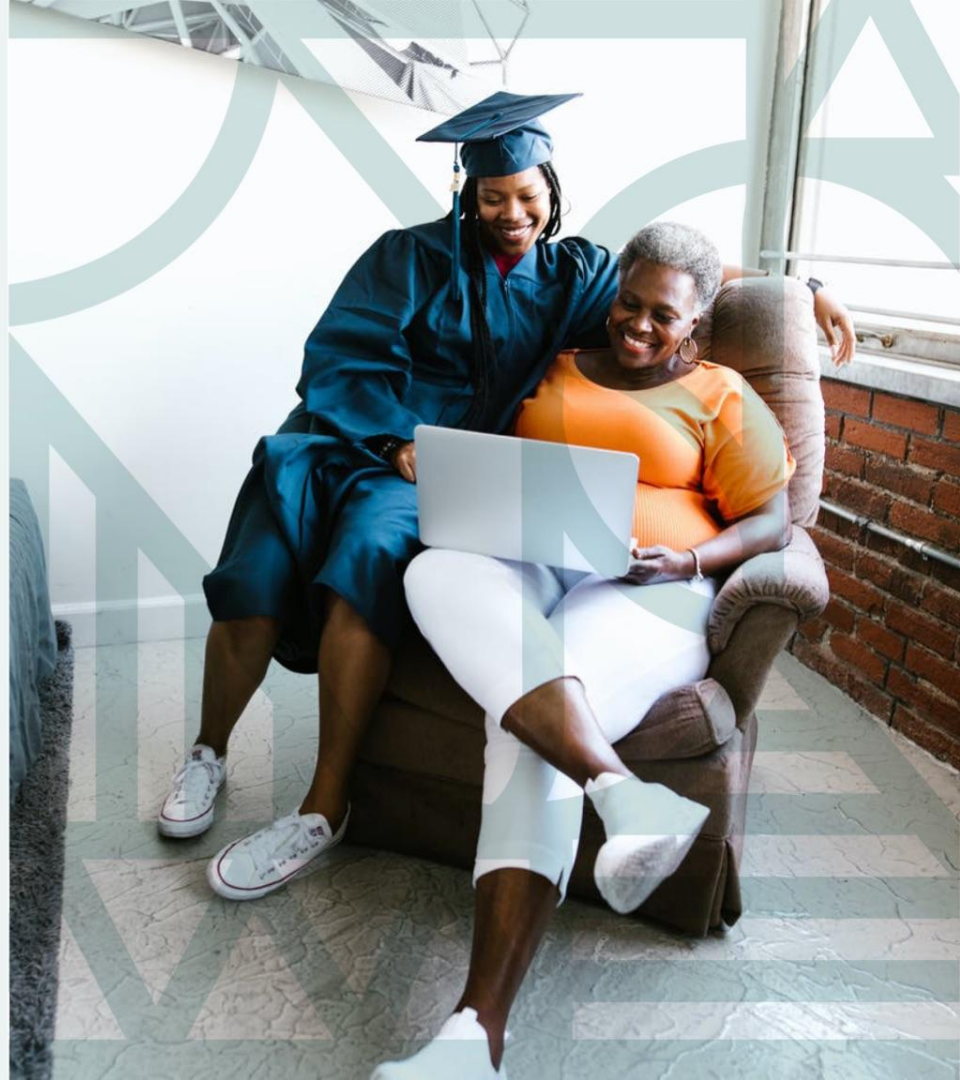


#ACCESS FORALL WITHFEENIX

**GROWING THIRD STREAM
INCOME | INNOVATION IN
FUNDRAISING**

Association for Academic
Administrators-
Partners in Impact
2023





Previous student



Samkelo [2020 2021 2022]

Matriculated from Kwamasosha Secondary

Durban University of Technology, BAA in screen arts and technology, 2022, Third Year (Graduating in 2023)

Total funding needed R 92,756.52

● R 34,066.82 funded ● R 58,689.70 funding left

2021

“I believe in my dream and I am willing to do whatever it takes to equip myself as a young film producer. With my passion, I don't only want to change my life but my community as well, I want to kill the stereotype that if you come from a disadvantaged background your dreams are limited. Anything is possible in life. Your tragedies don't define you or what you can become.

My name is Samkelo, and I am an emerging filmmaker, but without education, my career journey is restricted.”

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2022

“I have been very busy lately, attending classes while doing my in-service, and while doing personal work. It has been a hectic year but am coping. I wanted to ask you to please advise me if there is anything I need to be active in to give back. Feenix has done a lot for me, so if there is anything yall think I can assist with please lemme know.”



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WHO WE ARE





FEENIXTM

#ACCESSFORALLWITHFEENIX

“We believe that access to education should not be dependent on wealth.”

- We're a **Public Benefit Organisation (PBO)** that was established in response to the #FeesMustFall movement that spread across campuses in South Africa in 2015 and 2016. This movement highlighted the extremely high cost of tertiary education and the impact financial stress has on student success rates.
- **Serve higher education students** to assist removing their debt through a secure crowdfunding platform and our Skills Development Bursary programme with businesses.
- **Governed by a board of Trustees** (IT1831.2017) which includes Cas Coovadia, CEO of Business Unity South Africa and Alan Keep, Managing Partner from Bowmans.



MOST FREQUENTLY ASKED QUESTION

“How does Standard Bank fit in?”

Standard Bank is **Feenix’s main operations sponsor** and provided the initial seed funding to build and launch the platform.

Standard Bank continues to help cover our operational expenses, as we are a non-profit organisation. This enables the Feenix team to focus on scaling the solution, building sustainability and supporting more students. Part of our sustainability and impact strategy included the launch of our social enterprise company [WaFunda](#) in 2021.

Feenix operates independently as we are not a product of the bank.

STUDENT CRITERIA TO FUNDRAISE ON FEENIX

● **Citizenship Criteria:**

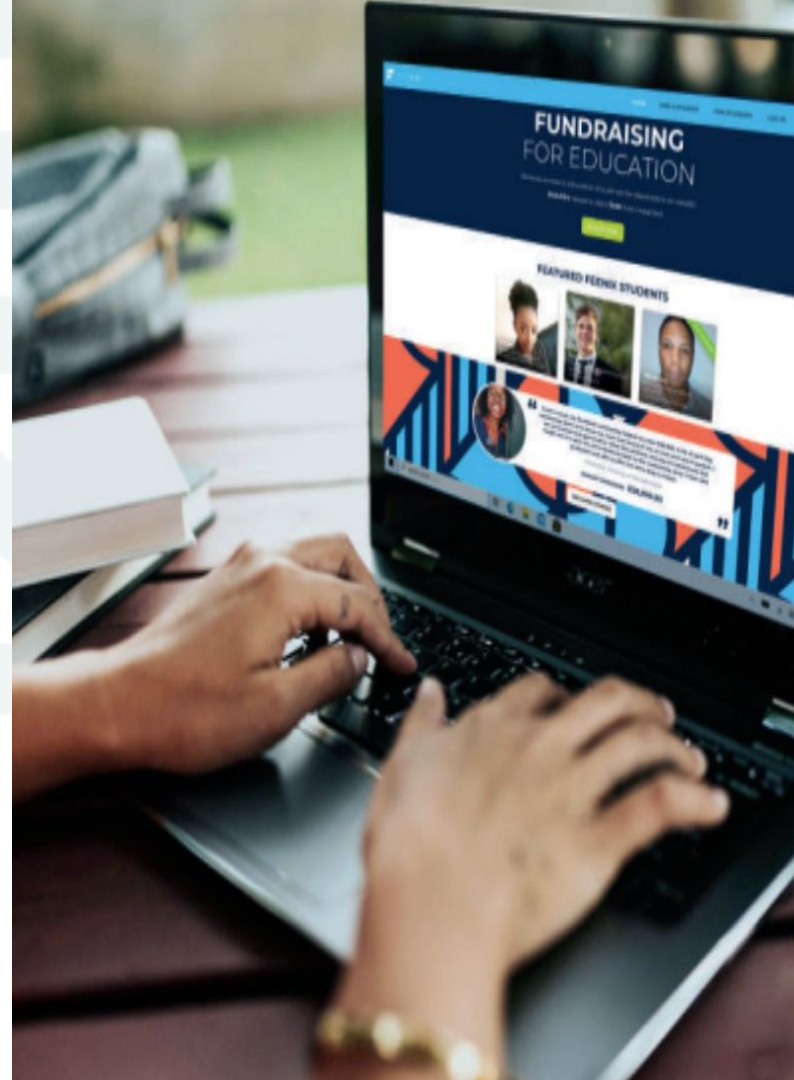
- South African citizen
- Permanent Residence
- Refugee/Asylum seeker

● **Course Criteria:**

- Any field of study
- Any year of study (Undergraduate & Postgraduate)
- Graduates with historical debt
- Academic progression required
- Full-time & Part-time students

● **Financial Criteria:**

- Household income under R600k & R850k for students living with a disability
- Students with historical and/or current debt (including students who have graduated)





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STUDENTS WE SERVE

- Feenix supports the **“missing middle”**, the **postgraduate** candidates and those with **historical debt** in an effort to create a safety net for students who aren't able to access government or other traditional funding
- Provide support to students across the **26 Public Universities**.
- **Over 9000 students on Feenix platform to date.**
- Currently **just over 700 students fundraising on Feenix** in 2023.



68%

of the students have at least some historical debt, meaning that they owe a university for previous years of study. **37%** are fundraising purely for historical debt.



65%

of students indicated that, if they receive funding, they'd “pay it forward”.



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REALITY OF STUDENT FUNDING OPTIONS *(as per Insight Report 2022)*

1. NSFAS



80% of the students did not qualify for NSFAS.

Why?

- Postgraduate studies (majority)
- Exceeded the years of funding allowed
- Fundraising for historical debt
- Degree type does not qualify
- Second qualifications

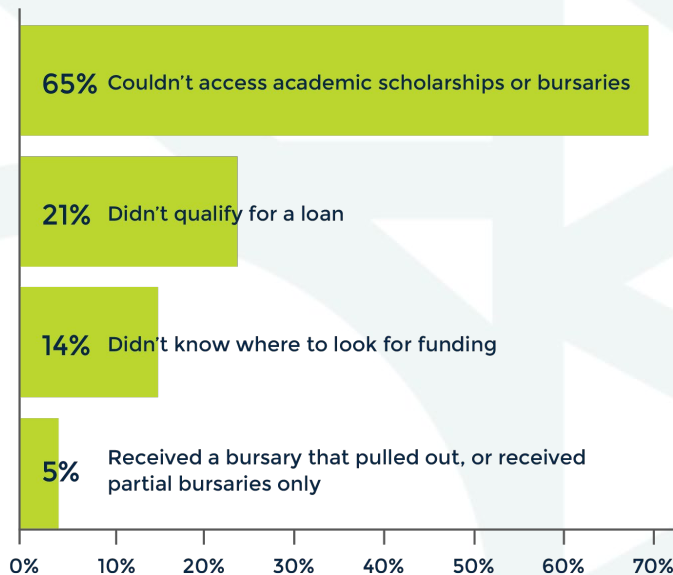
17% of the students qualify for NSFAS, but still choose Feenix. **Why?**

- NSFAS doesn't cover all the fees (majority)
- Students hadn't heard back yet and created a Feenix profile as a back up
- Required documents weren't submitted or accessible

3% had other reasons for not accessing or receiving NSFAS

2. WHAT ABOUT SCHOLARSHIPS, BURSARIES, LOANS?

Note: Students were able to choose more than one option, and therefore these results do not add up to 100%.



FEATURED FEENIX STUDENTS



Tyler

Bachelor Of Accounting
Stellenbosch University

Hi, my name is Tyler. I am a student studying to become a Chartered Accountant (CA) which has been m...

R 0.00

R 62,233.39



Danielle

MSc In Human Genetics
Stellenbosch University

I will be a third-year Masters student this year at the Faculty of Medicine and Health Science, in t...

R 0.00

R 8,139.00



Kgaugelo Therence

Administrative Information
Management

Tshwane University of Technology

I am Kgaugelo, I matriculated at Magogologo high school in 2013. My matrix result allowed me to qual...

R 0.00

R 81,054.22



JOIN

SEE MORE STUDENTS

STUDENT SUCCESS STORIES

Lindiwe completed her profile in August 2019 and within 2 months was able to raise over **R19 000**. She and her mother did this by tapping into her mothers work community and getting various people to donate to her fundraising goal.

“I sent a link of my profile to residents of Kirstenbosch (where my mother works as a domestic worker) asking them to help with donations. To my surprise, I was able to raise more than R19 000 in just two months”.





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WHAT COMMUNITY TAUGHT US DURING COVID-19 PANDEMIC



**“WE GET TO INNOVATE AND NAVIGATE
CHANGE TOGETHER”**

2020/2021 Key Learnings & Development



Access to education should not be dependent on wealth.
Let's crowdfund to bridge the digital divide and #CapTheGap

[DONATE NOW](#)





FEENIX™

#CapTheGap CAMPAIGN



NEDBANK
PRIVATE WEALTH
SINCE 1834

2021 Winner of the
Nedbank Private
Wealth Innovation
Technology Award



R3,4 MILLION

Total funds raised from June - August 2020



463

Total students received devices, data vouchers and food vouchers (R250 X 5 months)



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STUDENT LIFE CYCLE



- **Diversify Donor Community**
- **Provide Student Wrap around Support**



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DIVERSIFYING OPPORTUNITIES FOR STUDENTS



CROWDFUNDING

students fundraise for their outstanding university fees by sharing their story on our secure and trusted crowdfunding website.



SKILLS DEVELOPMENT AND BURSARY MANAGEMENT

organisations channel their skills development and youth development bursary budgets through Feenix to fund the education of university students.



WRAP AROUND SUPPORT

students receive access to holistic development support so they can thrive in university and the working world.



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STUDENT SUPPORT

Over and above assisting students to meet their financial needs, we (Feenix) offer students:

- Guidance and Peer to Peer Mentorship through our annual Student Ambassador programme.
- Feenix students are able to upskill themselves on how to fundraise for their fees and develop their professional and personal brand.
- All Feenix students have access to a world-class financial literacy platform via Blackbullion South Africa.



INSIGHTS & LEARNING PROCESS

2020-2022

FEENIX™

A SOCIETY IN WHICH ALL ARE ABLE TO FULFIL
THEIR POTENTIAL REGARDLESS OF WEALTH

INSIGHT & LEARNING
REPORT

2022

DEVELOPED
FOR ALL OUR
STAKEHOLDERS

 *"Feenix gave me hope for possible funding and it is the little things that motivates me to keep on going. I work hard because I have a passion for what I do, therefore I am doing this for me. What are you doing this for?"*
- Zanle, Hons. Educational Psychology at North-West University.

STUDENT THRIVE DRIVERS

Thrive drivers are indicators of students' success and potential for upward mobility.

Between 2021 and 2022, students have shown an increase in Financial Stability but a decrease in Grit and Academic Progress, while their sense of Emotional Support remained constant.



GRIT

i Definition: ability to overcome challenges and achieve goals.

Grit was most positively influenced by attending Feenix webinars and having access to the Blackbullion Financial Education platform.



EMOTIONAL SUPPORT

A sense of emotional support was most positively influenced by creating a Feenix profile and attending Feenix webinars.



FINANCIAL STABILITY

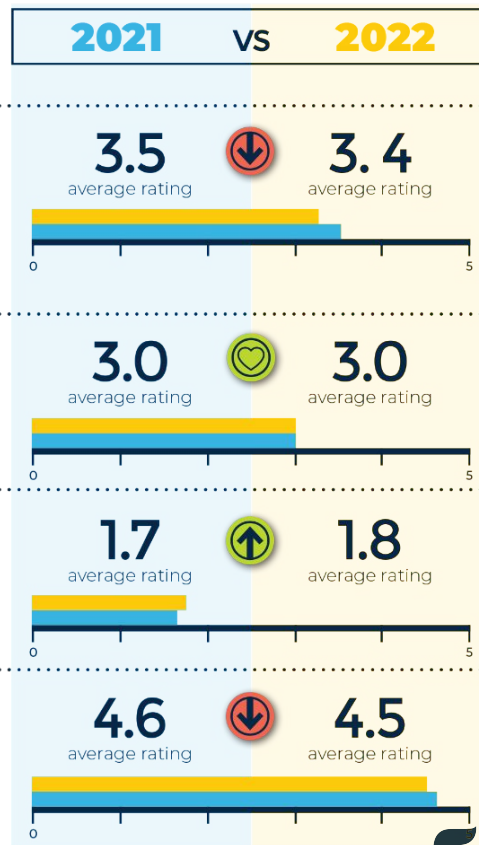
Having access to the Blackbullion Financial Education platform was by far the most positive influencer to helping students feel more financially stable.



ACADEMIC PROGRESS

i Definition: not academic excellence but one's ability to progress in their studies.

Students found Feenix's webinar series to be the most valuable tool to help them progress academically.



STUDENT SUCCESS STORIES

Through the Feenix platform Itumeleng received **R 157 040** in his final year in 2017 and was able to graduate debt-free from Wits Law School.

Itumeleng is currently doing legal work as a candidate legal practitioner, and has been doing so for the past 2 years.

He is also a **Pay It Forward student**. Since June 2019, he has been making monthly contributions towards another student he connected with on our platform.

ITUMELENG | LLB Law
Wits | Graduated | 2017 Student turned current Feenix funder





Watch later



StreamYard

STUDENT SUCCESS STORY Phenyo's Fundraising Journey



Phenyo Mmutle

MORE VIDEOS



- phenyo_mmutle** - Following
Mafeking, North-West, South Africa
- phenyo_mmutle** A week ago I put out a crowdfunding video to ask the public to help my raise R57 700 that I owe Wits University. We have managed to raise R25000 in seven days! We are nearly there we have a balance of R32000 and have by mid June to settle the amount . I have met amazing people along this campaign, one of them being Doctor and semifinalist for Mrs Universe Africa @mavoko_raphoto and my story resonated with her , as her advocacy is tertiary education and to make it accessible and inclusive for all . Thank you to everyone who has shared my post and donated to help me walk that Wits stage after seven long years! Love , peace blessings and light to you 🙏🏻👉🏻
- phenyo_mmutle** - Following
Alphonsus/Mutso - Inspirational Place
- phenyo_mmutle** Real 1/2 Hey there I 🙏🏻 . I am a teacher's assistant and these are the life lessons I teach my young learners , help this teacher's assistant finally graduate , my Donation is welcome and will go a long way , Thank you for all your donations thus far for my crowdfunding campaign #HelpPhenyoGrad 🙏🏻 We are nearly there total raised : R35 089 balance :R22 822 , Deadline : 17 June 2023, @Phenyo_eng @WitsThofstad



Full screen (f)



38:05 / 1:04:34



YouTube







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IMPACT TO DATE
2017 to 2023

THANK YOU! This is all thanks to the courage of our students, generosity of our donors and commitment of our university partners!!!



R167.4 MILLION

Total Funds Raised (2017 to 2023)



3737

Total students impacted across all 26 Public South African Universities



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QUICK FACTS

STUDENT FUNDED

Average funded student per university: **108**

Most funded students at a single university: **637**

Least funded students at a single university: **14**

DISBURSEMENT

Average disbursement per university: **R4.6 million**

Most funds received by a single university: **R33.6 million**

Least funds received at a single university: **R420k**



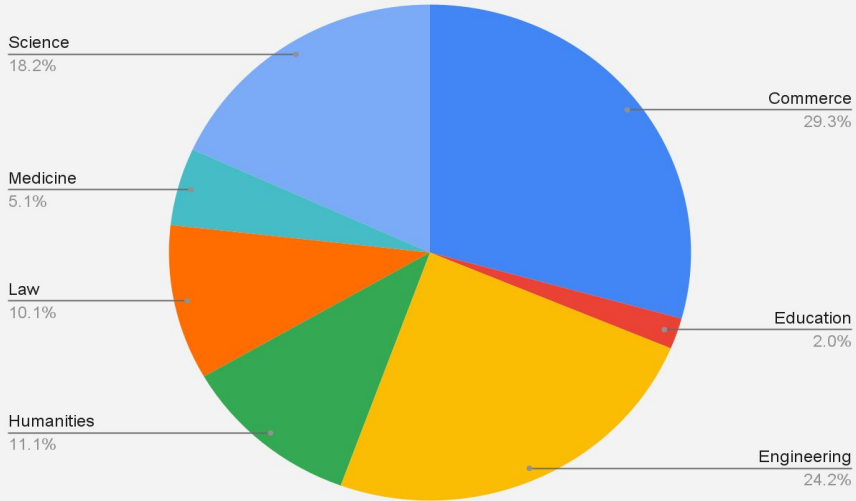


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QUICK FACTS

Visual breakdown of % disbursed amounts by Faculty

Disbursed % per Faculty





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POTENTIAL THROUGH PARTNERSHIP

Uniquely, Feenix is positioned well to **grow the third stream source** of income through student fees while offering a **very real, personal experience** to a donor who prefers a visible connection to every rand and cent spent. There exists great potential in **appealing to a previously dormant market** (e.g Alumni, SMME's, everyday individuals) and even greater potential when doing that in partnership with universities.

Feenix is dedicated to **support relationships and offer practical guidance** to universities in the following critical value creating areas:



**Student
recruitment**



**Fundraising and
advancement**



**Financial
administration**



**Holistic student
support**

These are crucial areas of investment in ensuring your students are able to effectively use Feenix to settle study fees with your institution.



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PARTNERSHIP BENEFITS SUMMARY

STUDENT BENEFITS

- Tool to tackle historical and current debt
- Access to crowdfunding solution (be a part of their own solution)
- Access to corporate donors (connect to skills development & grant funding)
- Access to wrap around services (personal & professional development)
- Debt-free solution (**Pay It Forward** NOT Pay it Back)

UNIVERSITY BENEFITS

- Partner to assist with tackling historical debt
- Partner to connect skills development donors to suitable students
- Tapping into individual giving as third stream income
- Showcasing innovation through use of EdTech solutions
- Transparent disbursement and impact reporting



“Feenix truly has made inroads among the student population at HEIs, absolutely the – Disbursers of Hope.”- Nishie Govender, Manager, DUT Fundraising & Alumni

Relationships

“Thank you so much to the Feenix team for making a difference in the life of our student.

No matter how busy and overwhelming the week might be, but to get such exciting news, brings an undescribed warmth to my heart.

One of my sayings is ... if I can only make one difference in someone’s life, with a smile a good word or even the smallest of things that is when I say, my day has been fulfilled by making a difference and this is exactly what Feenix is doing in the lives of the students they fund.”

Chrizelle Mally, Finance, Sol Plaatje University



“Success is in community.

It’s building a community of like-minded individuals who move this country forward. Together may we continue to move our students; the future leaders, innovators and problem-solvers forward.

Thank you”

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tammy@feenix.org
021 007 5786





Q&A



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