

# SPREAD LUV NEWSLETTER

MARCH '15

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## From the CEO's Desk...



Compliments of the New Year Spread Luv Fam! We thought that in this edition we would take you through some of Spread Luvs' highlights of 2014 and some of the exciting new developments that we are starting in the new year with Spread Luv had an extraordinary 2014 and we plan to make 2015 even more exceptional.

In 2014, the most important work for us was to expand our reach to our learners through significant partnerships. We started the year off with an exciting television advertisement sponsored by FNB's You Can Help campaign. We hosted events for Afrika Tikkun and hope to continue working with them in the new year. We developed a strong partnership with Alexander Forbes and Constitutional Hill, the fruits of which you are sure to spot in the coming months. In addition we have developed an excellent relationship with a non-profit organisation operated by academics at the University of Cape Town, Dikakapa Every Day Heroes, who have developed a book of inspirational stories for learners to engage with. We give their books to our learners who send them short essays about what they took from the book.

Spread Luv has made significant strides in developing our brand identity in 2014, culminating a new logo (as you may have spotted!) and a brand new website which you will read more about below from our CMO (Chief Marketing Officer), Mpho Mono. We hope you LUV our new look the way we do and that you value our efforts to remain a growing and dynamic organisation.

More on branding, we had some awesome media spots this year including Louise's interview with SAFM and my interview with Radio 2000. In addition to this, you can catch us in the April edition of DESTINY magazine! Don't worry we'll remind you!

Moving over to consider our governance and accountability, we have restructured our Board of Directors and employed the services of an excellent and growing black owned accountancy firm, Nonyane Manong Accountants who have gone a long way to help us improve our accounting practices. They have also been generous enough to donate the next 6 months of accounting services to us. We thank them for continuing to believe in Spread Luv and being part of this journey

One of our biggest highlights has definitely been being awarded the Inyathelo Award for Youth in Philanthropy. We have been really blessed to be honored in this way. You can see more about this here ([Inyathelo Awards](#))

Lastly watch this space for Conversations, our exciting new programme being piloted at Wits University in March! Check out more details on this below!

We thank you for all your support over the last 6 years and we hope that you join us for the next 5 years of this exciting journey to continue to shape the paths of our promising youth. We will see you at our next Career Day!

**Kgomotso**

# Spread Luv's New Brand Vision



There are continuing arguments over who counts as a social entrepreneur. There has been no consensus on the definition, as there are many different fields associated with social entrepreneurship. As Spread Luv – who are we? Philanthropists, social activists (Minus the placards), or agents of change.

The founders of Spread Luv recognized an immediate problem and sought to resolve this problem. The methodology used was simple - devote your time to providing deprived communities and individuals with the knowledge that they will use to change their lives.

As the saying goes – “The Paradox of Change is That it is The Only Thing That Remains Constant”

Our new corporate identity has involved restyling our logo, defining our color palettes, ensuring our visual language is consistent and overhauling our website.

In line with our new strategy and brand promise, the Spread Luv logo has been enhanced for visibility and association. There are the hearts on the branches of the logo and they represent our love and commitment to South Africa. The vines on the logo represent growth, change and a promising future.

We have visions of growing nationally and internationally and as a result, we have changed our domain name from [spreadluv.wozaonline.co.za](http://spreadluv.wozaonline.co.za) to [spreadluv.org.za](http://spreadluv.org.za). Links to our social media pages on a revamped website were essential and they have been included. Like us on [Facebook](#), follows us on [Twitter](#) and connect with us on [LinkedIn](#).

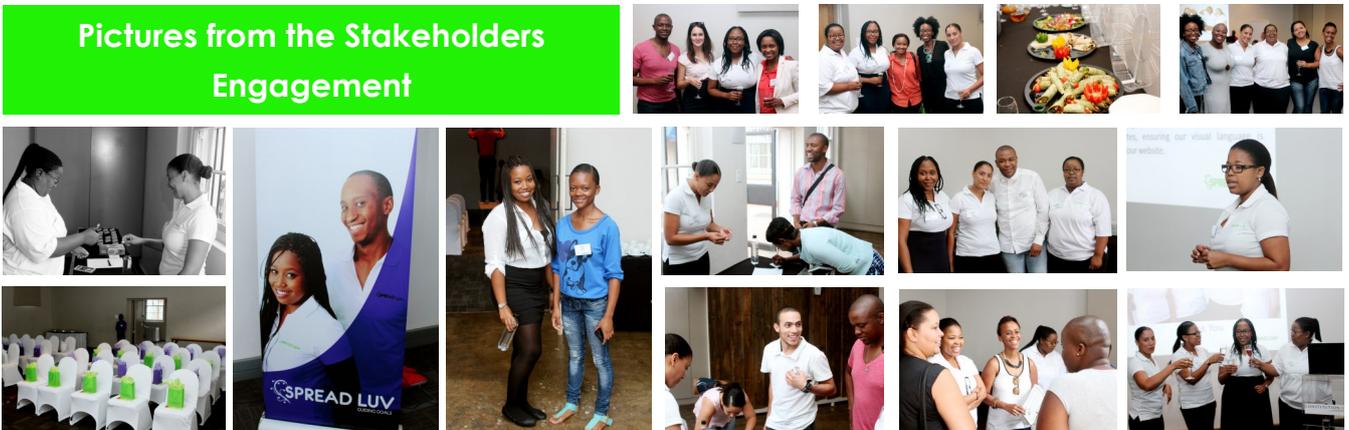
As a newly appointed CMO of Spread Luv, I have endeavored to bring a new lease of life into the organization with the hopes that these efforts will steer the organisation into a new course. This is an ongoing process and we have no desire to stop as change is also a catalyst for growth. We are the same organisation at heart and our values still remain the same. We have developed our corporate identity and revamped to adapt to a constantly changing world and enforce our value proposition.

On 31 January, Spread Luv, in partnership with Constitutional Hill, hosted many of its stakeholders for an afternoon where we sought to reintroduce Spread Luv as an organisation and as a brand to keep an eye on over the next few years. A wonderful time was had by all and we hope that this has marked our significant strength as an organisation that will bring real social impact to our nation

Thank you for your support as always and please continue to help us to Spread LUV.



## Pictures from the Stakeholders Engagement



# Spread Luv's New Pilot Project - 'CONVERSATIONS'



In response to a growing need to address the decreasing tertiary education graduation rate in the country, currently at around 15%, Spread Luv will pilot a new project we call Conversations.

Conversations aims to create a comfortable social space for students to engage with one another, men and women in their late 20s and early 30s who have had similar experiences and in some instances experts sourced from various professions. The point is for young adults to ask pressing questions which they may have no one to ask and to receive well thought out responses based on a balanced combination of personal experiences and expert opinions. Although there will be older people involved to moderate and facilitate Conversations, the key impact is in student based, peer-led engagement.

Conversations will take place in comfortable evening sessions to accommodate academic and work schedules. The focus will be on students studying at tertiary institutions (universities, technical universities, FET colleges).

In year one, there will be one consistent group of twenty students who will attend a series of workshops over a period of a year in effort to not only assess but also to shape behavioural and thought patterns amongst the students.

Topics of focus will include but will not be limited to:

- Relationships and Sexual Dynamics
- Gender Based Violence
- Substance Abuse
- Nutrition and Exercise
- Transactional Relationships
- Volunteerism and active citizenship
- Birth Control and Abortion, STDs and STIs
- Financial Management, Investment and Home ownership
- Race and Racism
- Career Guidance, Interview skills, and Networking
- LGBT Understanding and Tolerance
- Sexual Harassment and Assault

In addition to the actual Conversations, participating students will have the opportunity to enter a job shadowing process towards the end of the programme. In addition the students will be required to volunteer at Spread Luv career days at least 3 times a year. This will make them eligible to receive engage in the job shadowing process.

Through this, we will also create and develop a large base for the next generation of Spread Luv Volunteers as the participants will soon enter the workplace. Spread Luv has previously had difficulty sourcing volunteers from academic institutions and this will assist significantly in this regard. The project will also help Spread Luv monitor its impact on students over a longer period of time with the hope that our learners will enter the programme at tertiary level.

Through this initiative we hope to better equip young adults with the social skills they need to not only better navigate tertiary life and excel in their careers but also to live their best and healthiest lives. We believe that dialogue is a critical way to give young people fresh and informed perspectives on challenges they may be facing. This process seeks, over time, to shift student attitudes and perceptions, improve tertiary level retention and throughput and create a network of engaged, civic-minded and socially aware young professionals.

# Organizations We Luv - Bokamoso Cross Mentorship

The 2014 Global Risk report compiled by the World Economic Forum, estimates that more than 50% of South Africans between the ages of 15 and 24 are unemployed. The report further states that an estimated two-thirds of the youth in developing countries are failing to fulfill their economic potential. By failing to fulfill said potential, it is believed by the compilers of the report that the generation coming of age in the 2010s faces high unemployment and precarious job situations that threaten to hamper our generation's ability to build a successful future. It was with the will to enhance the knowledge of those young students that want to start early with their future plans' that the Bokamoso Cross Mentorship Programme was born.

Created in 2008 by Itumeleng Merafe, Tshepo Hlongwane, Tebogo Moalusi, Siphwe Hlongwane and Tumi Mokhothu, the Bokamoso Cross Mentorship Programme (BK CMP) specializes in running mentorship programmes that are tailored to address the academic and personal development challenges faced by a vast majority of our country's youth. Based in Johannesburg, the BK CMP caters to 120 Grade 11 students in schools all over Johannesburg and aims to help these learners identify and harness their true potential.

The Cross Mentorship Programme is conducted in a group mentoring workshop and experiential learning style that allows learners to derive information about student life in a practical and interactive setting. The workshops are structured so as to cover five main themes during the course of a year namely; leadership, academic excellence and career development, history culture and heritage, personal development and last but not least, social responsibility. Each of the themes aims to give the learner a piece of knowledge that they would have been unlikely to learn in school. For instance, during the academic excellence and career development workshop, the CMP assists learners to profile their behaviors, learning styles and skills set in order to identify possible career paths.

Bokamoso works in conjunction with the Young Professionals Forum in order to recruit bright young minds in the IT, Marketing, Advertising and Financial Services industries. These young professionals then take on the ever important mentorship role and give talks based on the nature of the theme addressed by Bokamoso at any one workshop. It is believed that by hearing the personal success stories of these mentors, who may not have had a background dissimilar to that of the learners, the learners will be inspired to carve out their own path to success.

Former Rand Park High and Bokamoso CMP alumna, Malesiamo Molapo was quoted to say: "I enjoyed the experience; it was fun and eye opening. It helped me decide on a career path and it gave me an opportunity to do things I feel are important for us to do especially as youth- like learn about our culture and actually go to those landmarks while interacting with different people from completely different circles of life ,whom I personally would have never gotten the chance know. I truly had a lot of fun. Even the mentors were open, insightful and cool people!"

Margaret Fuller once said, "If you have knowledge, let others light their candles in it." The Bokamoso Cross Mentorship Programme is living testament as to how inspiring and encouraging the act of imparting knowledge unto those lessinformed can be. It is the passion and conviction with which the Bokamoso CMP aims to positively shape the futures of our youth that makes Bokamoso an Organization We Luv!



# Donate to Spread Luv

## DONATIONS TO SPREAD LUV CAN BE MADE IN THE FOLLOWING MANNER:

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### Sponsored Items

Sponsor gift items for learners or Sponsor items to be used in carrying out career days

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### Sponsored Event

Sponsor the costs of a career day event or sponsor resources for career days and other events

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### Financial Contribution

Financial contribution of an amount to your discretion

## BANKING AND CONTACT DETAILS

SPREAD LUV MOVEMENT  
STANDARD BANK  
CURRENT ACCOUNT # 402015649  
NORTHCLIFF BRANCH (CODE: 1343)

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Visit our social sites (click on desired icon)



## About Spread Luv

The Spread Luv Movement is a growing, dynamic non-profit organization focused on providing effective career guidance to learners with limited resources.

A desire for outreach and social upliftment led a group of young women into different outreach campaigns and eventually to the Walter Sisulu Child and Youth Care Centre to host an early Christmas party for the children who lived there. During this visit we met and spoke to several of the older learners and realized that many of them lacked information and hope to better themselves.

Passion combined with desire to do better saw the beginning of the career guidance focus of the Spread Luv Movement.

## Guiding Goals