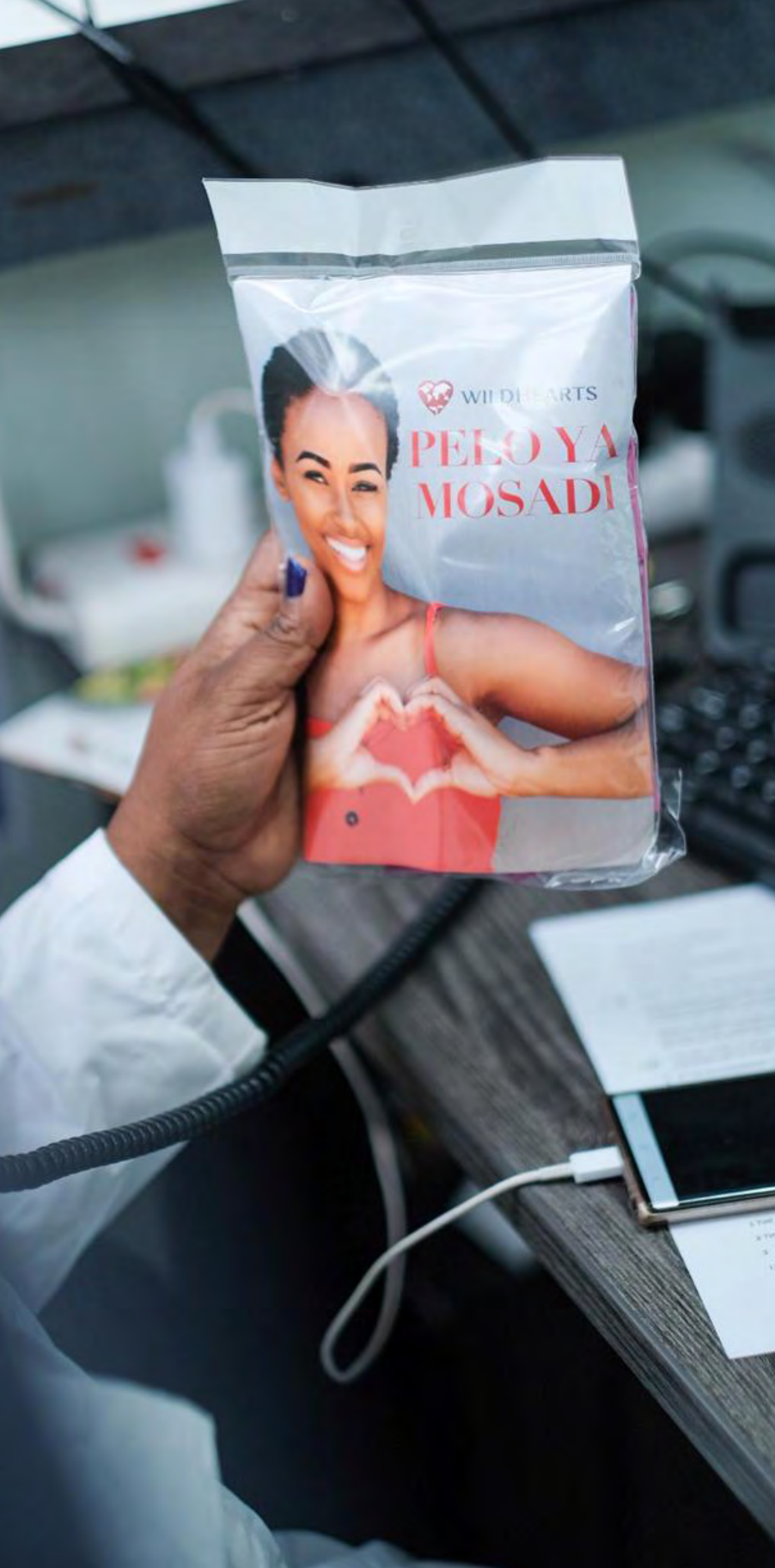
Our washable, reusable sanitary towels have been tested by the South African Bureau of Standards and are manufactured to the highest South-African compliancy standard, SANS 1812:2020. The industry is currently dominated by single-use products that are non-recyclable. We aim to change that. Our unique approach of creating washable, reusable sanitary pads which are designed to last 5 years with repeated use, are driving the development of sustainable products that are better for our environment. There are no harmful substances in our products.

Distributed in packs of five, our pads are made of five layers of organic cotton which includes an antimicrobial layer for hygiene purposes and an absorbing layer for heavy flow. Pads are distributed to girls in schools in both urban and rural areas alongside an extensive educational program that supports their correct use and maintenance.

SUSTAINABLE DEVELOPMENT GOALS

WildHearts Foundation Africa's work is aligned to the United Nations' Sustainable Development Goal framework. We champion reducing poverty, equality, good health and well-being, as well as creating decent work and economic growth.

We empower local women through valuable employment and local schools girls through the provision of washable, reusable pads that help reduce their absenteeism at school, ensuring they acquire a quality education.



OUR TRUSTEES

ERIC PETERSEN - CEO, The Document Warehouse

DR MICK JACKSON - Founder and CEO, WildHearts Group

VIRGINIA HENDRIKS - National Sales Manager, The Document Warehouse

DUMA NONGAUZA - Head of Corporate Procurement & Facilities, Old Mutual Insure

ANTONIA OAKES - Head of Customer Experience, Old Mutual Insure

COLIN DOWNIE - Sales and Partnerships Director, WildHearts Group



OUR BENEFICIARIES

Our beneficiaries are schoolgirls in rural areas of South Africa who cannot afford sanitary products. The distribution of sanitary pads has been shown to help keep girls in school. We distribute pads because we are passionate about supporting girls to complete their education.

HOW CAN YOUR ORGANISATION SUPPORT?

WildHearts invite your organization to participate in a Broad-based Black Economic Empowerment opportunity by sponsoring a factory to contribute to Enterprise and Supplier Development. Our factories support the local community with job creation opportunities and local schools, through the distribution of pads to school girls.

Join a network of organisations already transforming the lives of South African School Girls:

Sponsor a whole school (200 x 5 grades) = R180 000

Sponsor 5 schools = R900 000

Sponsor a factory (1600 packs per month x 12 months) = R3 456 000 (keep 12 people employed and distribution to 19 200 girls)

To learn more and speak to a member of our team, email: sales@wildheartsemb.co.za





DONATION – TAX DEDUCTION DEAL STRUCTURE

- (i) The WildHearts Foundation Africa is a registered Public Benefit Organisation – this implies that Corporate entities can donate cash that is tax-deductible.
- (ii) Under the South African tax law, a donation in cash from a corporate sponsor will lead to the equivalent deduction on their annual taxable portion due to be paid to the South African Revenue Services, SARS. A Section 18(A) certificate will be supplied to the corporate entities after a donation is received. This is the documentation required to submit to SARS to confirm that the tax-deductible donation was received by the Public Benefit Organisation.
- (iii) The donation by a corporate entity is limited to a maximum of 10% of the amount payable to SARS.

See definition of the donation allowed:

A bona fide donation is a voluntary, gratuitous gift disposed of by the donor out of liberality or generosity, where the donee is enriched and the donor impoverished. There may be no quid pro quo, no reciprocal obligations and no personal benefit for the donor. If the donee gives any consideration at all it is not a donation. The donor may not impose conditions which could enable him or any connected person in relation to himself to derive some direct or indirect benefit from the application of the donation.

As per the PBO Certificate issued by SARS, see exemption below:

1. The public benefit organisation has been approved for purposes of section 18A(1)(a) of the Act and donations to the organisation will be tax-deductible in the hands of the donors in terms of and subject to the limitations prescribed in section 18A of the Act with effect from 09 July 2019.
2. Donations made to or by the PBO are exempt from Donations Tax in terms of section 56(1)(h) of the Income Tax Act.



IMPACT

Primary Impact – Keep a Girl Child At School. A key barrier to girls' education in the developing world is a lack of access to basic menstrual health management. Girls often drop out of school during their periods, missing up to 4 days of school every 3-4 weeks. In South Africa, this issue is particularly prevalent. 1/3rd of girls in South Africa report dropping out of school during menstruation. The implications on their futures are severe;

- Uneducated girls are most vulnerable to trafficking and 3 times more likely to contract HIV.
- Women with secondary education marry later and have an average of 3 children. Uneducated girls are more likely to be child brides and have an average of 7 children.

A single year of primary education increases a girl's wages in adulthood by **20%**.

Over the past thirty years, had women been given equal access to education and employment opportunities, Africa's economies would have **doubled** in size.

Children of educated mothers are **twice** as likely to survive past the age of 5.

Ref: UNAIDS; USAID; UNESCO; UN Girls' Education Initiative; World Bank; UNESCO; United Nations Department of Public Information

This initiative helps to:

- Keep a girl child at school.
- Increase confidence in girls.
- Reduce drop off rate of school-goers.
- Improve educational performance (lower absenteeism).

Secondary Impact – Sustainability of female entrepreneur-led businesses.

- Providing valuable training and employment opportunities for at-risk women and girls.
- 80% of women in our first factory were on the Government Social Grant System.
- Sales support in the form of procuring pads for schoolgirls assists in ensuring production capacities are utilised and jobs are secure.



RISKS AND MITIGATION

- Monthly franchise quality audits in place to review quality and feedback loop in place to fix non-compliance.
- Trustee structure and reporting ensure all pads produced are traced with documentation is in place.

Other Quality Assurance:

- Fully tax and PBO compliant.
- Fully documented distribution governance.
- Testimonials from beneficiary schools.

WILDHEARTS MBOMBELA FACTORY

- 12 people employed - all women from low-income communities, 9 of them have recently come off social welfare grants (11 workers and 1 entrepreneur).
- 65,000 packs of pads produced to date.
- Manufacturing capability can extend to a range of manufactured products e.g. face masks and even hospital utilities such as sheets and scrubs.
- Sales letter of Intent by WildHearts Foundation Africa for the procurement of 19,200 packs over a 1-year period to be donated to disadvantaged schools in the surrounding rural area.



WILDHEARTS

BUSINESS FOR GOOD

Developed by Signature Support
for WildHearts Foundation Africa
(Registration no. 2018/522613/08)
(PBO reference number: 930065179)

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Join our growing network of partners and
transform lives across South Africa.

