# Advancement Portfolio

TSIBA

FUTURE BUSINESS LEADERS

## What is TSIBA

**TSIBA is a social enterprise comprising a Business School, Ignition Academy and an Education Trust, working together to return highly sought-after people and successful small business enterprises. We seek ambitious, purpose-driven people and emerging businesses who want to take South Africa forward.**

## Our Vision

To challenge the status quo of business education through a values-based approach to teaching and learning in a changing world.

## Our Mission

We invest in purpose-driven humans and emerging businesses who lead social change.


## TSIBA, Ndabeni

'The TSIBA Campus in Ndabeni, Cape Town offers the latest facilities and IT infrastructure, digitally equiped lecture theatres and green spaces symbolic of the interconnections between business and the environment.'

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# The TSIBA Social Enterprise

TSIBA BUSINESS SCHOOL

TSIBA Business School, is registered as TSIBA Education NPC with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. (Registration certificate no. 2007/HE0S/001).

TSIBA Business School offers accredited undergraduate and postgraduate business qualifications aimed at providing its students with a world-class and rewarding business education. Curricula are offered in high-engagement blended, face-to-face and digital formats complemented with experiential learning.

Access to learning is supported by generous tuition scholarships. At TSIBA, financial barriers to quality tertiary education are removed completely, with no fees payable where annual household income is less than ZAR 350 000.

The Business School holds education and access to it as catalysts to unlock the best of what people can be, and in turn, how this can transform our world and enable social justice.

TSIBA Business School is a member of the United Nations (UN) Principles for Responsible Management Education (PRME) and all TSIBA Business School accredited qualifications have Financial Sector Conduct Authority (FSCA) recognition.

TSIBA IGNITION ACADEMY

TSIBA Ignition Academy (Pty) Ltd is a for-profit development academy that specialises in vocational training and business development. The Academy offers high quality, customisable solutions that develop robust business skills in unemployed youth, employees and entrepreneurs

TSIBA Ignition Academy Skills Development and Enterprise and Supplier Development (ESD) solutions enhance Black Economic Empowerment (BEE) scorecard elements for organisations across all business sectors. All the Academy's high-impact interventions aim to close skills gaps, encourage professional development and drive meaningful supply chain transformation.

TSIBA EDUCATION TRUST

The TSIBA Education Trust was established in 2007 as a Broad-Based Black Economic Empowerment entity. It aims to secure the long-term financial sustainability of TSIBA beneficiaries and the TSIBA collective through equity empowerment transactions.

## Fast Facts

- TSIBA was founded in 2004 with a compelling vision to transition talented young people from unemployability into active economic citizenship and ethical purposedriven leadership.

- TSIBA provides access to accredited quality business education, leadership development and the opportunity for talented and ambitious young people to achieve a profound change to their future trajectory and that of the communities in which they engage.

- The TSIBA Social Enterprise comprises an accredited, not-for-profit Business School, a for-profit Ignition Academy and an Education Trust, working together to produce capable and purpose driven future business leaders.

- Tuition fees at TSIBA Business School are supported by generous tuition scholarships enabling fully funded high quality tertiary level business education. At TSIBA, undergraduate students pay only what they can afford, with no fees payable where fees are not affordable. This is social justice in action and the TSIBA commitment to investing in the future business leaders who will take South Africa forward.

- Since inception, TSIBA has awarded more than 9500 annual tuition scholarships to students who would otherwise have been unable to get access to higher education for financial reasons.

- Over 80% of TSIBA students are first-generation tertiary education entrants who aspire to transcend poverty and who have been raised in resource constrained communities.

- With a national youth unemployment rate of almost 60%, and how this shrinks to less than 7% when armed with a tertiary degree, TSIBA focuses on helping deserving and determined young people to gain access to quality tertiary education and to succeed therein. This is social justice in action and a deeply held commitment of TSIBA.

- 95% of TSIBA Business Bachelor of Business Administration (BBA) degree graduates are either employed or pursuing postgraduate studies.

- Eight TSIBA Business School graduates have been awarded Mandela Rhodes Scholarships, the most prestigious scholarship for postgraduate studies, three TSIBA Business School graduates are Kofi Annan Fellows studying towards Masters degrees in Europe, and two undergraduate students have been named as Alan Gray Orb is Fellows .

- Education has an incredible multiplier effect, providing returns for generations. Guided by this knowledge, TSIBA has held education as a catalyst to unlock the best of what people can be, and as a fundamental instrument to poverty alleviation.

- Philanthropists, TSIBA empowerment partners and individual contributors fund our investment in TSIBA students and entrepreneurs - as purpose-driven and ambitious young people who will take South Africa forward.

**Khwezi Jackson**
TSIBA BBA Graduate (2019)
Investment Consultant
10x Investments

I am in a job that I want because of the importance that was placed on knowing yourself. If I didn't know who I am or didn't have conversations about who I am I wouldn't be where I am today. I would be chasing money instead of doing what I am passionate about.

The TSIBA BBA degree exposes one to different aspects of the business and self. Leadership and self-development have enabled me to be able to be a team member and a leader when called upon. The subjects have also taught me how to manage work dynamics; have enabled me to be a well-rounded Investment Consultant with the ability to look at every client's holistic financial overview.

Why TSIBA?

To be honest; I never knew who TSIBA was until November 2015. I was provisionally rejected at UWC and UCT, but I did get accepted at Rhodes. My mother encouraged me to register at TSIBA. I did so to make her happy and not because I was sold on TSIBA. That soon changed after my first interview at TSIBA. I can't tell you what it was about TSIBA but after my first interview, I felt at home. By January when UCT and UWC accepted me I was the one doing the rejecting.

I spent 4 wonderful years at TSIBA and had the opportunity of working with international masters students from Hanze University. I had a taste at running two student businesses. I worked with international students in consulting small business entrepreneurs in Cape Town. I had the opportunity to spend some time in the wilderness in the first year and last year at TSIBA. Through TSIBA I was trained to stand and deliver presentations which has made me a better speaker. You don't only leave TSIBA with a degree but with knowing who you are and what you want to bring to the world.

**"Today I can say that TSIBA is one of the most hidden Secrets of higher education in South Africa"**

# Investment Opportunities with TSIBA

## Investing in the Fund for TSIBA

- The Fund for TSIBA provides the financial resources for the institution to function optimally as an Accredited Higher Education Institution. Investments here support the education, human resource and infrastructure capability necessary to provide quality education to our students.

- Operating costs for TSIBA include campus and information technology infrastructure, curriculum and remedial tuition, experiential student project work, learning materials, accreditation fees and on-campus extracurricular student support. Your investment in the Fund for TSIBA provides the platform upon which TSI BA functions, and effectively enables the institution to function optimally as an effective accredited higher education institution.

## Investing In Strategic Projects

- TSIBA remains cognisant of our continued relevance to ever changing social, industrial and education contexts. Your investment in strategic projects enables the ongoing development of the academic content and delivery mechanisms of the TSIBA curriculum as we continually strive towards providing cuttingedge, relevant education, through the provision of education enabling technology.

## Investing in Founders' Gift

- Founders' Gift aims at building sufficient financial resources for the outright purchase of the TSIBA campus. Ownership of such an asset significantly strengthens the TSIBA balance sheet, its financial sustainability and TSIBA's ability to achieve change long into the future.

## Investing In The Chairperson's Fund

- The intention of the Chairperson's Fund is to assist the most financially needy of our students whose continued studies at TSIBA is at risk as a consequence of their financial circumstances - with significant long-term consequences to themselves and their families.

## Investing In The Endowment Fund

- The TSIBA Endowment Fund is an aggregation of 'in-perpetuity' financial assets raised and invested in support of the long-term financial stability of TSIBA Business School. Investments in this fund are investments in perpetuity, and with the assurance that contributions will serve the interest of TSIBA Business School beneficiaries for as long as the institution continues to exist.

## Investing In The Green Campus Fund

- The Green Campus fund aims at the creation of an environmentally friendly, cost efficient, low carbon emission 'Green Campus', a campus which symbolizes people, planet and profit, and one which inspires business education in the context of the Global Sustainable Development Goals.

## Investing In Broad-Based Black Economic Empowerment Partnerships

- Since most TSIBA student beneficiaries are Black (African, Coloured and Indian) as defined within the South African B-BBEE (Broad-Based Black Economic Empowerment) codes TSIBA provides highly effective empowerment solutions to address each one of the five elements of the Codes of Good Practice.

**Saabirah Daya-Cajee**
TSIBA BBA Graduate (2019)
Digital Community Manager
John Brown Media S.A

Being the lover of poetry that I am, I always used the last stanza of Robert Frost's poem 'The road not taken' as a metaphor for my journey at TSIBA. It reads: Two roads diverged in a wood, and I— I took the one less traveled by, And that has made all the difference.

TSIBA teaches you to learn more about yourself through leadership and self development. I was asked to reflect on 'who am I' for the first time in my first leadership and self development class. It has since planted the seed of the person I have grown to become over the years.

I didn't become a student-number on a chair. I learned the importance of forming relationships and building networks that will help me grow. I had lectures and tutors that invested in my learning and development, I had sponsors and funders who assisted me financially to achieve my degree and I had an international mentor assigned to me to make sure I never feel as if I'm walking this journey alone

Not many people know about TSIBA Business School but I've been lucky to choose it over a public university as they differentiate themselves "in many ways. The investment in each and every student is what makes TSIBA different. I am confident in my abilities, I am a much more authentic individual than I've ever been and I'm equipped for the world of work".

**"TSIBA has equipped me with the necessary skills and tools I need for both the corporate world and becoming an entrepreneur"**

# Investing in the Fund for TSIBA

### What is the purpose of your investment in TSIBA operational funding?

Annual operating costs for TSIBA include campus and information technology infrastructure, curriculum and remedial tuition, experiential student project work, learning materials, accreditation fees and on-campus extracurricular student support. Your investment in the Fund for TSIBA provides the platform upon which TSI BA functions, and effectively enables the institution to function optimally as an effective and accredited higher education institution.

### What is the return on your investment?

Given the stark difference between a national youth unemployment rate of almost 60%, and how this number shrinks to less than 7% when armed with a tertiary degree, TSIBA has focussed on helping deserving and determined young people from at-risk communities gain access to quality tertiary education, and to succeed therein. Our unique, relevant and sustainable not-for-profit private higher education institution is becoming an academic institution of choice for increasing numbers of students. We are producing graduates who are also increasingly in demand for employers recruiting talent.

TSIBA effectively transitions young people from unemployability to becoming active economic citizens. When this occurs, the future trajectory of TSIBA graduates, their families, and their communities shifts in profound ways. Access to meaningful economic participation provides dignity and freedoms which extend beyond political democracy. This is social justice in action and is a fundamental driver of the work of TSIBA.

### How can you get involved?

Financial contributions through Corporate Social investment, Foundation and Individual Philanthropy fund the operations of TSIBA Business School. Your financial contribution, or donation-in-kind involves you directly in our work.

Almost all TSIBA students study on full scholarships. These include tuition fees and all associated annual operations costs to support students through a full academic year. Scholarship funding invests in specific TSIBA students who are academically sound and in financial need.

Claim your tax benefit - TSIBA Business School, registered as TSIBA Education NPC, is registered with SARS as a Public Benefit Organisation (PBO No. 930014613). All financial contributions made to TSIBA can be claimed as a qualifying deduction on organizational and individual annual income tax returns.

Leave a legacy through a bequest in your last Will and Testament to TSIBA Education NPC.

**'Investments in education have an incredible multiplier effect, providing returns for generations and a profound and direct impact on our students, their families and their communities.'**

# Investing In Broad-Based Black Economic Empowerment Partnerships (B-BBEE)

## What is the purpose of your investment in empowerment partnerships with TSIBA?

The purpose of empowerment transactions is to enable the transition to economic democracy in South Africa. Since most TSIBA student beneficiaries are Black (African, Coloured and Indian) as defined within the South African B-BBEE codes TSIBA provides highly effective empowerment solutions to address each one of the five elements of the Codes of Good Practice.

## Ownership:

The TSIBA Education Trust was created with the primary objective of building an endowment to secure the long-term financial sustainability of TSIBA student beneficiaries. To achieve this goal, the Trust is focused on establishing a select number of mutually beneficial strategic partnerships. The named beneficiary of the Trust is TSIBA Education NPC, an association incorporated under section 21 of the Company's Act (Reg. no 2004/005126/08). The Deed of Trust stipulates that all economic benefit derived in the entity shall be utilised solely for the benefit of the black students of the school, pursuant to the Codes on B-BBEE. Accordingly, the Trust qualifies as a "black entity" in terms of the Codes.

## Skills Development

In the revised B-BBEE codes the definition of beneficiaries in the Skills Development element has been expanded from employees to include expenditure more broadly on "unemployed black" people. Since TSIBA is a registered and accredited education institution, and our student beneficiaries are not yet employed and black as defined by the revised codes, all tuition scholarships or bursaries for TS I BA students now qualify for Skills Development expenditure - and may be channeled via Bursary and Learnership funding to TSIBA.

## Enterprise and Supplier Development

Operating in parallel with our educational offerings TSIBA provides a range of Enterprise and Supplier Development (ESD) Programmes to micro, small and medium sized businesses. These programmes are supported through the TSIBA Ignition Academy as a recognised third party provider of ESD services and solutions.

## Socio-Economic-Development (or Corporate Social Investment)

98% of TSIBA Education beneficiaries are Black (African, Coloured and Indian) as defined in the B-BBEE codes . This affords TSIBA Social-Economic Development recognition of 100% in terms of the Broad-Based Black Economic Empowerment Act No.53 of 2003. Please find attached a copy of our Beneficiary Certificate.

# Investing In The Chairperson's Fund

### What is the purpose of your investment in the Chairperson's Fund?

The intention of the Chairperson's Fund is to assist our students in clear financial need, and especially those students whose continued studies at TSIBA are at risk due to the financial circumstances in which they find themselves. There are significant long-term consequences for our young people who have to leave TSIBA Business School before graduating, not only for themselves, but also for their families.

To support this appeal, TSIBA Board Chairperson Professor Abrahams, established the fund and made the first donation in her personal capacity, demonstrating her deep commitment to our students, and with the intention of inspiring other TSIBA supporters who have the resources and willingness to support this campaign.

The proceeds of the Chairperson's Fund cover short-term study costs, including access to data on which our students are now critically dependent as we continue to support remote learning., The fund also helps students in need, with their basic living expenses such as food and accommodation.

As a private higher education institution, TSIBA does not qualify for the free, or reverse-charge data offered by some providers to public universities in South Africa, notwithstanding that we are registered as a not-for-profit entity. Access to data is a key component of social justice and access to education, which TSIBA strives to achieve. Unfortunately this also comes at unanticipated and significant cost.

### What is the return on you investment?

TSIBA's support to students extends beyond full-tuition scholarships. We have on-site support staff to provide counselling to students experiencing emotional, learning, relational or contextual challenges. Student wellness initiatives such as workshops, mentorship, Paying It Forward activities and mindfulness training help students remain physically and mentally healthy.

Experience and research also indicate that students can only perform their best when they are not in financial or emotional distress. It is our pledge to intervene and support where we are able to. Your donations to this fund effectively enables TSIBA to keep the most financially distressed students in their studies and on track academically.

### How can you get involved?

- Enquire about how you can support the TSIBA Chairperson's Fund
- Achieve your Corporate Social Investment goals through investments in the TSIBA Chairperson's Fund
- Leave a legacy through a bequest in your last Will and Testament.

## Investing In Strategic Projects

### What is the purpose of your investment in TSIBA strategic projects?

Beyond operational funding, TSIBA remains cognisant of our continued relevance to ever changing social, industrial and education contexts. Your investment in strategic projects enables the ongoing development of the academic content and delivery mechanisms of the TSIBA curriculum as we continually strive towards providing cutting-edge, relevant education.

A focus on strategic projects enables access to evolving economic skills requirements and the development of future citizens and business leaders who will understand the interdependencies of business, society and environment for a sustainable future. TSIBA strategic projects enable ongoing relevance of our academic offerings to developments of economic needs and long-term sustainability.

### What is the return on your investment?

Whether we ensure our students study in the best physical environment possible, seamlessly study online when access to our physical campus is limited, or engage in international and local curriculum projects, our strategic imperative is to put our students at the centre of what we are doing. It is incumbent upon TSIBA to offer curricula which equip our students with the relevant technical and human skills to pursue postgraduate studies and to thrive in the digital age as employees, entrepreneurs and as leaders in a sustainable world. Funding to strategic projects builds the future through the development of forward thinking, caring and intelligent business graduates.

### How can you get involved?

- Enquire about ongoing and planned strategic projects and how your own strategic funding imperatives may align with ours.
- Bring your own expertise to our strategic projects. TSIBA actively collaborates with strategic partners to realise optimal conceptual thinking, planning and delivery of those projects to strengthen our impact and relevance.
- Claim your tax benefit - TSIBA Business School, registered as TSIBA Education NPC is registered with SARS as a Public Benefit Organisation (PBO No. 930014613). All financial contributions made to TSIBA can be claimed as a qualifying deduction on organizational and individual annual income tax returns.
- Achieve your Corporate Social Investment (CSI) investment with TSIBA strategic projects.
- Leave a legacy through a bequest in your last Will and Testament to TSIBA Strategic Projects.

# Investing in Founders' Gift

## What is the purpose of your investment in the TSIBA Founders' Gift

Founders' Gift is a campaign which aims at building sufficient financial resources for the outright purchase of a TSIBA campus. Ownership of such an asset significantly strengthens the TSIBA balance sheet, its financial sustainability and its stability to achieve lasting change.

The realisation of a fully TSIBA owned campus would serve to:

- Significantly enable the reach of TSIBA to more than 1000 fully funded students in-studies annually through a blended, digital-on-campus pedagogy, a learning approach which has proven successful thus far.
- Create long-term financial stability. A fully owned campus significantly decreases annual operational costs in terms of rental, and creates potential for alternative income generation, thereby releasing funding to the development, enhancement and expansion of TSIBA faculty and programmes.
- Release funding for investment in digital resources and infrastructure to prepare TSI BA students for the digital economy.

## What is the return on your investment in Founders' Gift?

- The education and development of ethical, purpose-driven and fully prepared young future leaders in South Africa
- The achievement of Global Sustainable Development Goals in education.
- The long-term financial stability of TSIBA

## How can you get involved?

Naming rights are offered to partners and friends making significant investments in the Founders' Gift campaign. We invite you to support the vision of the Founders' Gift to raise funds for a forever TSIBA!

# Investing In The Endowment Fund

The TSIBA Endowment Fund is an aggregation of 'in-perpetuity' financial assets raised and invested to support the long-term financial stability of TSIBA Business School. Investments to this fund are investments in perpetuity, with the assurance that contributions will serve the interests of TSIBA Business School beneficiaries for decades to come.

### What is the purpose of your investment in the TSIBA Endowment Fund?

Annual revenues fluctuate over time with changes in donor cycles, the economic circumstances of financial partners, and enrollments to fees-paying programmes. The TSIBA Endowment Fund provides stability throughout fluctuating cycles and allows us to invest in projects specifically targeted to build financial sustainability.

Each year, a portion of the interest earned by the TSIBA Endowment Fund is paid out to finance the annual operating budget of TSIBA Business School and/or strategic projects. Appreciation of the capital amount in excess of its annual distribution is retained and invested for long-term growth, as we remain mindful of continued support needed for future generations of TSIBA students.

### What is the return on your investment?

Contributions to the TSIBA Endowment Fund guarantee the continued existence and work of TSIBA in perpetuity. The fund provides financial stability and a platform for continued impact in bringing young people into economic citizenship and purpose-driven leadership, and extends beyond the physical life of endowment donors.

### How can you get involved?

- Leave a legacy through a bequest in your last Will and Testament to the TSIBA Endowment Fund.
- Specify personal and corporate dividend and equity sharing to the TSIBA Endowment Fund.
- Enquire about naming rights for substantial contributions to the TSIBA Endowment Fund.
- Achieve your Corporate Social Investment impact targets through an investment in the TSIBA Endowment Fund.
- Vest shares and equity holdings to the TSIBA Endowment Fund

# Investing In The Green Campus Fund

## What is the purpose of your investment in the TSIBA Green Campus Fund?

The Green Campus fund aims at the creation of an environmentally friendly, cost efficient, low carbon emission 'Green Campus', a campus which symbolizes people, planet and profit, and one which inspires business education in the context of the Global Sustainable Development Goals.

Our strategy is to remain increasingly relevant in the higher education space, to enhance our offerings, and to ensure that TSI BA graduates have the necessary values, attitudes and skills in a changing business landscape. TSIBA is very aware of the importance of our physical context and the influence of the campus environment on our students, as well as our commitments as a member of the United Nations (UN) Principles for Responsible Management Education (PRME).

Inspired by a 500-year-old milkwood tree on our new campus, we have created and developed a beautiful garden which is the beginning of a greening process to teach and practice environmental sustainability. Green spaces with lawns, shrubs, trees and the shade they give are not familiar to most South African students in their home communities. A green campus will provide the context for us to teach respect and appreciation for the natural environment. The threats of pollution and climate change compel us to give TSIBA Business school students perspective on the crucial connection between business practices and the environment.

## What is the return on your investment?

As our society becomes increasingly vulnerable to climate change, we urgently need to develop future business leaders who understand their roles as stewards of our natural resources. An investment in our Green Campus Fund will enable us to develop a campus which inspires environmental sensitivity and to provide student educational interventions specifically on the development of environmental ambassadors among our student and graduate population.

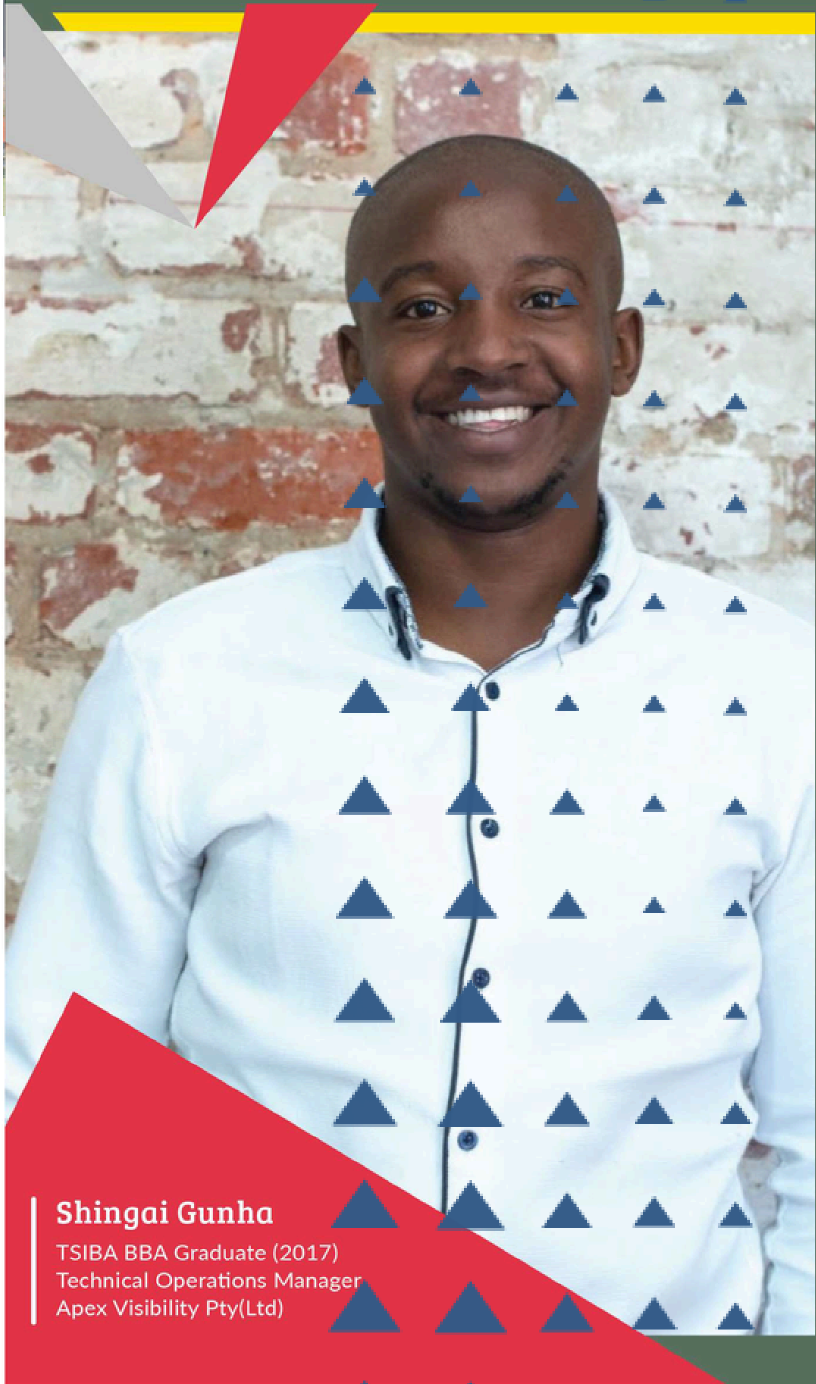
An organic, aesthetically beautiful green campus is becoming an integral aspect of our curriculum. Sustainability of our environment for our future is essential in today's world of work, and we are working at creating business leaders who understand and appreciate sustainability in its broadest sense.

Initiatives such as workshops, mentorship, Paying It Forward activities and mindfulness training help students remain physically and mentally healthy.

Experience and research also indicate that students can only perform their best when they are not in financial or emotional distress. It is our pledge to intervene and support where we are able to. Your donations to this fund effectively enables TSIBA to keep the most financially distressed students in their studies and on track academically.

## How can you get involved?

- Fund one of our Green Campus projects.
- Fund educational interventions to develop environmental ambassadors.
- Fund other green areas TSIBA is building in the communities we support.
- Volunteer to work in one of our gardens.
- Align your organisational environmental projects and investments with the TSIBA Green Campus Fund.



Shingai Gunha
TSIBA BBA Graduate (2017)
Technical Operations Manager
Apex Visibility Pty(Ltd)

My ability to fit in and create deep relationships with the other students was accelerated during the orientation camp when I started at TSIBA, thus allowing me to be who I was without fear of any judgement from day one. This made it easy to focus on the studies rather than focusing on makingfriends or trying to fit in.

While bursaries and scholarships were an option from other universities. TSIBA's inhouse scholarship programme guaranteed me the safety of knowing that my studies won't be compromised should those funding me pull out. TSIBA's scholarship programme is 100% aimed at ensuring that the student it supports makes it rather than only ensuring that the fee is paid for the agreed time. This gave me comfort to know that as much as I was to finish in a specified period, I could also communicate personal situations which hindered my ability to perform well and get advice directly from the people funding my education.

**Leadership and Campus Involvement:**

At TSIBA, leadership is integrated into all our programmes. In 2015, myself and 4 other TSIBA students started a Microfinance NPO; called Masiphumelele Community Innovators (MCI). MCI provided financial and asset loans to entrepreneurs within the economically disadvantaged communities in Cape Town. MCI also provided constant business mentorship to those entrepreneurs in an attempt to ensure enhanced sustainability of their business ventures. I was also an active member of Enactus TSIBA and the Black Management Forum (BMF), both of which yielded great project management experiences.

**"TSIBA has got this family orientation that surrounds its student culture"**

TSIBA

BUSINESS SCHOOL

www.tsiba.ac.za