



NPO (070-651) PBO No: 930 033 996
BBBEE COMPLIANT



www.alfidaa.co.za

2024/25 CORPORATE BROCHURE



The Foundation's comprehensive approach not only alleviates hunger but also addresses the root causes of poverty, striving to uplift the most vulnerable

“ members of society.

INTRODUCTION

SERVING THE **EASTERN CAPE** FOR OVER **16 YEARS**

Step into a world of transformation with the Al Fidaa Foundation! Since our inception in 2008, we have been at the forefront of tackling the Eastern Cape's most critical health and economic challenges. As a dynamic non-profit organization, our passion for making a difference drives us to create impactful solutions that uplift our community.

The Al-Fidaa Foundation is dedicated to tackling the severe hunger and poverty afflicting the Eastern Cape. In this region, malnutrition and food insecurity are rampant, and underprivileged communities face daily struggles for survival. The Foundation's mission is to provide essential support and relief to those most in need, addressing both immediate and long-term challenges.

Through a range of initiatives, the Al-Fidaa Foundation offers urgent food aid to families experiencing extreme hunger, ensuring that children and adults alike receive the nutrition they desperately need. The organization also provides critical healthcare services, helping to combat malnutrition-related illnesses and improve overall community health.

In addition to immediate relief efforts, the Al-Fidaa Foundation focuses on sustainable development programs designed to break the cycle of poverty. These programs include educational initiatives, skills training, and support for local agriculture, empowering individuals and communities to build a more stable and self-sufficient future.

The Foundation's comprehensive approach not only alleviates hunger but also addresses the root causes of poverty, striving to uplift the most vulnerable members of society. By working closely with local communities and other stakeholders, the Al-Fidaa Foundation is making a significant impact in the Eastern Cape, restoring hope and improving the quality of life for countless individuals and families.

SKILLS CENTRES

The Al-Fidaa Foundation has made capital investment of **more than 239 million rands** in aid in food security and skills training

Our skill centres in Port Elizabeth (PE), Durban (DBN), and Pretoria (PTA) are buzzing with energy and innovation. These hubs are more than just training facilities; they are launching pads for dreams, empowering individuals with the skills and knowledge to thrive in today's competitive landscape. At the Al Fidaa Foundation, we believe in the power of community and the potential for change. Our comprehensive programs span healthcare, economic empowerment, and community support, all designed to foster resilience and growth.

The Al-Fidaa Foundation has been at the forefront of efforts to alleviate poverty in the Eastern Cape region. Since 2008, the Foundation has provided essential aid and relief through food distribution and groceries hampers, ensuring that families have access to basic necessities. Additionally, the Foundation has implemented life-changing training programs in baking, sewing, computers, and culinary arts,

empowering individuals with valuable skills that enhance their employability and financial independence.

By investing in these programs, the Al-Fidaa Foundation is breaking the cycle of poverty and offering a pathway to a brighter future for countless individuals in the Eastern Cape. Your support can make a profound difference in the lives of those in need. Join us in transforming despair into resilience and creating lasting change in our communities. Donate now to empower and uplift those who need it most.

With over a decade of dedicated service, we are proud to champion a future where the Eastern Cape thrives.

Join us on this exciting journey of hope and transformation. Together, we can create a brighter, more prosperous future for all.



TOTAL GRADUATES



WHITE DOOR CLIENTS



WATER RELIEF PROJECTS



TOTAL FOOD & SKILLS ASSISTANCE



OUR PROJECTS



UMTHUNGO

SEWING STUDIO

(HANGING LIVES STITCH BY STITCH)

An excellent chance for young people to acquire sewing skills, paving the way for sustainable livelihoods through entrepreneurship or employment in the textile industry upon completion.

COURSE OVERVIEW

SEWING SKILLS PROGRAM MODULES

SEWING MODULES

The qualifying learner is capable of:

- Make Garments 123632 (20 Credits)
- Cost A Garment 123631 (4 Credits)
- Customer Requirements 123630 (5 Credits)
- Source Materials 123633 (5 Credits)
- Finish And Store Items 12115 (5 Credits)
- Production 13998 (2 Credits)
- Write And Present A Simple Business Plan 10008 (7 Credits)

PRACTICAL SEWING SKILLS

The qualifying learner is capable of:

- Apron
- Bag
- Skirt; Pencil, Round & A Line
- Dashida
- Pants; Ladies & Mens
- Bodice
- Dress; Standard & Formal Jacket



SPONSOR A CLASS OR INDIVIDUAL LEARNER



For just **R50,000** you can sponsor a class of **10 learners** or **R5,000 per learner** to improve their earning ability. Improve your BBBEE through this accredited FP&M SETA Skills Development Project.

THE ONLY FPM SETA ACCREDITED CENTRE IN THE EASTERN CAPE OFFERING FREE SKILLS!

SEWING CLASS STATISTICS

LEARNERS PER CLASS	10
CLASSES ANNUALLY	2
LEARNERS COMPLETED	300

OUR SEWING SCHOOLS



Port Elizabeth

12 Market Street, North End



Durban

Nicol Street Parkade, Monty Naicker Road, Durban Central



Pretoria

361 Grey Street, Erasmia, Centurion
Pretoria

TESTIMONIALS

Inspiring feedback from current and former students of the Umthungo Sewing studio



Thank you Al-Fidaa and Nomakhaya for giving an opportunity to study sewing at the Al-Fidaa Foundation. Ngibonge nake Phethile unumtu omuhle onenihilziyo emnene, nothando. I will always be grateful for meeting you guys and changed my life. 5 sewing mahcines ngingedwa that a blessing.”

— Phethile Madonsela, Graduated 6 December 2023, KZN

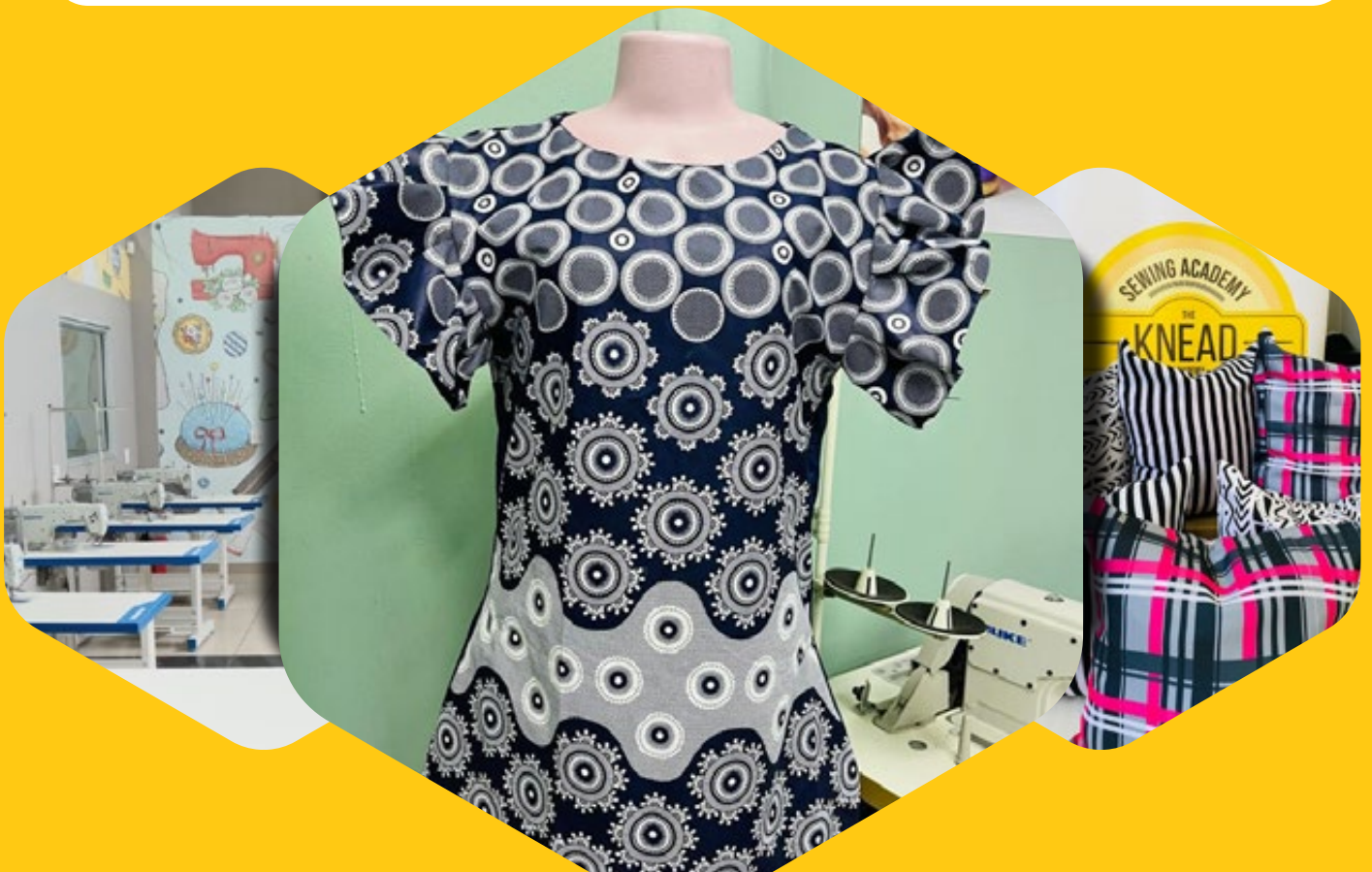
Phethile’s remarkable journey is a testament to the impactful work of the Al-Fidaa Foundation. Through its dedication to upskilling underprivileged youth and woman, “one stitch at a time”, Phethile not only completed her sewing course but also seized the opportunity to apply for funding from the National Youth Development Agency (NYDA). With the foundations support, she successfully secured the necessary funds to establish Phethys Sewing Studio, equipped with five flat-bed sewing machines. Her story underscores the transformative power of education and entrepreneurial support, empowering individuals like Phethile to realize their dreams and improve their lives.

“I have been operating my business from home since i graduated at the Al Fidaa Foundation. I do Church-wear garments and managed to buy my own domestic sewing machine with the money I earned.”

— Nonsikelelo Sibiya, Graduated 6 December 2023, KZN

“Hi Nomakhaya (lecturer at the DBN Al-Fidaa Sewing Studio) my life was difficult, because I was not experienced enough when it comes to sewing, cutting and reading of patterns I had no clue. But now im trying and my clothes are selling. Trying out different patterns, there is a lot of change.”

— Nandi Mzolo, Graduated 6 December 2023, KZN





OBJECTIVES OF THE AL-FIDAA SCHOOL OF BAKING

- ☑ To offer a free baking course to the impoverished, unemployed and unskilled ladies in the community.
- ☑ Teach them to bake and decorate confidently to earn an income from home.
- ☑ The Baker after completing this course, is self-employed and able to create employment which will benefit many people in their home, family and community.

SPONSOR A COURSE OR A BAKING STUDENT

SPONSOR A STUDENT

- Sponsor a student for the free baking course –R5500.00 per student.
- Course duration: 4 weeks
- Number of students per course: 12

STARTER BAKING EQUIPMENT KIT FOR STUDENTS

- Sponsor a starter kit to the value of R3000.00 so that they can bake immediately at home after completing our course:
- R2300.00 for essential equipment and a hand mixer with bowl stand.
- R700.00 for ingredients.

OUR BAKING SCHOOLS



Port Elizabeth

12 Market Street, North End



Durban

Nicol Street Parkade, Monty Naicker Road,
Durban Central



Pietermaritzburg

240 Ohrtmann Road, Pietermaritzburg



Pretoria

361 Grey Street, Erasmia, Centurion
Pretoria



TESTIMONIALS

Inspiring feedback from current and former students of the Al-Fidaa Schools of Baking

'Good afternoon Mrs Rizwana I would first like to thank you and every other members of Al-Fidaa Foundation for the opportunity you gave me at your Academy and I would also love to notify you that I have started a small business with my baking skills and am earning a lot out of it. I'm currently baking biscuits and cakes etc. I'm still baking from (home) but if I manage to grow I will surely find a place. Truly happy and grateful to you all, will send pictures of some of the items I make.'

— Emelda Mangena, Graduated Feb 2024, PE

Sprinkles & Smiles was established the year 2023 after I finished a baking course which was offered for free by Al Fidaa Foundation baking school in Port Elizabeth. I am currently baking from home and also running a small laundry service that was started months before I did the baking course due to being unemployed and living on a disability grant only. I was diagnosed with Rheumatoid Arthritis just over two years ago and that changed my life drastically, I couldn't work any longer. The baking business has just grown from strength to strength even though I face a lot of challenges regarding lack of equipment. I have managed to buy a few items so far, some new and mostly second hand.

— Candes Meniers, Graduated June 2023, Port Elizabeth

'My name is Zahra Kumalo I would like to thank Al Fidaa Foundation Chef Rizwana and whoever was involved in my learning of baking. Jazakallah so much I'm now baking at home for customers who order and I've had to find other employment to suffice, however, I get orders at my workplace too. I intend saving up money to buy a bigger oven and hopefully get more orders. My ultimate dream is to open up a bakery of my very own. I am slowly working towards achieving that. Once again thank you so much for making my dream come true.'

— Zahra Kumalo, Graduated Aug 2023, Pretoria

'At the moment I am using my baking skills by selling scones, cupcakes and cakes to the community and I have not yet opened a business from a premises. I am still working from home.'

— Patience Moloopa, Graduated Feb 2024, Pretoria

I am about to start baking from home, from there I know I will do well and I am hoping to have a small business at home.'

— Modester Kasambourare, Graduated Nov 2023, Port Elizabeth

'The baking course at Al-Fidaa was very educational, I learnt how to make cakes, tarts, biscuits and so many things. I have also learnt how to run a business and also how to cost my products. I will be baking a variety of products.'

— Yolanda Jakachira, Graduated Nov 2023, Port Elizabeth



Al-Fidaa Foundation initiated the Culinary School to cater for the ever popular demand of street food vendors and home industry caterers.

COURSE OBJECTIVES

- To prepare deserving learners at no cost for successful careers in the food and hospitality industry, and to help them develop the skills and knowledge needed to create delicious and innovative dishes by:
- Teaching culinary techniques and skills,
- Develop individual creativity and innovation,
- Provide practical experience, and
- Teach management and food hygiene.
- Upon completion of the course, students will have the knowledge and skills to start a successful catering business from home or seek employment in the hospitality sector.



WHY COOKING

A catering home business can be wildly successful, enjoyable and fulfilling. In this business, you're able to please clients while indulging your love of food and people.

Cooking from home provides a stable income with low overhead costs.

Learners have the flexibility to choose their target market and create customized menus.

Learners will be equipped with the knowledge and skills to enter the dynamic and rewarding world of hospitality.

A formal qualification is not necessary to make a successful career in the hospitality sector.

OUR BAKING SCHOOLS



Durban

Nicol Street Parkade, Monty Naicker Road,
Durban Central



Pietermaritzburg

240 Ohrtmann Road, Pietermaritzburg



Pretoria

361 Grey Street, Erasmia, Centurion
Pretoria

COURSE DURATION

DURATION OF COURSE **3 MONTHS**

INTERNSHIP **1 MONTH**

Sponsor a Culinary school
candidate for just **R10,000**

TESTIMONIALS

Inspiring feedback from current and former students of the Al-Fidaa Culinary School

Good day my name is Uswa Habib, I am a graduate student from Al-Fidaa. Im going to tell you how my course was productive and how it helped me upskill myself, my course helped me grow and learn new skills and communication skills with other staff members or chefs. Having to do my practicals after classes helped me upskill myself even more as I got the opportunity to learn how to work in a busy kitchen and learn communication skills with staff members, with this skills that I have, ive got use them with my small business I opened up at home and show-case my profession, I used them by building my business to a better one. Im still hunting for a job so that I can show-case my skills and abilities, id like to develop and determine how to present and determine the quality of meals. I would also like to thank Al-Fidaa for giving me the opportunity that ive got, and keep on giving others the opportunity too. Thank you.

— Uswa Habib, Graduated July 2024, Pretoria

It was a very productice course, educational- because now I know how to cook. With my new skill I would like to open my own fast food place.

— Hlophi Zenande , Graduated Oct 2023, Durban

The course was productive because I learnt a lot of new recipes. It gave me lesson of how to work as a team and how to multitask. I will cook for special occasions.

— Superior Nomfundo , Graduated Apr 2023, Durban





OBJECTIVES OF THE AL-FIDAA COMPUTER TRAINING

Al-Fidaa computer courses provide the appropriate level of proficiency required to operate a computer system. Candidates are trained by qualified facilitators. Upon completion of the course, the students are proficient in basic computer skills and will receive an Al-Fidaa Foundation Computer Literacy certificate.

The courses trained are industry recognised and relevant in the workplace. Computer skills can be an advantage to the job seeker as well as to the already employed who would like to increase their level of skill and competency.

COURSE INFORMATION

COMPUTER LITERACY COURSE

Our Computer Literacy Course comprising the following modules at intermediate level and are MICT SETA aligned:

- Introduction to Computers & Windows
- Internet and Email
- Word Processing
- Spreadsheets
- Presentations

All of which will give candidates practical knowledge of computer applications. Successful candidates are awarded an Al-Fidaa Foundation Computer Literacy certificate upon completion of the 1-month course.



SPONSOR A CLASS OR INDIVIDUAL LEARNER

COMPUTER LITERACY

Sponsor 1 learner **R 3000** or

Sponsor a group of 8 learners at **R 24 000**

COMPUTER CODING

- Course duration: 12 months
- Cost to sponsor: a student: R37,000.00

Costs include meals & travel stipends



Port Elizabeth

12 Market Street, North End



Durban

Nicol Street Parkade, Monty
Naicker Road, Durban Central

TESTIMONIALS

Inspiring feedback from former students of the Al-Fidaa Computer School



I just want to take this opportunity to thank the Al Fidaa foundation for giving me the opportunity to do my computer course. The three past months taught me a lot, like I did have any experience with computer, any at all. I enjoyed every day, and a special thanks to our teacher (Nafeesa), This opportunity for sure it will open doors for me, in any setting in finding a job. Am honored. thank you

— Unathi



I would like to extend my gratitude for the opportunity you have given me, taking part of the three month intermediate computer course. I have learnt a lot from this course, being able to carry out what I have learnt and experienced at the Foundation in the areas I can extend my skills. Thank you for the qualification being able to attach the certificate onto my CV. This course had taught me how to handle hard challenges and how to cope with people, in the sense of being patient and working in a group.

— Marina



Thank you for the opportunity you have given me to take part in the intermediate computer literacy course. Having the skills that I have acquired from the course will help me benefit in future when I apply for work. It has been a great pleasure being part of the foundation as I have learned a lot within the few 3 months we had. I have learned how to use Excel, Word, PowerPoint thanks to the course. My greatest gratitude goes to Nafeesa Salie for being patient and understanding towards us.

— L. Zondani



Thank you for the opportunity that you have given me and it was nice to do the computer course with your foundation .The skills will help me in the future. I enjoyed the three months course and I'm grateful for the opportunity that you have given me.

— Theresa





THE AL-FIDAA WHITE DOOR CENTRE

The AL-FIDAA WHITE DOOR CENTRE situated at 239 Durban Road, Korsten, Port Elizabeth, run in partnership with the Department of Social Development, is a victim support centre offering free counselling and referrals. Our 24hour Careline 0861 000 349 is our telephonic counselling service.



WHAT IS A WHITE DOOR

It is a localized victim support centre that provides holistic and person centred support services for victims of violence and crime.

WHITE DOOR SERVICES

SERVICES & ACTIVITIES

- Free Counselling And Referrals
- Community Outreach And Awareness
- Goal Setting & Motivation Group For School Learners
- Group Therapy Session
- Bereavement Support Group
- Parenting Skills Workshops

CASES SEEN INCLUDE

- Sexual Offences
- Domestic Violence
- Marital & Family Counselling
- Suicide, Depression, Stress, Anxiety
- Substance Abuse

SOME CASES SEEN TO AT THE WHITE DOOR CENTRE

Client on the run from her abusive husband who threatened to shoot her upon his release from prison. She made a case against him after he had tied her up, hit her with a hammer then strangled her. Client was referred to a shelter.

Minor assaulted by family member, suffering bruises from multiple kicks to the stomach and back. Family member admitted to using substances and feels they have a right to discipline in this manner. Client was directed to the appropriate service provider.

Client receiving counselling for the long-term effects of mal-treatment in childhood; client recounts incidents of abuse including starvation and punishment where the client was tied in a bag and hung up or locked in a dark room.

Client struggling to come to terms with the death of a family member who was murdered after being dismembered and mutilated while alive. Police investigating the case have not made arrests to date.

Pensioner requested assistance with referrals for the alleged sexual abuse, murder and ensuing cover up of the cause of death of a family member.

WHITE DOOR CENTRE STATISTICS

CLIENTS ASSISTED **2920**



WATER RELIEF PROJECTS

The Al-Fidaa Foundation has established emergency water collection sites to address the water shortages caused by repairs or the prolonged drought in the Eastern Cape. These sites ensure that the surrounding communities have access to reliable water for drinking and sanitation purposes. Residence in the vicinity of these collection points will enjoy uninterrupted access to free water during cuts or in the anticipation of the 'day-zero'.

This initiative not only meets an immediate need but also serves as a beacon of hope and resilience in the face of adversity for those who need it most.

WATER COLLECTION POINTS

	SUBURB	TYPE
1	Salsonville	Old Age Home
2	Salsonville	School
3	Salt Lake	School
4	Salt Lake	School
5	West End	School
6	Kleinskool	School
7	Bloemendal	School
8	Bloemendal	School
9	Chatty Ext.21	School
10	Bethelsdorp Ext.31	School
11	Booyenspark	School
12	Booyenspark	Clinic
13	Missionvale	Clinic
14	Bethelsdorp	Clinic
15	Schauderville	Clinic
16	Kwazakhele	Clinic
17	Kwanobuhle	Clinic
18	Kwanobuhle	Day Hospital
19	Arcadia	School
20	Motherwell	Community
21	Bloemendal	Community
22	Bloemendal	Community





UNLOCKING POTENTIAL, EMPOWERING LIVES!



In the wise words of Nelson Mandela, **“Overcoming poverty is not a task of charity, it’s an act of justice.”** This ethos fuels our efforts at Al-Fidaa Foundation, where we face South Africa’s daunting 34% unemployment rate, dwarfing the global average of 5.7%.

Today, we appeal to you not for charity, but for justice. Your generous contribution ignites our capacity to endow South Africa’s unemployed with essential skills, kindle their entrepreneurial drive, and help them ascend from poverty.

A poignant quote by Jimmy Carter inspires us, **“The measure of a society is found in how they treat their weakest and most helpless citizens.”** We invite you today to give, to make a life, to shape a brighter future. Stand with Al-Fidaa Foundation. Stand for justice.



AL - FIDAA FOUNDATION B-BBEE LEVEL I STATUS

The B-BBEE Scorecard: Your Key to Business Success!

Gain a competitive advantage and contribute to social development in South Africa. The Al-Fidaa Foundation, as a leading organization, offers free consultations to assist businesses in integrating their B-BBEE Skills Development Expenditure.

Our focus revolves around three essential elements:

1. Skills Development: We provide FP&M SETA-accredited Sewing courses, FoodBev SETA-accredited Baking courses, Culinary and Butchery courses as well as on-site entrepreneurial projects that empowering beneficiaries with valuable skills.

2. Enterprise Development: We support grass-roots community projects that nurture entrepreneurship and create opportunities for growth.

3. Socio Economic Development: From short-term feeding initiatives that impact thousands to long-term poverty alleviation solutions, the Al-Fidaa Foundation is at the forefront of developing the mind, body, and soul of South Africa.

Partner with us to promote sustainable development and social transformation.

Together, let's build a prosperous and inclusive South Africa.

The Al Fidaa Foundation issues also Section 18A tax exemption for persons and companies





NPO (070-651) PBO No: 930 033 996
BBBEE COMPLIANT



CONTACT

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Port Elizabeth, South Africa
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mohammed@alfidaa.co.za

BANKING DETAILS

Al Fidaa Foundation Standard Bank
Branch: Greenacres
Account No: 036 893 382
Branch No: 051 001
Swift Address: SBZAZAJJ

