



# GF4GF

## Centres

A network of small multi-purpose training centres that cultivate young leaders in order to positively impact rural-agricultural communities

**Identity Book**

*I learned to belong, believe and behave.*

*Without even realizing it, the year changed me bit by bit...When I left GoodYear, I knew that I am somebody...That's what is important in life, to know who you are.*

*I learned that I must do to others what I would want them to do to me.*

*I learned that proper planning prevents poor performance.*

*This is a safe environment for us...I learned to appreciate the small things that other people do.*

*I used to be a prideful person but I learned how to connect with people and climb out of my box.*

*I learned that leadership is about energy, clarity and unity.*

*I learned that a bad attitude is like a flat tire, it takes you nowhere.*

*I came out of my shell when I learned to do ice-breakers.*

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*There is a new generation of young leaders arising who will effect positive and necessary growth within rural-agricultural communities in South Africa and Africa.*



## **THE PROBLEM**

Youth and the agricultural sector are under tremendous threat in South Africa. Many young people are an economic burden due to lack of education and employment opportunities. Even youth who have an education find themselves unemployable. Poor work ethic and lack of experience are just some of the reasons given.

Furthermore, the average age of a South African farmer is 62 years of age (Agri SA) which exposes a dangerous age gap and an imminent threat to the agricultural sector, especially to food security.

This problem affects everyone from rural communities to those in the hearts of cities. There is an urgent need to develop a new generation of productive, responsible farmers and young leaders for the sake of sustainability and the future of South Africa.

## **OUR SOLUTION**

GF4GF Centres are offering long-term sustainable solutions to the crisis of leadership in rural-agricultural communities. This is done by implementing a unique strategy that brings together agriculture and young local leaders.

GF4GF Centres do not merely focus on skills development but also focus on developing the person behind the skill. High-intensive training is done for 1 year with a select group of young people, after they have completed matric or tertiary education (this is the GoodYear project). Training is done at a GF4GF centre. These centres are all located in rural-agricultural communities and many centres run their own agricultural projects.

By cultivating young leaders from rural-agricultural communities, some critical challenges of these communities are addressed.



# LETTER FROM THE FOUNDER

**Dear friends,**

My purpose in life is to build an ever increasing momentum towards Living and Farming God's Way amongst the rural-agricultural communities of Africa (including South Africa) that will last for generations to come. That will not only bring honor and glory to God, but it will surely benefit all of us.

If something needs to last for generations to come, the youth and specifically leadership development needs to be in our focus. And this is precisely why we envisage as many GF4GF Centres as possible. We do not focus on developing the land for the people. To do that, you only need money. We focus on developing the people for the land, and that is a totally different ball game. The task at hand is one that requires us to work together as it is too big to accomplish alone. Howard Hendricks once said: The greatest crisis in the world today is a crisis of leadership, and the greatest crisis in leadership is a crisis of character. It is much easier to transfer a skill than to build a solid character and character is what is needed, before skills.

I'm greatly inspired by the example of the shepherd-king, David, as recorded in Psalm 78:72. "So David shepherded them according to the integrity of his heart; and guided them with his skillful hands."

This is the kind of leaders that we need to cultivate for the rural-agricultural community that I'm dreaming of: an agricultural community with positive values, scientific and technical knowledge, relevant skills, practical experience, healthy relationships on every terrain and a Biblical work ethic.

I am fully convinced that the main challenges in agriculture are successfully addressed in GF4GF's holistic approach.

You can curse the darkness, or you can light a candle in it. May your candle be your positive support and active involvement in this vision that impacts each one of us.

A nation that cares for it's future, cares for it's farmers! I thank you in advance for lighting a candle that brings glory to God and hope to generations to come.

**Sincerely,**  
Hennie Viljoen







## THE GF4GF CONCEPT

GF4GF means “good foundations for good fruit”. The centres are small multipurpose training farms that operate in rural-agricultural areas.

## OUR APPROACH

We follow a holistic approach towards the development of human potential as well as towards the development of the agricultural sector. GF4GF Centres establish a safe and supportive environment where skills are transferred, lives are changed, leaders are raised up and value is added to the agricultural sector.

### Our Vision

Cultivate young leaders to positively impact rural-agricultural communities

### Our Mission

Lay good foundations to produce good fruit.

## GF4GF VALUES

### Core Values

GF4GF Centres are governed by a set of values. These values are listed below:

- Trustworthiness
- Respect
- Responsibility
- Fairness
- Caring

We believe that these values will cultivate good citizenship and are the foundation upon which we train our young leaders.

### GF4GF Culture

GF4GF Centres also uphold a culture which is driven by 4 basic principles. This culture permeates everything we do. These 4 principles are listed below.

- On time
- High standard
- No wastage
- With joy

# FOCUS AREAS

GF4GF Centres have three main focus areas. These focus areas are as follows:

## Youth

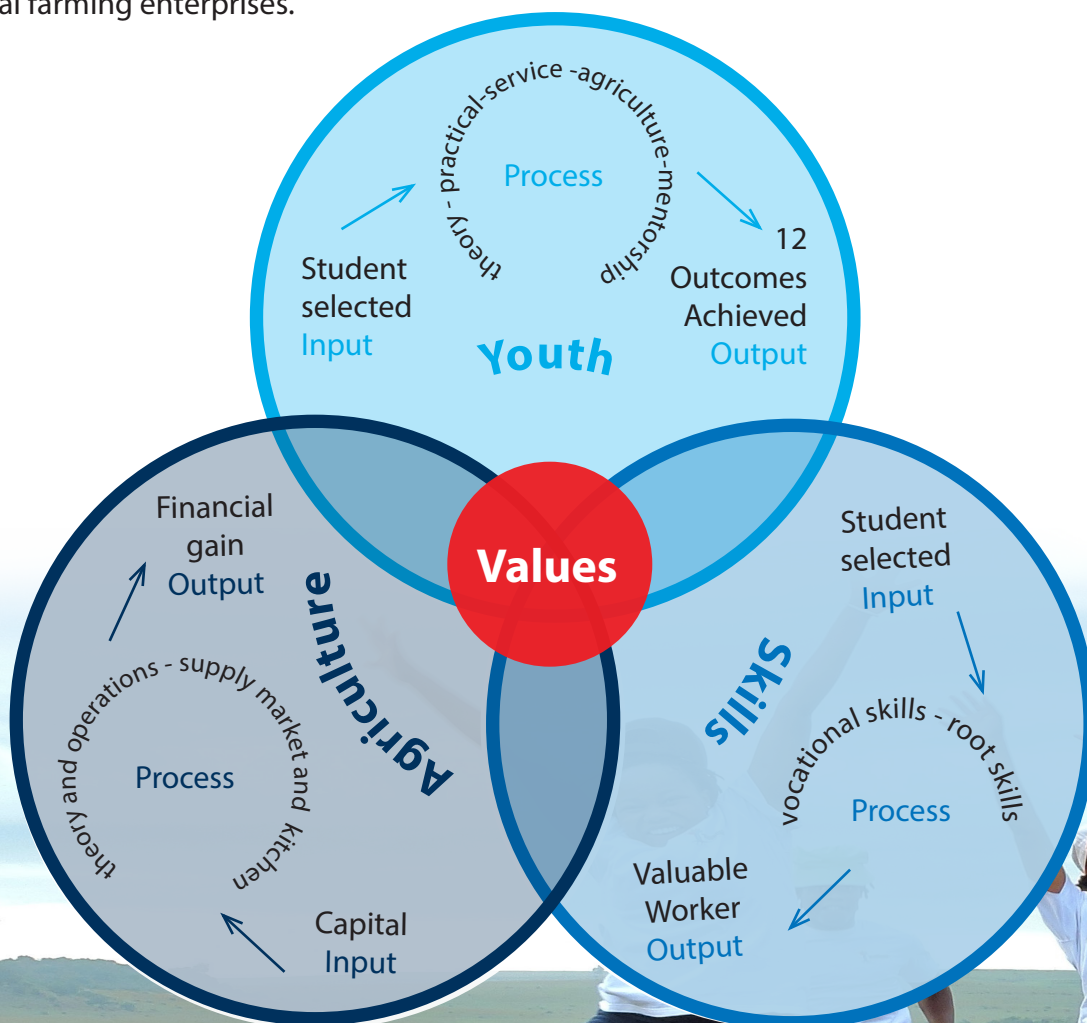
At GF4GF Centres young people are mentored, coached and taught. They are given a space where they are able to grow and become leaders in their communities. This is done primarily through the GoodYear project as well as through school programs and the GoodYear bursary fund.

## Skills

GF4GF Centres also provide skills training courses for people from the local community, farms or businesses. This serves as an income for some centres.

## Agriculture

Agricultural projects are implemented at every GF4GF Centre in order to serve as a demonstration plot, a training ground and a source of income. Some centres maintain basic vegetable gardens while others run commercial farming enterprises.





# OUR PROJECTS

GF4GF undertakes a number of projects in order to accomplish the vision and address the challenges faced by the agricultural sector. These projects are shown below.

## Youth

**GoodYear Program**

## Youth

**GoodYear Bursary Fund**

## Youth

**School Values Programs**

## Skills

**Root Skills Training**

## Skills

**Vocational Training**

## Agriculture

**Abangani Project**

## Agriculture

**Commercial Farming**

## Agriculture

**Vegetable Gardens**



# YOUTH

## THE GOODYEAR PROGRAMME

GoodYear is a 1-year training program for young people during which the students are taught good moral values, critical life skills and various hard skills. They are raised up as leaders for their communities. These students make a practical contribution to the community during their GoodYear by running value-based programs for children in the community and in various local schools.

Not all students go directly into farming. While some do, others are placed in leadership positions on commercial farms or start working in the community within various professions (example: teaching). The result being that the rural-agricultural community is positively impacted from a number of different spheres, creating sustainable, positive change.

## THE GOODYEAR BURSARY FUND

The GoodYear students who qualify are supported in their tertiary education via the GoodYear Bursary fund. Most GoodYear students come from rural communities where they lack the financial support to study towards a tertiary education.

GoodYear students are eligible for support from the fund based on their academic ability, character and motivation to succeed at their studies. The fund does not yet have the capacity to support study fees but instead focuses on addressing emergency needs required to keep the student at the institution. Examples of this may be basic food or accommodation or transport money. The fund also helps, where possible, with registration fees and with UNISA (or other correspondence study fees). The need is assessed individually for each student. This fund is managed in collaboration with Beulah Africa.



## SCHOOL VALUES PROGRAMS

On a weekly basis the GoodYear students present value-based programs in the local schools. These programs address critical issues and serve as a platform for peer-to-peer mentorship. By running these programs the GoodYear students are also learning important skills such as presenting skills, lesson planning, program management, drama and various other related skills.





# SKILLS

All of our skills courses both upskill the worker as well as benefit the employer. This is because not only is the skill effectively transferred but the person behind the skill is also equipped.

## VOCATIONAL SKILLS

GF4GF Centres offer a variety of vocational skills courses. These courses are not merely skills training but also focus on the person behind the skill. This means that every person that completes a skills training course at a GF4GF Center also receives training on values and is coached on how to implement the skills in a relevant way in the work place. For example, a student that learns how to weld will also learn, amongst others things, that he/she needs to be on time for work, the effect of his/her standard of work on the company and the importance of a positive attitude.

## ROOT SKILLS

At GF4GF we refer to root skills as being a set of critical life skills that impact multiple spheres of a person's life. One example of a root skills course is our problem solving course. This course equips the student with the ability to approach a problem in a way that will lead to lasting, win-win solutions. Such a skill has broad application in the students personal life, relationships and also the work place.

*Research has shown that a family's cycle of poverty can be broken, should a child be given an opportunity to obtain a tertiary qualification and pursue a career.*



# AGRICULTURE

## ABANGANI PROJECT

To date, the most successful model for transferring an agricultural business from one entity to another is that of parents to children. Therefore, a model similar to the parent-to-child model should be found for land reform.

## Spiritual Family Model

The Abangani project has exactly that in mind. Abangani is a Zulu word which refers to the extended family. At GF4GF we speak about a spiritual family. The purpose of this project is to contribute towards the search for models on how to grant young people from rural communities opportunities to enter commercial agriculture in ways that are affordable, sustainable and successful.

The goal is not to see how many new farmers we can develop, but how successfully we can do so.

## Context

This project flows out of the GoodYear project in that it is the students who have been mentored, coached and trained during their GoodYear who are placed out onto the farms. Thus bringing about positive growth within rural-agricultural communities.

## COMMERCIAL FARMING & VEGETABLE GARDENS

The first GF4GF Centre was founded on a farm. While not all centres are located on farm land, all GF4GF centres have an agricultural component. For some centres this is a fully established farming business while for others it is a vegetable garden. The vegetable gardens supplement the kitchen for the students living at the centre while the commercial projects make important contributions to food security.

The aim of incorporating agriculture at each centre is to be able demonstrate what we proclaim to the community that we are working with. The farms serve as training grounds as well as income generation for the centres while also making contributions to the local agricultural sector.



*Leaders are like trees,  
they take time  
to grow.*



# FINANCIAL GOVERNANCE

## FINANCIAL MODEL

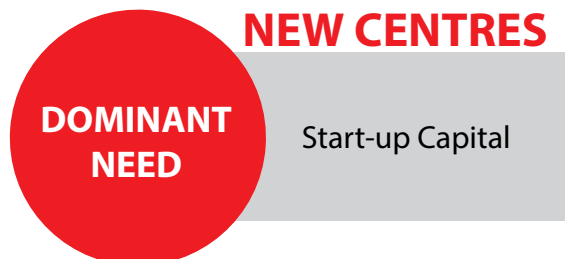
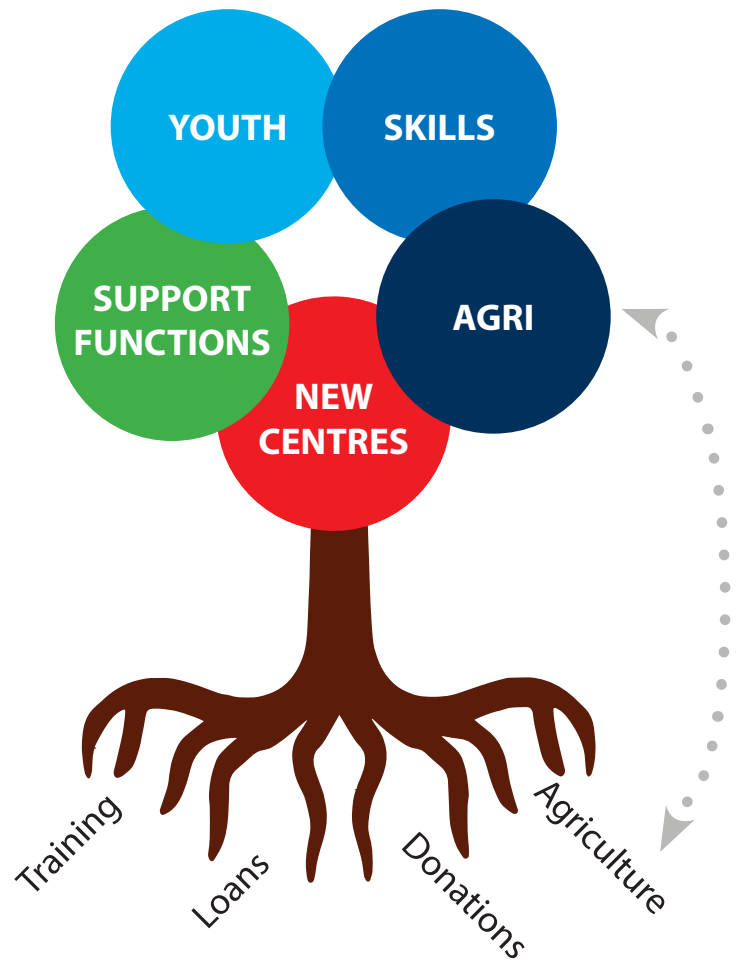
The main sources of funding for the GF4GF Centres come from donations, agricultural projects, loans or training. In the future, social responsibility funds as well as the moral regeneration fund will also be accessed. When funding flows into the organisation it is either allocated to a specific project (within one of the three focus areas), towards support functions or towards establishing new centres. This allocation is determined by the nature and source of the funds.

## GOVERNANCE

GF4GF Centres are each registered independently as an NPC and all centres are linked via MOU's with the main GF4GF Centres NPC entity. Each centre is governed by a board of directors and takes responsibility for its own fundraising activities.


## FUNDING AREAS

The information presented in this book explains the GF4GF model. Each centre is in different phases of development and each centre is working towards ensuring this model is fully realised in their communities. Due to this process, each centre has different financial needs depending on their phase of development. As a potential investor and partner we invite you to decide if you would prefer to support the establishment of new centres or a specific project at an existing centre.



## INDIVIDUAL CENTRES

YOUTH	SKILLS	AGRICULTURE	SUPPORT FUNCTIONS	DOMINANT NEED
GoodYear project	Infrastructure set-up	Initial input costs	Various Salaries	



**“Never doubt that  
a small group of  
thoughtful committed  
citizens can change the  
world; indeed, it’s the  
only thing that  
ever has.”**

**Margaret Mead**

**[www.gf4gfcentres.co.za](http://www.gf4gfcentres.co.za)  
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