Our Mission
We seek to build a better South Africa by identifying, nurturing and developing moral leaders of tomorrow by investing in their education today.

Who We Are
We seek out academically talented youngsters from financially disadvantaged backgrounds, across South Africa, and give them access to great education and related opportunities, while simultaneously mentoring, guiding and counselling them, to help them reach their full potential. We also support literacy and environmental education programmes aimed at helping young learners in rural, under-privileged communities to read, write and value their environment.

“Being part of MAD CHARITY™ means that I have the opportunity to change the places and the people around me, which can also change the world.”
Minenhle, MAD CHARITY™ learner

“No country can really develop unless its citizens are educated.”
Nelson Mandela
**A Collection of Thoughts from Francois Pienaar, Founding Chairman of MAD CHARITY™**

Thank you, Francois Pienaar and the MAD CHARITY™ team, for making a huge difference in my life.

Zandi, MAD CHARITY™ learner

I've never forgotten that it takes just one act to change a life and open the door to a brighter future, which may previously have seemed impossible. Nor that it really is the duty of every person to ‘pay it forward’ – to help wherever possible to spread good fortune, not just through philanthropy, but also through personal acts of kindness and through nurturing and mentoring.

(October 2013)

Our core focus is to ensure that young people with academic and leadership potential are not overlooked because of their circumstances. The best way that you and I can make a difference is to provide them with the wherewithal to become good citizens and good leaders. Quality education remains the key to unlocking their potential.

(December 2013)

At the end of your studies, you should not only be educated, but be a good person and an active citizen. Our MAD CHARITY™ learners not only achieve academic excellence, but also emerge as good people, who are prepared for the trials of life and who are ready to become the active citizens that our country needs. You have made this possible. You are the examples of what it means to be a useful citizen. The MAD CHARITY™ team cannot thank you enough.

(August 2013)

May 2014 be a year in which we all reach out to each other with peace and understanding; a year in which we all find that little ‘Madiba Magic’ within ourselves – and share it with those around us.

(March 2014)

Francois Pienaar
MAD CHARITY™ Chairman

It is through education that the daughter of a peasant can become a doctor, that the son of a mine worker can become the head of a mine and that the child of farm workers can become the president of a great nation.” These amazing words, spoken by the father of our nation, Nelson Mandela, in 1994, remind us of the perseverance and determination required by our learners if they are to rise above their current circumstances. It fills me with a sense of wonder every time I see what they are capable of achieving with the limited resources at their disposal. They are already leaders – we are merely helping them realise this themselves. MAD CHARITY™’s high expectations of its learners are matched by its drive to offer a best-in-class Education and Leadership Programme and to build an organisation with sustainable business and governance principles.

(March 2014)
On a daily basis at MAD CHARITY™, we experience the result of the collective effort of loyal and generous friends of the organisation and the impact that their investment has on the lives of academically talented learners who have the drive to succeed. As long as we know our proven formula continues to deliver on the education challenges in South Africa, we will relentlessly pursue the MAD CHARITY™ vision - to nurture and educate the moral leaders of tomorrow.

During 2013, MAD CHARITY™ accomplished the following:

- **10-Year Celebration of Making A Difference:**
  - Educating and supporting close to 2000 deserving learners nationally.
  - Our flagship programme, the Individual Education Programme, currently supports 94 learners with a long term commitment from Grade 8 until completion of their tertiary studies.
  - The output to date is 13 exceptional MAD CHARITY™ alumni, who are actively pursuing a range of careers, including lawyers, accountants, marketers, financial planners and teachers. Three beneficiaries completed their tertiary studies in 2013, including: Kylie - Bachelor of Science (triple major) and now doing a post-graduate BSoSc (Honours) in Social Anthropology; Richard - BCom Economics and Law and he has started a post-graduate LLB degree; Rozanne - Nursing Diploma Cum Laude.
  - Continuous support of the Broad-based Education Programme environmental and literacy projects.

- **Identifying Potential:**
  - During 2013, the Individual Education Programme intake and selection process was further refined, with the help of educational psychologists and specialists in the field.
  - Talent, drive, commitment and potential are key words used to describe the 36 new learners selected for intake into the 2014 Individual Development Programme.
  - The Telkom Foundation will be sponsoring 20 of the 2014 new intakes, with the focus being on uplifting learners who are academically strong in mathematics and science.
• Holistic Support:
  - Continuously removing any barrier that lies between potential and success.
  - Access to the best education is only the start: in partnership with professionals in the field of education we offer mentorship, leadership development, life-skills and values, career counselling, internship opportunities and technology.

• In Pursuit of Academic Excellence:
  - The National Top Achiever tertiary student and senior scholar achieved 76% and 84% respectively.
  - Despite the unfortunate statistic that in South Africa only 32.9% of learners passed Grade 12 in 2012, we are committed to upholding our track record of 99.1% per year. The 9 MAD CHARITY™ learners who completed Grade 12 in 2013 achieved a collective 32 distinctions.
  - 2014 promises a wonderful new chapter in the lives of each of these youngsters, as they start tertiary studies in their chosen fields - ranging from Chemical Engineering to Actuarial Science, Law and Clothing Production.

• Paying it Forward:
  - Continued entrenchment amongst our learners of a culture of giving back through involvement in community projects. It gives MAD CHARITY™ great hope to see that the dominant theme in feedback from students was, “... whilst material giving helps, it is interaction, time spent selflessly and openness to others that ultimately makes a lasting impact”.

• Fund-development & Partnerships:
  - Continued quality fundraising initiatives to secure a sustainable income for underwriting the 9-year commitment for each Individual Education Programme learner.
  - Creating and maintaining valued partnerships, with a particular focus on cost-saving pro-bono services, education and event sponsors.

• Corporate Governance:
  - Continued focus on corporate governance, with a particular focus on monitoring financial processes and procedures, which will be done by Remgro.

In closing, I would like to thank my fellow directors, ExCo, staff and the valued partners and friends of MAD CHARITY™ for their dedication to Making A Difference to our learners and our country. Without you, the life-changing results of the past 10 years would not have been possible. MAD CHARITY™ learner, Mawande’s, favourite quote says it all, “The future belongs to those who prepare for it today.” Malcolm X

Karien Winter
MAD CHARITY™ Director and former CEO (2003 – May 2014)

It is indeed my privilege, on behalf of all MAD CHARITY™ members, personnel and, in particular, the MAD CHARITY™ students, to say a heartfelt thank you to Karien, who, after 11 years at the helm, stepped down in order to focus on her two boys. Since inception, Karien has been the driving force behind our achievements. Thank you, Karien, for your guidance, your enthusiasm, for always having a positive attitude and, most importantly, for your passion for the students. We salute you.

Francois Pienaar,
MAD CHARITY™ Chairman
MAD CHARITY™ Education Programme

MAD CHARITY™ Individual Education Programme

The South African education system is in urgent need of reform and this is clearly evident in the focus that is placed on it by key stakeholders:

1. Government’s Strategic Planning:

The National Development Plan (NPD) provides the vision for South Africa’s future, as well as guidelines on how to attain such a vision. The NDP takes forward Government’s commitment to seeing education as an apex priority. It suggests that building national capabilities requires a focus on early childhood development, basic education and further and higher education. The plan proposes a national initiative that involves all stakeholders in driving efforts to improve learning outcomes in schools.

2. South Africa’s 2014 Budget Commitment:

The “special priority” given to education expenditure was proven with one-fifth of the budget being allocated to education - making it the largest budgetary line item. In his budget speech, Finance Minister, Pravin Gordhan, said that billions of Rands would be allocated over the next three years to “ramp up” skills development and further education and training programmes.

3. Strategic Partnerships:

The National Education Collaboration Trust (NECT), focuses on the pool of resources in government, business, labour and civil society and aims to get all to work together to restore schools and improve education outcomes. The NECT recognises the need to: increase the number of Grade 12 learners who pass (and especially learners who pass with above 50%) in key gateway subjects such as mathematics, physical science and accounting; increase the retention of learners in schools and their participation in these subjects; and improve learners’ grades, with a view of achieving the goals of the NDP.

At MAD CHARITY™ we recognise and support the key statement made by Nelson Mandela that, “Education is the most powerful weapon that you can use to change the world”. We are therefore dedicated to identifying and offering needs-based bursaries (from Grade 8 until completion of tertiary education) to academically talented young learners who show potential in their current environment. The programme provides long-term commitment for each learner until he/she is ready to enter the working world. We operate in the Western Cape, Gauteng, Limpopo, Mpumalanga, and KwaZulu-Natal regions, through recommendations from our partner schools, fellow NGOs, charities working in the field and through direct applications made to MAD CHARITY™.

"I am most thankful for the guidance that MAD CHARITY™ has given my son. It is through the foundation that he has grown to become a young man who can also make a difference in our lives. He is a product of MAD CHARITY™’s efforts and faith in his abilities."

Funeka Nontshinha,
Mother of Awonke,
MAD CHARITY™ learner
The MAD CHARITY™ team consists of professional educators, psychologists, trained volunteers, mentors and staff members who focus on identifying, interviewing, monitoring, mentoring, supporting and encouraging every single individual who is selected to be a MAD CHARITY™ learner. We have developed a comprehensive, meticulously-crafted programme, with the aim of assisting all MAD CHARITY™ learners to realise their full potential as strong moral leaders and role models. This is achieved through an integrated, holistic approach that is developed around our pillars of mentor support, leadership development, academic excellence and community outreach.

**Mentor Programme**

Mentorship involves building a positive relationship with learners, encouraging them through their schooling and assisting with life-skills development. As the learners progress to tertiary level, Mentors expose them to the business world, building them up and creating new opportunities by guiding them in the right direction. All mentors undergo a thorough screening and application process and, once selected, are trained and paired with learners and they then support the learners’ social, educational and personal development.

**Leadership Programme**

With the help of recognised specialists in this field, JvR Consulting Psychologists, we have developed a Leadership Programme that aims to instil the qualities of a leader in our talented learners. Our learners set out on their leadership journey from the first day of the programme, with monthly tasks designed around teaching a particular aspect of leadership. An annual Leadership Summit allows for first-hand leadership experience of matters such as career development, team work, community service, confidence and self-development. We appreciate Adcorp (the leading South African human capital management company) being the main sponsor of the programme since 2012.
Academic Excellence

Academic excellence is successfully achieved through a full support programme of tuition funding, up-to-standard schooling, career advice and development, remedial counselling, study skills and IT. Basic needs are fully covered, such as boarding, travel expenses, extra-curricular activities, uniform, books, stationary and an allowance. Furthermore, a sponsored laptop and cell phone ensure constant communication with MAD CHARITY™ staff and guarantee that our learners are up-to-date with the use and advancement of technology.

Community Outreach

The responsibility to “Pay it forward” is a value we look for in all our applicants and a principle we encourage, as we believe that an integral part of leadership is awareness of and taking responsibility for societal needs. Our learners have been involved in various fundraising initiatives, collection drives and volunteering on community projects or personal projects that they are passionate about. Our aim is for every MAD CHARITY™ learner to understand the value of giving back, so that one day, when they enter the marketplace, they will be motivated, not by what they can achieve for themselves, but by how they can contribute to building a better society.

“ I realised that leading, organising and being directly involved in projects like this really had a positive effect on me and broadened my perspective on life and living; and these projects also made me want to do more- I realised a new passion.”

Richard Bryce,
MAD CHARITY™ learner
In identifying suitable candidates, the following comprehensive process is followed:

1. **Written application:** A formal application is submitted, including: personal information, academic record, cultural and sporting activities, achievements and voluntary involvement in the learner’s community.

2. **First interview:** Candidates and their parents / guardians are invited to an interview with the selection committee.

3. **Monitoring of short-listed candidates:** Candidates’ academic performance during the Grade 7 year is closely monitored.

4. **Second interview:** Short-listed candidates are invited to a second personal interview.

5. **Psychometric testing and assessment:** These tests determine the applicant’s aptitude, interests, drive, coping skills and leadership potential.

6. **Final selection interview:** A final round of interviews is held with those candidates most likely to be accepted onto the programme.

7. **School visit:** After acceptance, the MAD CHARITY™ team conducts visits at each learner’s school, in order to meet with the Grade Head and the student to explain what is expected from the student and to secure the school’s support.

8. **National Orientation day:** This is an opportunity to introduce the new learners and their custodians to our current learners; for the new learners to learn about the upcoming Individual Education Programme goals, activities and annual calendar; and to discuss the Leadership and Mentorship Programmes and how these supporting programmes fit into the holistic development of the learner.
Spencer Horne, Harvard Graduate was identified as a deserving bursar in 2005 because of his high intellect, academic achievements and well-rounded character. From day one Spencer embraced every opportunity that MAD CHARITY™ offered:

- He passed high school with honours and received the “Ubuntu Award” for his contribution to student life at the institution.
- The Cambridge International Examinations Board awarded him ninth place in the world for an English paper he wrote.
- He travelled to Germany as part of the South African contingent participating in the Global Classroom Partnership.

MAD CHARITY™ was overjoyed when Spencer informed us (in his down-to-earth, sincere manner) that he had received letters of acceptance from Harvard, Stanford and Yale. Choosing to pursue his studies at Harvard University and to focus on a 4-year degree in Mechanical Engineering, Spencer graduated on 29 May 2014. Spencer chose to return to South Africa to make a difference and join McKinsey & Company.

"The sort of change that MAD CHARITY™ has brought into my life is immeasurable, because it set me on a different path to that which I was on, which is something that is difficult to quantify. The opportunities that have become available to me and the people I have had the privilege to have learned from have made all the difference. I would like to thank all the donors and supporters of MAD CHARITY™. I think I speak for all MAD CHARITY™ students when I say that we view your commitment to the organisation as an investment, which we have every intention of delivering a return on, by paying it forward."

Spencer Horne, MAD CHARITY™ Alumni

"To dream is to take a risk. It is to risk failure and disappointment. As a student of MAD CHARITY™, you have a network of people who are there to support you, to develop you and to break your fall. It is an opportunity to be relished and utilised to the fullest - so dream for those who cannot."

Spencer Horne,
MAD CHARITY™ Alumni
MAD CHARITY™ Broad-Based Education Programme

Our Broad-based Education Programme is a means by which we can address the general education and environmental crises in South Africa, by supporting projects that create positive change in under-privileged rural communities. Over the past 11 years, we have been able to increase literacy levels and raise the level of environmental awareness.

Children’s Eco Training (CET) – Klaserie Private Nature Reserve

CET is a unique educational programme that focuses on the conservation of our environment through quality education and environmental consideration and awareness. MAD CHARITY™ supports both the CET Eco Village development and the improvement of eco-classrooms at Seganyane and Matikinya Primary Schools. CET has been involved with Seganyane and Matikinya Primary Schools since 2010 and has helped them address many problems, such as improving infrastructure and the implementation of a hugely successful Eco Village project at both schools.

The Eco Village project consists of two equally important arms: Eco Gardens and Eco Lessons. The gardens consist of several keyhole vegetable gardens that are developed and proudly maintained by Grade 6 and 7 learners at the schools. By nurturing the gardens and attending eco lessons, these schools establish food security by teaching participants basic agricultural methods and ecology. Ultimately, the project not only equips children with knowledge, but, more importantly, teaches them respect for nature and expands their awareness about looking after their environment in a sustainable way.

Indirect beneficiaries

Vegetables are also donated to families in need - this number is between 150 and 200 and depends on the size of the family.

Jobs created by the project: 4

<table>
<thead>
<tr>
<th>TOTAL DIRECT BENEFICIARIES</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Matikinya Primary School: 431 (learners) + 19 (educators &amp; support staff) + 2 (volunteers)</td>
<td>452</td>
<td>452</td>
</tr>
<tr>
<td>Seganyane Primary School: 400 (learners) + 14 (educators &amp; support staff) + 1 (volunteer)</td>
<td>451</td>
<td>415</td>
</tr>
<tr>
<td>Teedi Crèche: 79 learners + 3 (staff members)</td>
<td>82</td>
<td>82</td>
</tr>
<tr>
<td>Mahlathi Primary School: 377 (learners) + 21 (educators and support staff) + 2 (volunteers)</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td>Nhlonhlorhi Crèche (neighbouring crèche to Mahlathi): 150 (learners) + 3 (staff members)</td>
<td>153</td>
<td>153</td>
</tr>
</tbody>
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Tomorrow’s leaders need to be equipped for tomorrow’s challenges, and we must prepare our children adequately for the future they will inherit. That requires a commitment to providing children with environmental education that helps them become educated and informed leaders of tomorrow. CET
Smart Brain Literacy Programme

Over the years, the population in Kayamandi, Stellenbosch grew from 12,000 to more than 30,000. The majority of residents live in squatter conditions, with limited access to clean water and sanitation, and experience high levels of illiteracy and unemployment (30%).

Since 2004, MAD CHARITY™ has supported this community through the Smart Brain Literacy Programme, the aim being to improve literacy levels. During 2013, 100% of the learners improved their reading accuracy and 79% of the learners improved their overall second language academic results by 7% on average. The classes are focused on small groups and achieve more than just improved reading ability, as the children also learn social skills, discipline, personal growth, and improved self-esteem, resulting in self-confidence. In the words of Lwandiso, “I never skipped a lesson, because I was learning something new every day”.

It is our responsibility to reduce the negative impact we have on the world.

— Jordan,
MAD CHARITY™ learner

Our children are the rock on which our future will be built, our greatest asset as a nation. They will be the leaders of our country, the creators of our national wealth, those who care for and protect our people.

— Nelson Mandela

MAD CHARITY™
11 years of Making A Difference
Covering an education span of 9 years (including tertiary studies)
Admin cost to income ratio of less than 10%
Biggest intake yet of 36 learners in 2014
9 students with 32 distinctions (Grade 12 results in 2013)
94 learners in the 2014 Individual Development Programme
13 Alumni students
54 Grade 12s with a 100% pass rate and 112 distinctions
1532 Broad-based Programme learners

As at August 2014
MAD CHARITY™

Events and Fundraising

Annual MAD CHARITY™ Golf Days

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. Sport can awaken hope, where there was previously only despair.” These words were spoken by our Chairman, Francois Pienaar, at the Nelson Mandela Memorial Service; they epitomise the last 11 years of hundreds of supporters, friends and donors around the world helping us raise an extraordinary amount of funds. Annually, MAD CHARITY™ hosts golf days at some of the world’s most prestigious golf clubs in the Western Cape, Gauteng and KZN, as well as in the USA and UK. Each year, we are overwhelmed by the support and generosity we receive from those who are dedicated to contributing towards education in South Africa. We are deeply grateful to all our dedicated players, partners, sponsors and donors for the auction items provided for each golf day. Thank you for pledging to make a difference.

Mark Treagus, MAD CHARITY™ Member

Having participated in the MAD CHARITY™ golf days for the past 10 years, and being able to experience first-hand the good work that MAD CHARITY™ does, RMB’s involvement was not a nice-to-have, but a way by which fellow golf-lovers could participate meaningfully in giving back to young and deserving learners who come from a disadvantaged background. When I broached the idea of sponsoring the golf days with my colleagues at RMB, I received a resounding nod of support, as they have not only seen the hard work and commitment of the staff at MAD CHARITY™, but they also have a real appreciation of the importance of education in our country. What really drives the sentiment though is seeing the joy and appreciation on the faces of the young children who are afforded the opportunity of a proper, structured education, whilst also receiving on-going mentoring and support. The RMB sponsorship is all about giving back to society. To reinforce our commitment to MAD CHARITY™, the golf days are extremely well supported across RMB, with our Group Marketing division involved, as well as our colleagues participating by playing in the golf days. If you want to know what a success the golf days are, all you have to do is attend one of these functions and experience the goodwill, generosity and pride of the players who participate in such a meaningful and life-changing cause.

Mark Treagus, MAD CHARITY™ Member
Since 2003, when we approached the Cape Argus Pick n Pay Momentum Cycle Tour organisers and proposed that they create a special peloton for MAD CHARITY™, our goal has always been to grow this fundraising initiative with cyclists who would pledge to use the 110 km cycle tour to raise funds for MAD CHARITY™. Over the past 11 years we have grown from 15 cyclists to 550, with a total of almost 2000 cyclists over the years. 2014 saw Richard, Lwandiso, Jared and Rouxle join the other 546 MAD CHARITY™ cyclists in riding for a purpose.

"Very well done on another fantastic cycle event. Notwithstanding the strong wind, I have heard nothing but good things about the event. The finishing point at the Grand Café and Beach was a big hit. Well done." François Kuttel, CEO, Oceana Group Ltd

In September 2013, Chefs who Share – the ART of Giving was launched. This is an event in aid of youth development and an evening of glamour, culinary artistry and a fine art auction. MAD CHARITY™ was chosen to be one of the beneficiaries of the substantial proceeds raised from this event and we have been nominated again in 2014. Created by Opulent Living Experiences and presented by Mercedes-Benz, the black-tie gala will once again draw together 14 award-winning South African chefs, as well as seven top sommeliers, to create a food-and-wine pairing experience par excellence.
THANK YOU for Making A Difference

Our commitment would not be possible without the extraordinary generosity of our donors – both our corporate sponsors, who do so much for MAD CHARITY™, and the many individuals who give to MAD CHARITY™. We value this support tremendously, as it assists us to grow the number of learners we can assist – and ultimately change their lives forever.

ESTÉE LAUDER – FOUNDATION FOR THE NATION

Estée Lauder, one of the biggest cosmetic brands in the world, is changing the future of South Africa, one foundation at a time. In July 2010, the Estée Lauder annual Foundation for the Nation campaign was launched, with a commitment to donate R10 to MAD CHARITY™ from every Estée Lauder foundation product sold in South Africa. The donation will sponsor deserving women to help them start or complete their tertiary studies. Since its inception in 2010, Estée Lauder’s Foundation for the Nation has raised a substantial amount of funds, allowing 15 young ladies to benefit from a tertiary qualification.

ADCORP – LEADERSHIP PROGRAMME SPONSOR

Adcorp is South Africa’s largest diversified workforce management and business process outsourcing company. Adcorp is synonymous with the placement of high-quality individuals and assists its clients with a wide range of outsourced services. Adcorp has been involved with MAD CHARITY™ for the last nine years, sponsoring the annual Gauteng, Cape Town and Durban golf days. In July 2012, Adcorp committed to a three-year sponsorship of the MAD CHARITY™ Leadership Programme, as they too are committed to nurturing leadership amongst our learners and helping the learners reach their full potential.

TELIKOM FOUNDATION

In 2013, the Telkom Foundation entered into a five-year partnership with MAD CHARITY™, to support 20 learners in Grade 8 and 9 (in Gauteng, Mpumalanga and the Western Cape) who scored above 75% in Maths and Science. To date, the Telkom Foundation has contributed a substantial R1 million towards the Individual Education Programme.

MOMENTUM – ACADEMIC EXCELLENCE PROGRAMME SUPPORT & MOMENTUM 2 EXCELLENCE

Financial services provider Momentum, has recently partnered with MAD CHARITY™ through the Momentum Fund and Momentum 2 Excellence (M2E) sports motivated bursary programme. At the end of 2013, Momentum supplied MAD CHARITY™ with a R350 000 contribution towards our 2014 Academic Excellence Programme. This allows for crucial support to the learners in the form of; career counselling, study skills, IT, laptops and psychometric testing, to name but a few. In 2014, M2E, a bursary programme that balances cricket talent with academic potential, personal character and financial need was established along with partners Cricket South Africa (CSA) and MAD CHARITY™. M2E, is more than a bursary programme, as it offers successful applicants additional support in the form of practical help, life-skills training and a structured mentorship and leadership programme component. The three partners in this programme share the vision that by investing in talent, supported by education, we can nurture excellence and make a difference in the outcome of future generations and leaders, both on and off the pitch.
Our Top 10 South African Donors in 2013/2014

The biggest financial donations received or confirmed and the major strategic partnerships secured for 2013 – 2014 are:

- ESTÉE LAUDER
- blend property group
- ADCORP
- J.P. Morgan
- OWA ceiling systems
- momentum
- Pick n Pay
- RMB
- pps
- Telkom Foundation

“I’m happier, stronger and I have so much more confidence in myself - and the best part of all is knowing there are so many people who believe in me and who are supporting me to become the person I want to be one day. Knowing that I’m able to chase my dream and knowing that I will reach my goal one day, with hard work and amazing people, is just indescribable.”

Claudia, MAD CHARITY™ learner

“What has impressed me most over the past decade is the amazing support we’ve received from our committed family of donors and volunteers, who believe so strongly in what we are doing. Our donors, from all around the world, have given generously, and for this I am truly grateful. Each of them has shown that by volunteering or giving, one person can make a difference. And when many people come together in support of one vision, the impact of their contribution is tremendous.”

Karien Winter, MAD CHARITY™ Director and former CEO
2013 South African Top 10 Monetary Donors/Sponsors

Adcorp
Bruce and Jo Gardner (OWA)
Estée Lauder
JP Morgan Chase Bank
Matimba Trust
Oceana
Pick n Pay
PPS
Rand Merchant Bank
Zenprop Property Holdings

2013 South African Top 10 In-kind Donors

140BBDO
Angus Taylor
Blend Property Group
Chrys Mammous
Donald Greig
Estée Lauder
Members/Directors/Other
NTUC
Remgro
Smartcom

Donations/Sponsorships

140BBDO
Absa Wealth - Cape Region
Adcorp
Alan Korman
Alan Turner
Alistair Lewis
Andrea James

Cooper & Co
Cosmo Pro
Craig Fell
Crescent Capital
CSAN
Darren Humphries
Daryl Sherwood
Dave Mckenzie
David Atkins
Dawie Venter
Deon van der Westhuizen Family Trust
Derek le Roux
Desjardins
Deutsche Bank Securities
Dick Groeneweg
DLA Piper LLP
Dominic and Julie Silvester
Donald Greig Gallery & Foundry
Dowling Partners Securities
Drinker Biddle & Reath LLP
Drurylane Fine Foods
EA Lloyd
Edward Keelaghan
Engage Mutual
Enstar
Enviroware
EOH Infrastructure Technologies
Eskom
Estée Lauder
Exclusive Hotels
Falcon Head Capital
Folksam
Fortress Capital
Giant Leap
Glamour Aid
Grace Industries

Grand Café and Beach
Grant Hamilton
Green Oak Capital
Grey matter & Fin
Grove IS
Hargraves, McConnell & Costigan
Haugland Family Foundation
Huyserman Capital Investments
Ian and Erica Hutchison
Ian Bremridge
ICMIF
IMOS Software
Investec Asset Management
Irvin & Johnson
Jacques Tredoux
James Godfrey
Jeremy and Lynn Thompson
Jim and Liz Volkyn
Joff van Reenen
Johan Smith
John Green
John Winter
Jonathan Palmer-Brown
Jonathan Smith
Jonssons Group Pty Ltd
JP Sesint Clee
JP Sheldrake
JSE Limited
Keefe, Bruyette & Woods INC
Ken Forrester Wines
Kevin Cahi
Kobus Pienaar
KPMG
Kurt Friskin
La Motte Wine Estate
Lansforsakringar
Legacy Ventures Ltd
A Big Thank you

Liesel Fichardt
Linda Geldenhuys
Lionel Smit
Lombard Ins
Malcolm Hughes
Manny Pohl
Marcello Porcelli
Mark and Helen Bows
Mark and Liz Sherrington
Mark Treagus
Marshall Capital
Marshalls World of Sport
Martin Donnelly
Martin Ryman
Matimba Trust
Matlin Patterson Global Advisors LLC
Merchant West
Meridian Wines
Michael Hyne
Mike Field
Motola Property Investments
Mr Price
Nampak
Nashua North
Nashua Winelands
Nathalie Duric
Neil Goldings
Netcare
New Heights
New Province Partners
NFU Mutual
Nick Bradbury
Nigel and Linda Wray
Nik Rabinowitc
NTUC
Oak Hill Advisors
Oceana Group
Old Mutual Specialised Finance
Opulent Living
Partner Re
Paul Blaikie
Paul O’Shea
Paul Roelofse
Paul Rossi
Paul Tredwell
Paul Weiss
Peter Hayward-Butt
Phil Clement
Phil Hernon
Pick n Pay Retailers
Pint Outsource
PPS
Protea Chemicals
Rainbow Nation Fund
Rand Merchant Bank
Recoup Consulting (Pty) Ltd
Regis
Remgro Limited
Richemont Group (Cartier, Montblanc and Vendome Distributors)
Richmark Holdings
Riker Danzig Scherer
RMB Morgan Stanley
Rob Godlonton
Roger Shine
Ropart Asset Management
Roxy Rawbone
Rupert & Rothschild
Russell Raath
SAB
Sam Nhlengetha
Sea Harvest
Shawn Kelly
Sibaya Casino
Silicone Extrusions
Smartcom
Spencer Robus
Springtrade 147 (Pty) Ltd
Steve Ackhurst
Sun Ace
Sunderland Marine
Tanyard
Tau Game Lodge
TaylorMade
Tessa Melck
The Ackerman Family Education Trust
The Ackerman Family Foundation
The Bull White House
The Co-operators
The Paul & Phyllis Fireman Charitable Foundation
Thrivent
Tiber Bonvec Construction
TNS Global
Torus
Towers Watson
Trencor Services
Validus RE
Vincent Moore
Walker Rainey
Warren Ebersohn
Werkmans Attorneys
William Marcoux
Willis Re
Wine Business Services
XL Group
Yvette Kruger
Zapop
Zenprop Property Holdings
Financials

International Funds Raised, excl. In-kind donations:

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>SA: R7.2m</td>
<td>61%</td>
<td>62%</td>
</tr>
<tr>
<td>USA: R2.4m</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>UK: R2.2m</td>
<td>19%</td>
<td>19%</td>
</tr>
</tbody>
</table>

South African Funds Raised, excl. In-kind donations:

<table>
<thead>
<tr>
<th></th>
<th>2012 Income R11.6m</th>
<th>2013 Income R16m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>R0.3m 3%</td>
<td>R0.5m 5%</td>
</tr>
<tr>
<td>Corporate</td>
<td>R2.4m 33%</td>
<td>R3.9m 39%</td>
</tr>
<tr>
<td>Core Events</td>
<td>R4.6m 64%</td>
<td>R5.5m 56%</td>
</tr>
</tbody>
</table>

2013 International Funds Raised by Activity excl. In-kind

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core Events: R11.6m</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>Beneficiary Events: R1.8m</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Guardian Angels: R0.3m</td>
<td></td>
<td>2%</td>
</tr>
<tr>
<td>General Donations: R0.5m</td>
<td></td>
<td>3%</td>
</tr>
<tr>
<td>Education Sponsorships: R1.8m</td>
<td></td>
<td>11%</td>
</tr>
</tbody>
</table>
Financials

2013 South African Donations by Source incl. In-kind

- Monetary – Corporates R7.92m 57%
- In-Kind – Corporates R2.81m 20%
- Monetary – Individuals R1.98m 14%
- In-Kind – Individuals R1.16m 9%

Total donations = R13.87m (excluding interest, dividends, USA transfers and UK transfers)

Admin Ratio % vs. Gross Income Audited Financials incl. In-kind

- 2012: 8.99%
- 2013: 9.81%

2013 Expenditure Allocation incl. In-kind

- Educational R4.39m 43%
- Fundraisers R4.53m 44%
- Operational R1.19m 12%
- Capital R1.09m 1%
Support MAD CHARITY™

SOUTH AFRICAN TAX SEASON

Include MAD CHARITY™ as a registered NPO in your CSI budget and reduce your tax liability by donating up to 10% of your taxable income. Donations made can be claimed as a qualifying deduction on your 2014 income tax return. MAD CHARITY™ is registered with SARS as a Public Benefit Organisation and is a registered charity in the UK and USA with tax exempt status.

SHARE YOUR TIME

- Talk to your network about MAD CHARITY™ or help us to find new donors or beneficial partnerships.
- Help shape our future leaders and become a mentor to one of our learners.
- Donate your company’s professional services or skills (printing, courier, car rental, PR services).

MAKE A DONATION

- Make a donation or start a debit order for one of our programmes.
- Book a four ball at one of our golf days: Western Cape, Gauteng, KZN, UK or USA.
- Donate necessary essentials to our tertiary learners, such as bedding, bedroom and bathroom items and kitchen utensils.
- Sponsor a learner.

LET US KNOW OF DESERVING LEARNERS

- We are always looking for academically talented learners who are in grade 7, 10 or 12, who are in need of financial support and who are in Gauteng, Western Cape, KwaZulu-Natal, Hoedspruit or the Piet Retief area.

Before I was in the programme, I never thought I’d be attending a university, studying law. I always had the dream, but I didn’t imagine living it so soon and with such financial ease. Now I’m the first in my family to attend university and, hopefully, I will be the first lawyer.

Bongumusa, MAD CHARITY™ learner
The MAD CHARITY™ Team

MAD CHARITY™ was created in 2003 by a group of like-minded individuals who became the founding MAD CHARITY™ Members. 11 years on, they continue to commit their wealth, time, energy, expertise, skills, contacts and networks.

The MAD CHARITY™ Members:
Francois Pienaar I Jannie Durand I Deon Huysamer I Hein Koegelenberg I Francois Kuttel I Jonathan Ackerman I Jean Engelbrecht I Linda Geldenhuys I Hendrik Kotze I Marco Rapaglia I Dominic Silvester I Deon van der Westhuizen I Dawie Venter I Joe Kieser I Mark Treagus I Mark Sherrington I Rynard van der Westhuizen I Riaan Winter I Jeremy Nel I Sharon Keith I Malcolm Hughes I Pierre du Preez I the late Robyn Putter (Honouree Member)

MAD CHARITY™ Executive Committee
- Francois Pienaar, National Founding Chairman, Director
- Jannie Durand, Vice Chairman, Finance Committee, Director
- Deon Huysamer, Finance Committee, Director
- Hein Koegelenberg, Fund Development, Director
- Francois Kuttel, Fund Development, Director
- Malcolm Hughes, Chairman KZN, Member
- Mark Treagus, Chairman Northern Region, Member
- Riaan Winter, Education Programme, Member
- Rynard van der Westhuizen, Fund Development, Member
- Sharon Keith, Marketing, Member
- Karien Winter, Former Chief Executive Officer (2003 – May 2014), Director
- Zani Kunz, General Manager, Personnel
- Madi van Staden, Former National Education Programme Manager, Personnel
- Renee Scholtz, Finance, Personnel

"My life has changed so drastically, I can’t say where I would be without MAD CHARITY™; but I do know all the opportunities I have had are all a result of MAD CHARITY™’s influence on my life. The changes have all been positive and the things I have achieved are phenomenal - and it is all thanks to MAD CHARITY™."

Devon, MAD CHARITY™ learner
MAD CHARITY™ SOUTH AFRICA

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Gauteng/Northern Region Office:
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230 Jan Smuts Avenue
Dunkeld West, 2196, South Africa
Tel: +27 (0) 11 442 0991
Email: gm@madcharity.org

Banking Details:
Account Name: The MAD Bunch, First National Bank, Branch: Rondebosch,
Branch Code: 201509
Account No.: 6205 499 2302, Swift Code: FIRNZAJJ

Official Charity Status:
MAD CHARITY NPC. Registration no.: 2003/009386/08
Non-Profit Organisation (NPO) ref. no.: 52-838. Public Benefit Organisation (PBO)/Section 18(A) ref. no.: 930009667. Donations to this charity are tax deductible in terms of Section 18(A) of the Income Tax Act of South Africa.

MAD CHARITY™ UNITED KINGDOM

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The MAD Bunch UK Limited
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Surrey
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United Kingdom
Tel: +44 (0) 1483 445903
Email: uk@madcharity.org

Banking Details:
Account Name: The MAD Bunch (UK) LTD, Barclays Bank, Branch Code: 20-00-00
Account Number: 73660850, IBAN No.: GB03 BARC 2000 0073 6608 50

Official Charity Status:
The MAD Bunch UK Limited. Registration no.: 1126724

MAD CHARITY™ UNITED STATES OF AMERICA

Contact Details:
Attention: Eitan Arbeter
The MAD Bunch USA INC
c/o Oak Hill Advisors, 1114 Avenue of the Americas
New York
NY 10036 - 7772
United States of America
Tel: +1 212 326 1506
Email: usa@madcharity.org

Official Charity Status:
The MAD Bunch USA. INC. EIN: 27-0882749
Donations to a non-profit 501(c) (3) corporation are tax deductible for U.S. Federal Income Tax purposes.
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View
MADCharityClips

THE LEADERS OF TOMORROW NEED OUR LEADERSHIP TODAY

More information: www.madcharity.org