

Betty O'Donoghue Foundation

Business Plan

30 April 2020



The Betty O'Donoghue Foundation (The Foundation) was established in 2019 to continue the work that Betty did during her teaching for the League over for more than 50 years.

Foundation Objective

The main objective of the Foundation is to establish classes in lower resourced areas, and train new League teachers from less privileged backgrounds. These new classes will grow the League and provide for women that have historically been less catered for. In most cases, these new classes will start as non-fee paying classes with The Foundation paying the teacher and venue.

Foundation Aims

- To financially support the training and teaching of selected women for the Fitness League and Extend;
- To promote positive critique and synergy between the Fitness League centres as well as between teachers;
- To inform the public and potential clients of the services that are offered by the Fitness League South Africa.

The Foundation Team

The Foundation team is comprised of four Committee members and Honorary members

- Bridget O'Donoghue
- Cally Richardson
- Manuela Watson
- Alexandra O'Donoghue

Please contact the Foundation if you are interested in the Foundation's work. We would love to hear from you.

Finances

- The Foundation is a non for profit organization
- The Foundation runs on donations of time, resources and money as well as fund raising
- Funds raised for The Foundation are used to:
 - Train teachers who do not have the means to pay for training
 - Pay teachers to teach in lower income areas
 - Purchase equipment for Foundation classes and pay for class venues when necessary

Annual Needs

It is predicted that as the popularity of the Foundation increases so will the financial needs increase to pay for additional teaches, classes and associated materials.

Fundraising

The fundraising of the Foundation aims to make R 22 000 (twenty two thousand rand) in its first year. From this it is focused on increasing this amount by R 10 000.00 (or more) per annum. These increased funds will be to pay for additional classes being taught by new and current Foundation teachers.

Annual fundraising events are conducted and are likely to include:

- Afternoon tea and raffle events
- Fun walk
- Fitness League events
- Sponsorship and donations
 - Once off or monthly debits
 - Donation campaigns can have a theme:
 - Example: Instead of your weekly take away coffee donate R120.00 per month towards a Foundations teacher's class salary.

Fundraising Success Chart

2019 Goal Met?	2020 Goal Met?	2021 Goal Met?
R 22 000.00 Yes	R 32 000.00	R 42 000.00

Marketing

Marketing is essential to the success of the Foundation. Reaching a growing audience and extending the objectives and aims of the Foundation is key to its long term, sustainable success.

Focused marketing for the Foundation to date will be:

- Fitness League Social Media (website and Facebook page);
- Word of mouth;
- Magazine and newspaper articles;
- Radio interviews.

Training Teachers

Training teachers is one of the core objectives and aims of the Foundation. The Foundation would like to focus on training teachers from the Foundation Classes, should there be viable candidates. Aim to train 3 women every 2nd year funded by the Foundation if required.

Progress 2019

The Foundation achieved the following progress during 2019:

- Training Pleasance Manhamo as an Extend Teacher;
- Teaching weekly Extend classes in Langa and Masiphumelele to approximately 70 elderly people;
- Teaching bi weekly classes at Langa High School to approximately 20 teachers and scholars.

This is a living document, dated 28 April 2020 and approved by the Foundation's Committee on 30 April 2020.

