



We Share,
Eat, Dream
together

WEAR YOUR BRAND

EMPOWERING UNEMPLOYED **ACCOUNTING**
GRADUATES THROUGH THE
WALK-2-WORK (W-2-W) PROGRAMME

A Wear Your Brand Foundation Project

2020/469948/08 | PBO No: 930079838



**stimulating rural
and township
economies**



**job
creation**



**entrepreneurial
development**

ABOUT US

The Wear Your Brand Foundation, is a Public Benefit Organisation (PBO), that recognises the significant economic potential within the township and rural market. We're dedicated to addressing the unemployment crisis by fostering a culture of entrepreneurship, particularly within underprivileged township, rural, and informal economies - a sector that is estimated at R178 billion rand. With over 4000 SMMEs in our network, we collaborate with private and public industries to support these communities, aiming not only to create jobs but also to stimulate economic activity and contribute to the Sustainable Development Goals of:

- Eradicating Poverty
- Quality Education
- Decent Work and Economic Growth

Our organisation is committed to providing support to individuals at various stages of their accounting journey, from startup level consultancies to becoming financially sustainable Small, Medium, and Micro Enterprises (SMMEs). Our focus lies in facilitating meaningful job placement and absorption through initiatives like our Walk to Work Graduate Employment Program.

OUR PILLARS

*Corporate
Brand Identity*



*Structural
Support*



*Funding
Facilitation*



*Business Planning
Engagements*



*Business
Compliance*



*Market Access
Facilitation*



*Entrepreneurship
Skills Development*



*Business Information
Dissemination*





ORGANOGRAM

BOARD



PRESIDENT



EXECUTIVE

CFO



CSI & Partnerships

Monitoring & Evaluation



Media & Communication



Marketing & PR

Publication

Corporate



Legal

Human Resource

Copy-write & Research

Programs & Projects



Youth Development Manager



Township & Rural Economies Manager



THE WALK-2-WORK (W2W) UNEMPLOYED ACCOUNTING GRADUATE PROGRAM

The Walk 2 Work program is a 12-month initiative addressing the critical shortage of accounting skills in township and rural communities, while simultaneously fostering graduate employment and business development.

Program Overview:

- Township and rural unemployed accounting graduates are trained in accounting systems and processes by the Wear Your Brand Foundation.
- Trained graduates offer back-office accounting services to township and rural businesses within walking distance of their community thus the name Walk-2-Work.
- It empowers graduates within their own communities and aids local businesses thrive.

Benefits to Graduates:

- Gain practical experience in accounting while up-skilling their qualification.
- Opportunity for mentorship and coaching from SMPs.
- Qualification for big accounting body exams (SAICA, SAIPA, CIGFARO).

Benefits to SMPs:

- Opportunity to train their own labor force.
- Easier adoption of graduates who complete the program.
- Access to a pool of skilled graduates with practical experience.
- Graduates bring at least 10 of their back-office work clients when absorbed by the SMP.

Impact on Township and Rural Businesses:

- Increased annual turnover due to improved back-office accounting.
- Sustained quality of jobs.
- Promotes enterprise development within the township and rural market.

Funding Opportunities:

- Accounting bodies are encouraged to fund the program as it bridges the gap between unemployed accounting graduates and completing their articles. Furthermore the programme stimulates the local township and rural economy, estimated at R178 billion of untapped money and potential tax compliant clients.





W-2-W GROWTH CYCLE #CK | #CV

UNEMPLOYED ACCOUNTING GRADUATES



Graduates are trained in accounting systems and processes by WYBF.

ACCOUNTING BODY

Increase in exam boards pipeline thus increasing membership for accounting bodies

Graduate township and rural SMME clients become SMP clients.

Township and rural SMMEs become graduate clients
Increasing township and rural accounting entrepreneurship

#CV

#CK

TOWNSHIP & RURAL SMMES

Township and rural SMMEs receive back-office accounting services from a skilled graduate, thus increasing SARS compliant SMMES.

- Increase in Net profit from efficient book-keeping.
- Quality Job creation & sustainable enterprise development.

SMPS

SMPs receive an improved staff cohort that they have already trained as they absorb mentored graduates.

Graduate receives mentoring and coaching by qualified practitioners.

EXPERIENCE

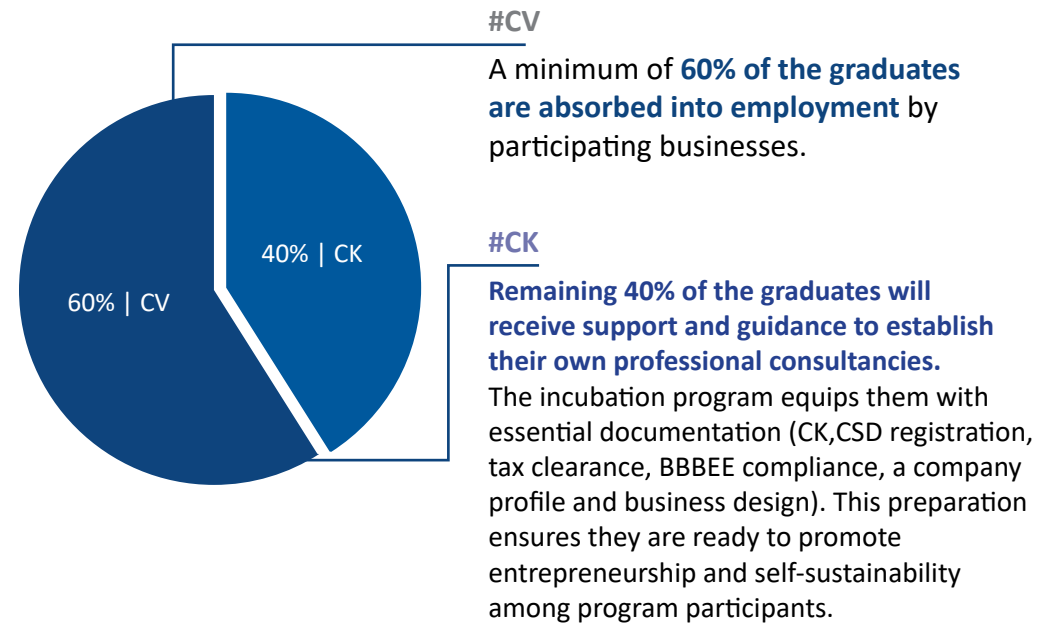
The W2W model has been successfully Implemented through partnership with EThekweni Municipality member companies.

SKILLS DEVELOPMENT TRAINING:

WYBF is affiliated with accredited institutions and training SETAs, that enables us to facilitate Skills Programs such as Walk-2-Work. We offer the W-2-W program as both a learnership and a Short Skills Program tailored to township and rural businesses and unemployed Accounting graduates from township or rural communities.

BUSINESS TARGETS:

- *Profitable Sectors:* Focusing on profitable township and rural retail, manufacturing and agri-processing sectors.
- *Labor Demand:* Targeting sectors with higher labor demand.
- *Goal:* 2500 businesses sustainable.
- *Employment Impact:* 500 new job opportunities.



PREVIOUS AND CURRENT PARTNERS



PROGRAM USP

Our unique skills development program taps into township and rural economies. We pair graduates with local SMMEs, focusing on three goals:

1. To operate within the often-overlooked township and rural communities that the graduates live close to.
2. Ensuring compliance through skilled bookkeeping and compliance practices to ensure formalisation of the R178 Billion informal economy
3. Providing graduates with hands-on experience, mentorship, and the opportunity to further their qualifications, including registering for membership for accounting bodies membership.


EXIT STRATEGY FOR GRADUATES:

- **Exit Strategy - #CVorCK:** WYBF's W-2-W programme includes an exit strategy named #CVorCK.
CV = Facilitation of job placement for graduates within partnering corporations.
CK = Guidance for graduates opting to establish independent businesses.
- **Incubation Program:** Business founders are incubated within WYBF's program for an additional 12 months.
- **Active Economic Participation:** Dual approach ensures active participation of graduates in the mainstream economy.





CONTACT DETAILS

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