#ACCESS FORALL WITHFEENIX

GROWING THIRD STREAM INCOME | INNOVATION IN FUNDRAISING

Higher Education Student Finance Forum Conference
2022

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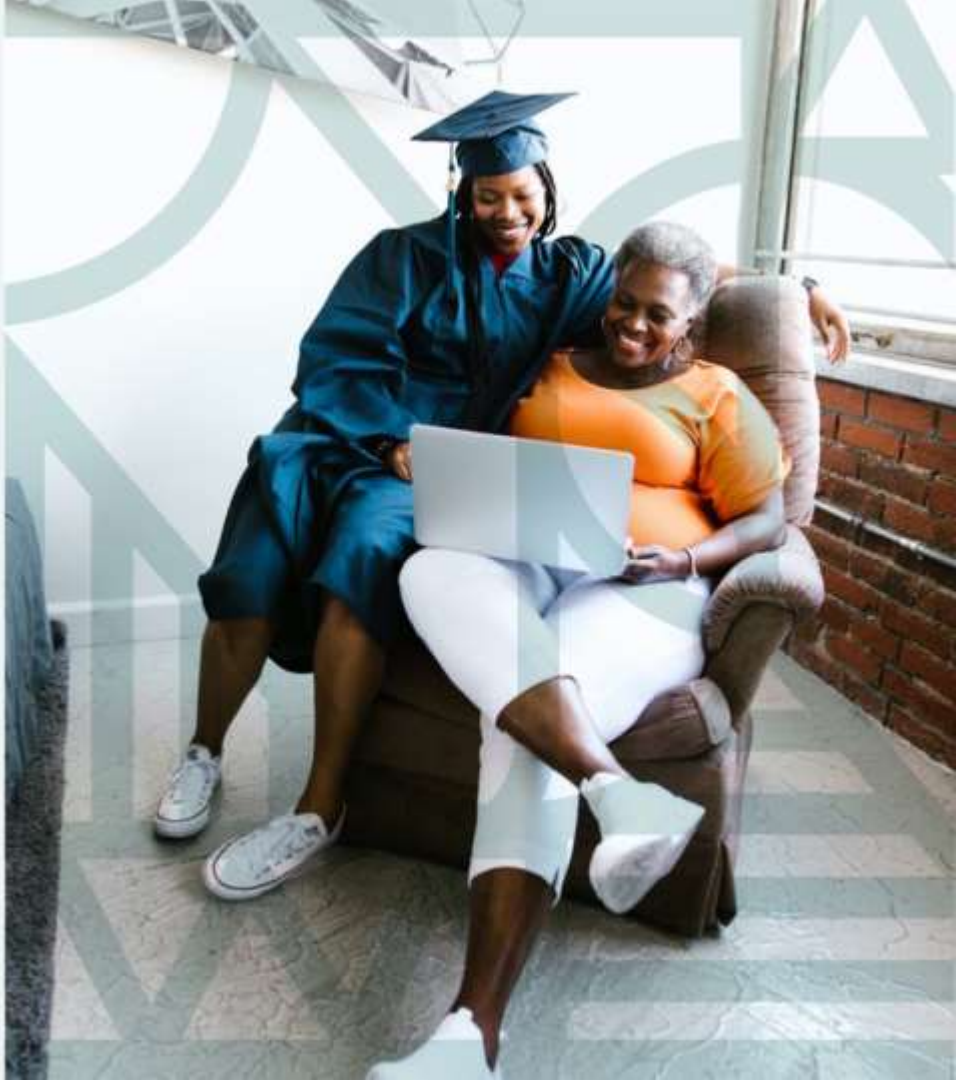





Samkelo [2020 2021 2022]

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.

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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
RECAP

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#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:

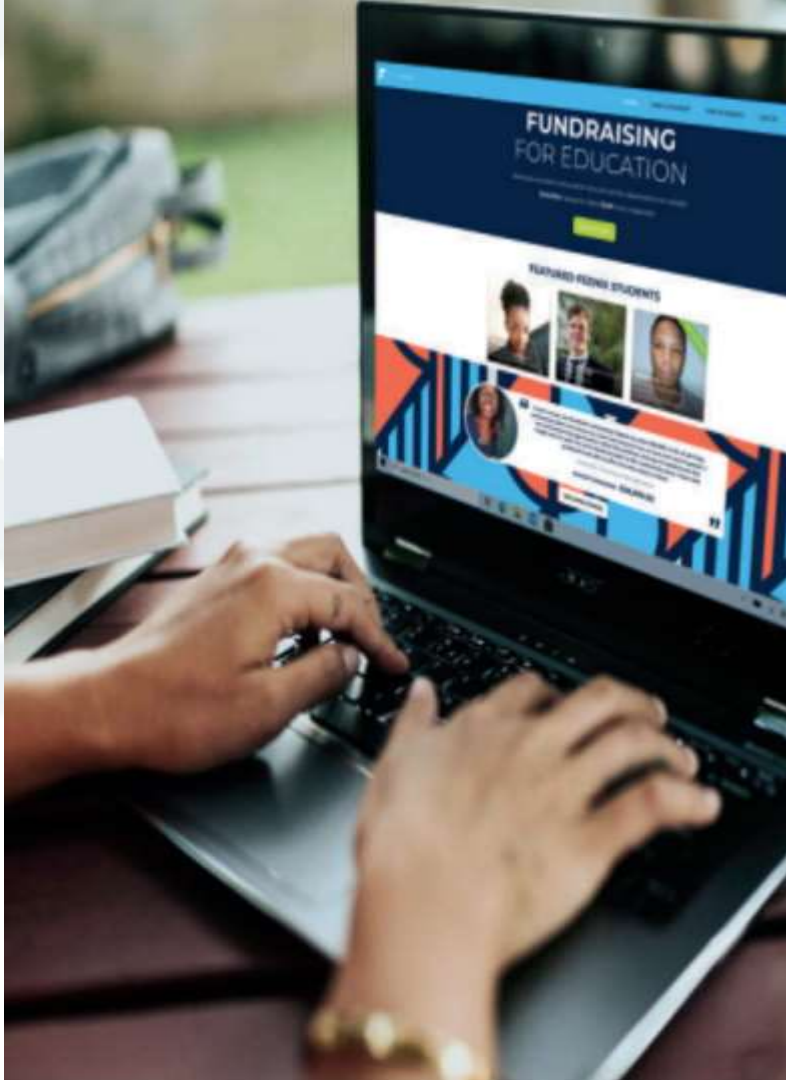
- South African citizen
- Permanent Residence
- Refugee/Asylum seeker

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 under 3000 students fundraising on Feenix** in 2022.

STUDENTS’ FUNDING OPTION

(*INFO FROM FEENIX INSIGHTS & LEARNING REPORT 2021)

18% DIDN’T KNOW WHERE TO LOOK FOR FUNDS

31% DIDN’T QUALIFY FOR A LOAN

83% DON’T QUALIFY FOR NSFAS

17% QUALIFY FOR NSFAS BUT STILL CHOOSE FEENIX



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


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

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#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.



MONITORING & INSIGHTS PROCESS

2020-2022



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2020 vs 2021

2022

GRIT

Definition: ability to overcome challenges and achieve goals.

Most positively influenced by direct support from the Feenix team and Feenix student ambassadors.



3.6

"Receiving donations motivated me to do better in my studies and put more effort."

EMOTIONAL SUPPORT

Most positively influenced by direct support from the Feenix team and Feenix student ambassadors. A decrease in 2021 correlates with a higher reported need for mental health services.



3

"Creating a profile gave me hope that maybe someone will donate and relieve me from the stress and anxiety."

FINANCIAL STABILITY

Feenix signed up to the Blackbullion Financial Education platform. Its active users **rated 25% higher on financial stability** than non-users.



1.9

"Blackbullion financial wellness have helped me save money and to be able to take good care of my financial life."

ACADEMIC PROGRESS

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

Students felt webinars were most useful by motivating them to persevere.



4.6

"Webinars are source of inspiration from others who have walked the walk and came out the other side victorious."

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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



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Building Your Online Community
Building Your Online Community
Watch later
Share
STUDENT SUCCESS STORY
Phenyo's Fundraising Journey
Phenyo Mmutle
MORE VIDEOS
Full screen (f)
38:05 / 1:04:34
YouTube

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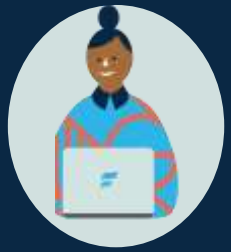
IMPACT TO DATE
2017 to 2022

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



R147 MILLION

Total Funds Raised (2017 to 2022)



2955

Total students impacted across all 26 Public South African Universities

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QUICK FACTS

STUDENT FUNDED	DISBURSEMENT
Average funded student per university: **113**	**Average** disbursement per university: **R3.4 million (R700k in 2019)**
Most funded students at a single university: **568**	**Most** funds received by a single university: **R28.5 million**
Least funded students at a single university: **14**	**Least** funds received at a single university: **R420k**



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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

“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 warmness 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 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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Q&A

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