



**MEN**  
ON THE SIDE  
OF THE ROAD

# MEN AT WORK

Newsletter - Spring 2009

## Save money, employ our members



Martin Tidigu has found regular work

Lise Kargaard, a resident of Marina da Gama, Cape Town and director of travel company Southern Destinations ([www.southerndestinations.com](http://www.southerndestinations.com)), wanted to do a garden blitz. She called various landscape companies, who quoted her thousands of rands to do the job.

Lise drives past the Wynberg collection point on her way to work every day, and decided to call MSR. The gardeners assigned to her, Martin Tidigu and Morris Marisa, were able to do the work in one day at a fraction of the cost of

landscapers. This is what she had to say about her experience:

"My husband was very nervous about getting two strangers to help us, but going through MSR made him feel a lot better. I was helpfully assisted, and on Saturday Martin and Morris arrived to help.

"They were absolutely amazing — I can't praise them highly enough. They were hard working, knew exactly what they were doing and just got on with the job. I won't hesitate to use them again and refer them to all my friends."

Martin has some experience as a gardener but was struggling to find a good job. He was introduced to MSR earlier this year, and has since gone through gardening and construction training. Through MSR, he has found a regular job for three days of the week.

He says, "MSR is fantastic and the site coordinator and staff are very good people."

**This is just one story of how we help people find jobs. Every day, MSR connects reliable workers with homeowners and contractors, putting food on the table for members and their families.**

We are proud to report on another successful few months for Men on the Side of the Road. Our placement figures continue to grow significantly, thanks to the outstanding work of our committed team. I salute all the staff at MSR who soldier on, in spite of very tough market conditions.

When we talk about 'placement figures' at MSR, what we mean is jobs for unemployed people. The current economic climate is most keenly felt by those at the bottom of the employment chain — in other words, our members. It is therefore our resolve to continue to find jobs for the unemployed, and we encourage you to join us in our quest.

These are challenging times for all of us — not least for NGOs who rely on donor funding. We are grateful to those funders who have held firm in their commitment to the plight of unemployed people in South Africa, and we urge everyone to do what they can to support. In this issue, read about our new SMS subscription service and how employing our members can save you money.

**Peter Kratz, National Director**

## Homeowners give our members the thumbs up

Our Wynberg and Kuilsriver Worker Collection Points in Cape Town have achieved an average rating of 4.5 (out of 5) for their members. The rating relates to skill and attitude where 4 is good and 5 is excellent. Lindsay Abrahams, who phones every employer after MSR workers are placed says, "**The majority of customers can't express enough how happy they are with our members' work.**"



## Stats & facts

- 74,989 work days – 32% more than for the same period last year.
- 13,756 training days.
- Every Rand spent on placement activities delivered R5.71 in actual work in 2009 – up from R4.42 in 2008. 30% improvement in placement efficiency this year.
- Currently only 65% of 2009 budget funded.



# Meet our people: Felicitas Maphutha

Felicitas Maphutha is regional manager for MSR in Johannesburg. She was promoted to this position following her success as an MSR placement officer. Felicitas runs two Worker Collection Points, and a third will soon be under her wing.

As a placement officer, Felicitas gained a reputation for her organising skills. This 24-year-old woman is not afraid to walk onto the male-



Felicitas Maphutha A dynamo in a man's world

dominated sites and give instructions. While sexism has been a challenge, Felicitas remains undaunted.

"The men sometimes totally disrespect my views because I am a woman," she says. "But at the end of the day, through perseverance, we get along because it is my duty to induce the mental orientation of accepting, embracing and believing that this concept of MSR will work in their favour."

Felicitas was born in Limpopo and educated in Gauteng. She had a stint at ADT as a data capture clerk and then started a cleaning company in partnership with her sister and a friend while she studied an accounting degree through UNISA. Later she had some experience in construction, and it was here that she became acquainted with the exploitation of the men that stand on the side of the road. She felt compelled to do something about it.

**"I derive a lot of pleasure in knowing that we are making a difference by eradicating crime, alleviating poverty, and empowering community members to acquire skills and experience that will enable them to take part in economic growth and development."**

## SMS to help make South Africa work

It costs R20 for us to find work for one of our members for one day. That job pays an average of R90, putting food on the table for them and their families.

A new **SUBSCRIPTION SERVICE** enables you to sponsor us to find work for our members.

If you sms the word "small" to 31353, you will pay R20 per month subscription, which means that you give one unemployed person one day's worth of work — just by smsing.

If you sms "medium" to 31353, you will pay

R30 per month subscription, that gives them 1.5 days of work, and if you sms "large" to 31353, you will pay R40 per month subscription that gives them two days.

The cost to start the subscription is 50c, and you will then be billed monthly as per the relevant word that you've sent in.

So by subscribing monthly you can help an unemployed person find work. Don't you think it is worth it?

**SMS "small" to 31353 to donate R20**

Employ our members for contracts or household jobs, donate your business' expertise and offer a training course, donate to offer unemployed men a brighter future. Call **0861 WORKER** (0861 967 537) or visit [www.employMen.co.za](http://www.employMen.co.za) for more details. **Join our group on Facebook!**

## Fun & games as our members get trained

**12 of our members recently attended a training course sponsored by Pick 'n Pay, Origin Coffees and Outward Bound SA.**

The training began with a 14-day Outward Bound course, which focuses on personal development. Participants were then selected for a four-week skills training initiative with Origin Coffee.

Successful candidates would be offered employment opportunities, and five of our members found jobs as a result of this initiative.

Our thanks to Pick 'n Pay, Origin Coffees and Outward Bound SA for this wonderful programme.

