

S.A. College Schools Old Boys' Union



25 February 2020

SACS OBU Note to start 2020

Dear fellow SACS Old Boys,
2020 is already well under way and after a challenging 2019 for many people, I am hoping that this year presents some good opportunities for you, your businesses and our country as a whole.

The purpose of this note is to bring you up to speed with what is happening in the Old Boys Union and to reflect on the previous year. It is important for us to keep progressing, to reflect on what we have achieved and to make sure that we share this journey as widely as possible.

Looking back at 2019

2019 was a good one for the Old Boys Union. We finally began to see some return for the efforts of the previous years. We set out to:

- Define the purpose of the OBU
- Build on our relationship with the schools and add value to them
- Ensure that our structures are robust
- Rethink the 'brand' of the OBU
- Raise capital to align to our purpose
- Improve the database to enable us to share our message better
- Build the membership base of the Union

To this end, we have made good progress across many of these. Highlights of the year that we carry forward into 2020 are:

- We have agreed that the purpose of the OBU is to act as an enabler to make a difference in the SACS community. This will happen through a range of initiatives, but our primary focus initially is to provide bursaries to young men whose financial position would otherwise exclude them from attending SACS.
- We have agreed that the membership fees of the OBU will wholly support this initiative – allowing all SACS Old Boys to “Pay it Forward”.
- We have established the SACS Ithuba Trust as a vehicle to raise funds for this purpose. I will share more about this in the next few weeks, but the trust is a vehicle that will raise funds to assist with bursaries at SACS (High and Junior schools). It has SARS approval as a PBO. In addition, donations made to the trust are tax deductible in the hands of donors as per S18A of the Act. Furthermore, the trust qualifies as a BBBEE Level 1 organisation and any corporate contributions made to the trust will qualify for BBBEE point towards their scorecards under the Socio-Economic Development category.
- We hosted the inaugural SACS Legacy Dinner, sponsored by Mimecast, in May of 2019. Prof Thuli Madonsela was the guest speaker and played a significant role in contributing to this amazing event. We raised in excess of R600k thanks to Mimecast's generous sponsorship as well as the contributions made by guests through the auction and pledges. We look forward to the 2nd Legacy Dinner to be held this year. Further details will follow.
- Database update: We have set out to update our database – a critical element of being able to communicate with all Old Boys. To date, we have updated the details of 2889 OB's and

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ask that you take the time to update your details via Google Forms if you haven't yet done so. Please use the following link: (<https://forms.gle/5VRC8PksMuAtJhBK6>)

The Year Ahead:

The following are our areas of focus for the year ahead:

- Build on the 'brand' of the SACS OBU. Alex Goldberg ('00) is the creative director at Ogilvy South Africa and is working closely with the committee to help with this project. We are really excited to share this with you as the year progresses.
- Launch of "Alumni Week". In August 2020, we will launch the inaugural "Alumni Week". This will coincide with the last home sports fixtures of the winter season against Wynberg. The week will feature the OB dinner, school tour, Old Boy Big Band evening, and some other functions we will share in due course. The intention is to create an opportunity for Old Boys to return to the school over a concentrated period and connect with old friends. It will also make it easy for Reunion Groups to have a framework around which to base activities.
- 'Back to School Thursdays': Once a month, we will welcome Old Boys (and parent members) onto the campus to join running, mountain biking or water polo (hopefully other sports/activities can be added in the future). This will be followed by drinks and burgers/ boerie rolls in the Brodie Room
- Legacy Dinner 2.0. We aim to bring an even better version of the diner in 2020. We will communicate the guest speaker and auction prizes in due course, but it is our wish to raise R1m this year through this initiative!
- Membership: This will be communicated in a separate mail, but it is our goal to build the paid membership to 1000 members in the next year (at present approximately on 350 Old Boys pay membership). Going forward, all membership fees will be used to fund bursaries and school related projects, thereby giving Old Boys a unique opportunity to make a difference at the school and in South Africa.
- Ensure we have structures in place that allow Alumni offshore to contribute to the trust in a tax-efficient manner.
- Work with Old Boys to provide resources (time and expertise) to the schools where possible.

The list presents us with some really good challenges. As a committee, we are energised by this challenge and are excited at the opportunity we have to make a difference. We know that our efforts support not only the school, but the broader community and this ability to be actively involved in enabling change continues to drive us.

We look forward to sharing more with you in the course of the next few weeks and we hope that we can mobilise the Old Boy community to support us.

All the best,
Andrew