



HELDERBERG COLLEGE
OF HIGHER EDUCATION

PROPOSAL TO SOLICIT
R11 000 000 FOR THE FUNDING OF
THE AFRICAN HOUSE FOUNDATION
(AHF)

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1. Executive Summary

The African House Foundation (AHF) is a business idea, emanating from South Africa, and dedicated to empowering youths and international students. The targeted students would like to pursue their tertiary studies, through a combination of creativity, affordable housing and job opportunities, with a mission to promote innovation and inclusiveness. AHF plans to act as a bridge for young people to express their abilities, develop life skills and integrate effortlessly into South African society.

2. Background of the Organisation

2.1 Founding Date and Purpose

The African House Foundation (AHF) concept came about in 2024 to address the growing demand for affordable accommodation and meaningful opportunities for South African youth and international students. The founder envisions a platform where creativity, education and community support could coexist to nurture young people's holistic development, as well as address the issues that foreign students have when adapting to a new environment.

AHF has two primary purposes:

- To foster creativity among local youth by providing them with the tools, resources and mentorship they require to express their abilities and create a sustainable future;
- To provide affordable housing and employment possibilities for international students, allowing them to seamlessly integrate into South African society, achieve academic success, and contribute to the local economy.

2.2 Objectives

Overall, the African House Foundation aims to accommodate approximately 200 international students by the end of 2025 and 2026. AHF will also host creative workshops that aims to reach more than 500 young South Africans and expand its reach and impact in the coming years. The key objectives are as follows:

- **Empower the Youth:** Through creativity, AHF will create opportunities for the youth to venture and showcase the creative talents through art, technology, entrepreneurship and many more;
- **Supporting Foreign Students:** AHF will be a “home away from home” for to the foreign students who wish to continue their tertiary studies in South Africa. AHF will provide them with safe and affordable accommodation in close proximity to their educational institute of choice;
- **Encouraging Cross-Cultural Interaction:** AHF will build an inclusive environment, where both South African youths and international students can engage and co-exist. This will help both parties, collaborate and learn from each other, increasing diversity and cultural awareness;
- **Internship Opportunities:** By partnering with a larger network of local business, AHF seeks to create more job opportunities for both local youth and international students, helping them gain valuable work experience.

2.3 Unique Features of AHF

- **Creative Hub:** AHF will offer a dedicated area for young people to participate in workshops, training sessions and mentorship programmes in a variety of creative fields. This hub will serve as both a learning centre and an incubator for innovation and talent development;
- **Affordable Student Accommodation:** AHF’s aim is to provide a well-maintained and low-cost housing to international students. This will help simplify their transition into life in South Africa. The housing will be conveniently positioned near educational institutions and urban centres;
- **Internships and Network Opportunities:** AHF will work hand in hand with local businesses to provide students with employment opportunities but also support the organisations as well. This will allow the students to obtain work experience, financial independence as they integrate into the South African economy.

2.4 Development

The AHF is still in the incubation stage and has yet to experience any real growth. AHF plans to launch as a small initiative with a focus on housing international students, but hopes to expand its scope to include a robust array of services centred on youth empowerment through

creativity, while contributing to South Africa's broader goals of education, employment and cultural inclusion.

3. Statement of Need

Affordable housing, especially for international students, and youth unemployment are two major issues that South Africa is currently grappling with. According to Statistics South Africa (2024), the percentage of unemployed people who are young (between the ages of 15 and 34) is 45,5%, which is higher than the national average of 32,9% in the first quarter of 2024. This concerning statistic emphasises the need for programmes that equip young people with the entrepreneurial and creative abilities they need to construct sustainable futures, in addition to the need for jobs to be created.

For international students coming to South Africa for higher education, affordable accommodation is still a major problem. Many people have trouble locating affordable, secure housing near educational institutions. University World News has noted that most of the countries in the region do not seem to have built enough dormitories for students and how majority of the students at most colleges live off campus (Kigotho, 2023).

Because of this, students find it difficult to concentrate on their education when they lack secure housing, which in turn restricts their capacity to support the local economy and preserve cultural diversity.

In this context, the African House Foundation (AHF) is a much-needed programme that tackles the housing dilemma for international students as well as youth unemployment in this environment. These urgent challenges are immediately addressed by AHF's dual aim of fostering creativity among local kids and offering affordable housing and employment possibilities for overseas students.

The creative economy is becoming more widely acknowledged as a possible engine for economic growth and job creation, especially for youth. According to UNESCO (2023), this sector can be used for youth empowerment, especially with South Africa's rich cultural diversity and history of artistic vision. By establishing creative workshops, the AHF will offer training, mentorship, and the necessary resources need for young students to tap into their creative potential and develop the skills need in different fields such as arts, technology and entrepreneurship.

Furthermore, the AHF's focus on job internships and networking opportunities for both local and international students will address the need for employment. Through partnerships with local businesses, AHF will provide job opportunities that will promote economic independence and inclusion into the South African workforce. This approach will not only benefit the students but the local economy by cultivating a creative and diverse workplace.

In summary, the AHF project will address the pressing needs in South Africa by:

- **Tackling Youth Unemployment:** By strengthening creative and entrepreneurial talents, AHF enables young people to find work in a burgeoning global creative economy.
- **Provide Affordable Housing:** By allowing international students to focus on their studies while also contributing to the South African economy.
- **Fostering Cross-Cultural Exchange:** The AHF provides a venue for local adolescents and international students to collaborate, encouraging diversity and social harmony.

The need for such projects is obvious, and the potential impact is enormous. With the appropriate funding, the education, employment and creative empowerment of South Africa's youth and international students will be positively affected because of the African House Foundation.

4. Current Status of Organisation's Service

The African House Foundation (AHF) is still in its development stage, with the main objectives already planned for just ready for execution. Despite its early stage of development, the AHF has begun to lay the groundwork for its core services, which seeks to empower the South African youth and international students through programmes in creativity, affordable accommodation, and internships.

4.1 Creative Hub Development

The concept of the creative hub, which is the central idea of AHF's framework, is still under design. The hub will serve as a space where young people can attend workshops, receive mentorship, and participate in training programmes aimed at developing skills in the arts, technology, and business.

In its early stages, AHF will partner up with local artists, educators, and entrepreneurs to develop a curriculum and mentorship programme that will help guide the hub's operations. However, more financing is needed to completely create the facility and outfit it with the appropriate tools, technology, and resources.

4.2 Affordable Housing for International Students

The issue of inexpensive student housing is well-documented, especially for international students who encounter hurdles to acquiring acceptable accommodation upon arrival in South Africa. According to University World News, many students who stay off-campus in most African countries are already forced to rent rooms in informal settlements and urban slums, where they face security issues, challenging social environments, poor lighting and sleeping conditions, and no internet access (Kigotho, 2023). The initial housing facility is still in the planning stage, with intentions to accommodate up to 200 international students by the end of 2025 or early 2026. However, the organisation requires significant financial support to acquire property leases, furnish the spaces, and ensure the housing fulfils safety and comfort standards.

4.3 Job Placement and Networking

AHF will negotiate with numerous local businesses and organisations about forming partnerships that would provide job placement and internship opportunities for both South African youth and international students. These collaborations will be the foundation of AHF's job placement services, which aim to help young people get meaningful work experience while fostering financial independence, youth and gender equality and the integration into the South African market (UNESCO, 2023). While these initial partnerships show a great deal of promise, AHF seeks additional funding to help formalise the agreements and establish an operational structure for effective internships.

4.4 Cross-Cultural Integration Activities

Even though AHF is still in its early planning stages, the foundation will create programmes that will encourage diversity and cross-cultural engagement between the native students and the foreign students. Events such as cultural day, as well as other networking activities will all be a part of these programmes with the objective of encouraging understanding, inclusiveness and collaboration. While the planning has been established, AHF's capacity to implement these initiatives is solely dependent on the additional funding to cover the event logistics, facilitators, as well as marketing.

4.5 Challenges and Funding Needs

Despite the early planning, AHF faces several challenges as it moves from a concept to a fully functional operation. Among these challenges is the need for funding to build the necessary infrastructure, hire skilled personnel and ensure the sustainability of its services. With the correct financial backing, AHF can respond rapidly to South Africa's pressing demands for youth empowerment and international student support.

4.6 Conclusion

In conclusion, while the African House Foundation is still in its early phases of growth, it has made tremendous progress in laying the groundwork for its key services. The demand for its services is obvious, but its capacity to supply that demand is strongly dependant on obtaining external money and resources.

5. Budget Breakdown

The primary financial needs for establishing and running AHF are outlined below, including the costs of infrastructure setup, service delivery, and operational maintenance.

5.1 Infrastructure and Setup Costs

5.1.1 Creative Hub Rental

- Size required: 160m²
- Average rental cost per square meter in urban centres: ZAR 200/m²
- Monthly cost: $ZAR\ 200/m^2 \times 160\ m^2 = ZAR\ 32,000$
- Annual cost: $ZAR\ 32,000 \times 12\ months = \mathbf{ZAR\ 384,000}$

5.1.2 Affordable Student Housing

- Estimated number of apartments: 800
- Estimated number of students to house: 200
- Cost per student per month (shared studio @ R5 800): $ZAR\ 5\ 800/2 = ZAR\ 2\ 900$
- Annual lease cost: $ZAR\ 2\ 900 \times 200\ students \times 12\ months = ZAR\ 6\ 960\ 000$
- Basic furniture, appliances, and creative workstations: ZAR 500,000
- **Subtotal: ZAR 7 460 000**

5.1.3 Maintenance of Housing and Creative Hub

- Estimated annual cost: **ZAR 300,000**

5.2 Operational Costs (Annual)

5.2.1 Staffing Salaries

- Programme Director: ZAR 396,000 annually
- Creative Manager: ZAR 540,000 annually
- Housing Manager: ZAR 504,000 annually
- Total annual staff costs: **ZAR 1,440,000**
- (Source: Talent.com, Salary in South Africa 2024)

5.2.2 Student Services

- Operational costs for job placement programmes (networking, partnerships, administrative fees): ZAR 400,000
(Source: Market rates for job placement services, South Africa)
- Annual budget for supplies, guest speakers, facilitators, and materials): ZAR 500,000 (Covers costs for creative skills workshops, entrepreneurial training, and mentorship programmes)
- Cultural Exchange Events (venue, supplies, guest speakers): ZAR 300,000
- **Subtotal: ZAR 1,200,000**

5.3 Administrative and Miscellaneous Costs

- Legal & Compliance (permits, contracts): ZAR 20,000
- Marketing & Recruitment (for international students): Estimated cost for digital marketing package (Google Ads, Social Media Advertising): ZAR 6 500 x 12 months = ZAR 78 000
- Digital marketing, print materials, and outreach events: ZAR 5000 x 12 months = ZAR 60 000
(Source: New Perspective Design)
- Insurance: ZAR 25,000
- Contingency Reserve (for unforeseen expenses): ZAR 33,000
- **Subtotal: ZAR 216,000**

6. Total Budget Estimate (First Year)

The table below shows the total summary of the budget breakdown.

Category	Cost (ZAR)
A. Infrastructure and Setup	ZAR 8 144 000
B. Operational Costs (Annual)	ZAR 2 640 000
C. Administrative and Miscellaneous	ZAR 216 000
Total (First Year)	ZAR 11 000 000

7. Funding Request

AHF has requested ZAR 11,000,000 to cover infrastructure setup, operational costs, and administrative expenses during its first year of operation. The donation will enable AHF to:

- Establish the Creative Hub to promote youth empowerment through workshops and training programmes.
- Provide inexpensive lodging for 200 international students.
- Launch job placement and cultural exchange programmes to promote inclusion and economic integration.

This proposal addresses major difficulties confronting South African youth and international students, and with adequate finance, AHF will make significant contributions to the country's education, employment, and cultural development.

8. Call to Action and Benefits to You as a Funder

8.1 Call to Action

The African House Foundation (AHF) is at a critical crossroads in its development and requires your assistance to realise its aim of uplifting South African youth while also offering overseas students with affordable housing and career opportunities. By directly investing in AHF, you will be offering solutions to some of South Africa's most pressing issues: youth unemployment, lack of affordable student accommodations and the limited platforms for creative expression and cross-cultural collaboration.

We invite you to join hands with AHF to create a future where creativity, inclusion and opportunity thrive. Your contribution will not only help AHF launch its services but it will

also pave a way for a long-lasting effect in the lives of hundreds of young people. Together we can work hand in hand to ensure that the next generation have the necessary tools, resources and support to make the future bright.

The AHF seeks ZAR 11,000,000 to establish its main objectives: creative workshop, affordable accommodation and internships. The funding will allow us to serve the estimated 200 students as well as even an additional 500 students by 2025 or early 2026. Your contribution is vital to making this dream a reality.

8.2 Benefits for the Funder

8.2.1 Social Impact and Community Development

By supporting AHF, you will be addressing two key issues in South Africa: unemployment in young people and the lack of affordable accommodation for international students. According to the Statistics South Africa (2024), South Africa is leading in having the highest young unemployment rate in the world, and accommodation costs continue to burden many of the students. Your contribution will help address these issues by providing opportunities for young South Africans and international students.

8.2.2 Boosting South Africa's Creative Economy

The creative hub will help nurture the next generation of creative minds and entrepreneurs by offering a dedicated area for the students to thrive and sharpen their skills. Your contribution to AHF will not only benefit the young individuals but it will also boost South Africa's creative economy, which UNESCO (2023) highlights as a key generator of employment and economic growth.

8.2.3 Recognition and Partnership Opportunities

As our key supporter, your organisation will be acknowledged across all AHF platforms, including social events, marketing materials, press releases and across digital and social media platforms. This partnership will raise awareness and promote positive associations with social responsibility, inclusivity, and youth empowerment. Furthermore, as AHF expands, more opportunities will arise for continued collaboration and sponsorship.

8.2.4 Conclusion

Funding the African House Foundation will not only support a cause with clear social and economic benefits, but as the funders, you will help create a more equal, inclusive and successful future for South Africa. We invite you to join us on what will be a transformational journey.

9. Final Words

The African House Foundation (AHF) stand at a stage that addresses the difficulties faced by South African youths as well as international students. By nurturing creativity, providing affordable accommodation and creating job opportunities, AHF will provide a long-lasting solution that will foster inclusivity, empowerment and diversity.

With your contribution, AHF will transform many lives, raise a generation of young people with equipped skills, opportunities and the confidence to succeed in a rapidly growing world. Your support will have a far-reaching impact and by working together, we can create an environment where creativity is encouraged and young people from all different cultural backgrounds can learn and grow together.

With your partnership, we can have a long-term impact that not just benefits this generation but future generations to come.

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