



## **STRATEGIC PLAN**

### **2023-2028**

**C.L.S.A.GLOBAL NPC**

**T/A CELEBRATE LIFE SA**

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## 1.INTRODUCTION

### Our purpose

#### *The Challenge*

Poverty in South Africa continues to rise year on year, with approximately 55.5% of the adult population living below the poverty line, according to Statistics SA.

Building on Celebrate Life's first eighteen years of existence, the organisation recognises the critical role that basic skills development and employment or creation of jobs can play in alleviating socio-economic road blocks and addressing the poverty cycle. Thus it aims to:

- Reach and empower more women in local communities
- Address poverty and hunger while strengthening the systems that underlie these issues.
- Enable Celebrate Life to gain momentum and growth to be able to contribute significantly to, and shape the future of, South Africa.

**Celebrate Life's mission is to alleviate suffering and facilitate support in meaningful ways, to make a broader impact in communities and environments.**

**Celebrate Life's vision is that all South Africans are empowered to live sustainable and healthy lives, where all of their basic needs are met, while working to empower the communities and environment around them.**

### The Ubuntu Micro Bakery Project

Celebrate Life SA's target population focuses on -

**Direct beneficiary group:** Previously disadvantaged women in South Africa's rural communities

**Indirect beneficiary groups:** Surrounding community members, schools, creches and children in communities.

#### *Core Functions*

Through the Ubuntu Breadmaking Oven project, Celebrate Life aims to fulfil the following:

- Education foundation
- Create employment
- Basic Skills development
- Create leaders
- Build entrepreneurs

- Provide employment choices in the form of part time/full time bakers.
- Open doors of opportunity.

## 2.UBUNTU MICRO BAKERY INFORMATION

Celebrate Life has dedicated 9 years to successfully implementing micro bakeries into the rural communities of South Africa. We are passionately selecting and training previously disadvantaged individuals to become an entrepreneur. Our people need a helping hand out of their poverty cycle and Celebrate Life is committed to their sustainable entrepreneurship and community upliftment.

We live by the parable “Give a man a fish; he will eat for a day. Teach him to fish; he will eat for a lifetime.”

The Ubuntu Micro Bakery Project consists of a wood fired oven which is manufactured in Durban, KwaZulu Natal by engineers who have designed a model that lasts for at least 5 years before replacement and is made from heavy metal which makes it hardy in rural conditions and difficult to move in the event of theft. The wood fired oven consists of a fire box, 2 drawers, one for proofing of bread and one for baking 4 loaves of bread every 30 minutes. The chimney guides smoke out of the oven and the model is designed so as not to have smoke within the cooking sections. The ovens are serviced in the field by our full time Project Managers and the bakers are taught how to clean the ovens daily after baking. We continue visiting the bakeries weekly for at least a year to ensure the ovens are fully maintained.

### 220 MICRO BAKERIES PLACED BY DECEMBER 2022 –

Year	Bakeries placed	Operational	Number of bakeries moved to other areas
2017	14	Yes	2
2018	9	Yes	0
2019	45	Yes	1
2020	34	Yes	2
2021	40	Yes	0
2022	30	Yes	0

**\*Operational means – All operational bakeries have 2 bakers who bake permanently in areas across the country (see map). Their profits range between R3000 pm to R12,700.00 per month and bakers are baking a variety of products ranging from bread to snowballs, muffins, pizzas and cinnamon buns. Many bakers have expanded into bunny chows, hot dogs, meals with bread and fancy cakes.**



### 3.OUTCOMES IN THE LAST 5 YEARS

**220 MICRO BAKERIES PLACED BY DECEMBER 2022 –**



## CELEBRATE LIFE

Each oven can produce **8 loaves per hour.**

1 loaf of bread equals **13 slices**, which can make **6 sandwiches.**

**1 loaf feeds 6 children.**

Each oven can produce 50 loaves of bread a day, which is 300 sandwiches.

With 220 ovens around the country, this equals a total of **66,000**

sandwiches a DAY!

*One loaf of bread can feed 6 children with 2 pieces of bread.*

*One bakery can produce 50 loaves of bread a day, which equates to 1000 loaves of bread per month*

..

Four ladies are trained per bakery, one chief baker and three back up helpers. This also enables 2 of the ladies to begin baking at home with their own cooking facilities. Most bakeries have 2 bakers operating the baking. Earning income potential per oven is R8,500.00 profit for the bakers.

#### **4. SELECTION PROCESS OF BENEFICIARIES AND TIMELINES OF INSTALLATION AND TRAINING.**

##### **WEEK ONE**

Potential bakers go through a stringent selection process. Names of potential bakers are given to us from Chiefs in communities, Nduna's, via emails from community members, from corporates wanting to support individuals and from interested women who have heard about the project.

The Project Managers visit the potential candidate in the field and assess very carefully, the location, viability to sell products, nearby schools and creches, feeding schemes in area, the commitment and dedication by potential baker, size and layout of their house/rondavel, how close local shop is etc.

Once assessed and discussed, we will choose the date of installation and training.

##### **WEEK TWO**

Installation of wood fired oven and bakery, followed by 3 full consecutive days of intensive training which includes baking of various products, money management, profit and expenditure, keeping of daily logs. The products baked during training can be sold immediately from day one to the communities. All bakers are taught to make bread (brown and white), snowballs, muffins, cinnamon buns and pizza's.

##### **WEEK THREE – ONE YEAR**

Weekly visits/phone calls/deliveries/check up on oven/retraining. Visits take place weekly for bakeries close by. For bakeries further away, they are visited every 2<sup>nd</sup> week and receive phone calls weekly to check stock and baking productivity. Stock that the bakers order, is delivered to them by Celebrate Life so we can monitor their progress.



## **CELEBRATE LIFE 3 DAYS TRAINING PROGRAM**

### **DAY 1 -Installation of bakery, explanation on wood fired oven and bread making training.**

1. Installation of the oven
2. Hygiene, equipment and ingredients intro
3. Baking of bread (white and brown)
4. Slicing and packaging of bread
5. Confirmation (baker self instructed)

### **DAY 2 – Practical Training on baking of:**

1. Snowballs
2. Muffins
3. Chelsea buns
4. Costing and profits lessons
5. Test on costing and profits

### **DAY 3 - Practical Training and Business Skills**

1. Bread rolls
2. Pizza
3. Basic Schwarma
4. Cleaning of the oven
5. Certificates and closing
6. Profit/costs/logs training.

## DIRECT INPUT COSTS OF MICRO BAKERY

	Per Oven	Monthly per bakery
Custom made heavy metal oven, chimney and thermometers	<b>R39,500.00</b>	<b>R39,500.00</b>
Baking,muffin, pizza trays, custom heavy duty	<b>R4,200.00</b>	<b>R4,200.00</b>
Training materials,recipe books,logs,business logs	<b>R650.00</b>	<b>R650.00</b>
Training for 3 consecutive days	<b>R1800.00</b>	<b>R1800.00</b>
Mentoring over 12 months	<b>R4,800.00</b>	<b>R4,800.00</b>
Travel over 12 months,once per week incl deliveries	<b>R48,000.00</b>	<b>R4000.00</b>
<b>Total Cost per bakery</b>	<b>R55,000.00</b>	

## FIVE YEAR IMPACT STATEMENT

Celebrate Life aims to be placing 20 micro bakeries a month to make a true impact in communities. This quantity per month will make a great impact on the areas where this project could make a significant difference.

Placing 20 micro bakeries per month would enable training 80 women per month and equipping them with a basic skills set in baking bread, muffins, pizza's, cinnamon buns and rolls. 20 micro bakeries will generate an average of R120,000.00pm. Production of 20,000 loaves of bread per month for communities and feeding children's creches and schools.

At any one time, we have a waiting list of at least 30 assessed bakers waiting for a micro bakery.

This will require funding of R12 million per year. We will continue to use BBEE corporate funding, apply for grants and funding through international channels, conduct initiatives on a yearly basis.

This will enable employment of 8 more Field Managers where we can offer further Skills Development NQS Level 4 Project Management.





