



# **STAKEHOLDER AND MEDIA BRIEFING 2022 AFS and Integrated Annual Report & Fund Update**

**September 15, 2022**

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# Objectives

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- 1 Announce FY 2022 AFS and Integrated Report
- 2 Provide an Update on the Fund's Scale Down
- 3 Provide an Update on Projects and Disbursements Post June 2022

# AFS/Integrated Report Presentation and Q3 Fund Update

## OVERVIEW

## DETAIL

## WHO

### THEME

FY 2022 Report Back as the Fund Scales Down

### FORMAT

Virtual Event – Zoom Webinar

### DATE

Thursday 15<sup>th</sup> September 2022

### TIME

11h00 – 12h00

- Exco
- Panel
- Panel Support (For Q&A)
  
- Invited Guests
- SF Board
- SF Staff
- Stakeholders incl donors
- Media

### DRY RUN

Wednesday 14<sup>th</sup> September 2022

### TIME

17h00 – 18h00

- Panel
- Facilitator
- Tech Support
- Comms Team



# AFS/Integrated Report Presentation and Q3 Fund Update

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## BRIEFING CONTENT OUTLINE

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### IMPACT REPORTING AND FINANCIALS

- Integrated Annual Report Presentation
- Annual Financial Statements Presentation

### CEO & COO UPDATE

- Project completions and update post 21<sup>st</sup> June 2022 (CEO)
- Status update on the Fund's Scale Down activities (COO)

### Q&A

### DISTRIBUTION OF REPORTS AND MEDIA STATEMENTS

# Proposed Programme – SF Media and Stakeholder Briefing

TIME	PANELLIST	TOPIC	DURATION
11:00 –11:02	<b>Ashraf Garda</b> , Facilitator	<b>Welcome</b> and <b>Introduction</b>	2 mins
11:05 -11:10	<b>Gloria Serobe</b> , Solidarity Fund Chair	Welcome address and a <b>perspective on achievements as the Fund scales down its operations.</b>	5 mins
11:10–11:25	<b>Tandi Nzimande</b> , Solidarity Fund CEO	<b>Keynote address:</b> Fund activities update, Integrated Annual Report Overview, throw-forward to AFS Presentation and downscaling update	15 mins
11:25-11:40	<b>Zanele Ngwepe</b> , Solidarity Fund CFO	<b>AFS Presentation</b>	15 mins
11:40-11:45	<b>Gloria Serobe</b> , Solidarity Fund Chair	Thank you recap and throw forward to final briefing to be held in November.	5 mins
11:45–12:00	<b>All - Facilitated by Ashraf Garda</b>	Q&A session	15 mins
12:00	<b>Ashraf Garda</b> , Facilitator	Closing	

# Support Content Development

▶ Invitation and Reminder to media and all stakeholders

▶ Briefing Infographics/Images for media and social media use

▶ Briefing Scripts/Talking Points

▶ Updated Q&A document

▶ Two Media Statements:

- Media Statement 1 – AFS / Integrated Annual Report
- Media Statement 2 – Fund Update

▶ Facilitator Brief – for clarity on objectives, and reports.

▶ Social Media Updates – pre / during / post

▶ Special Edition Bulletin

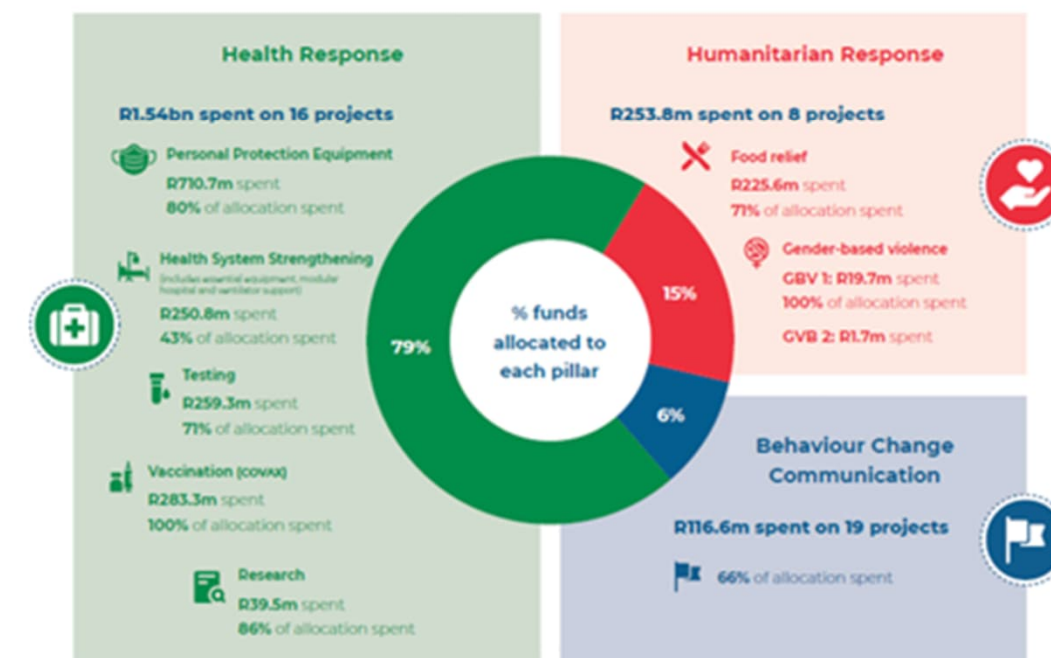
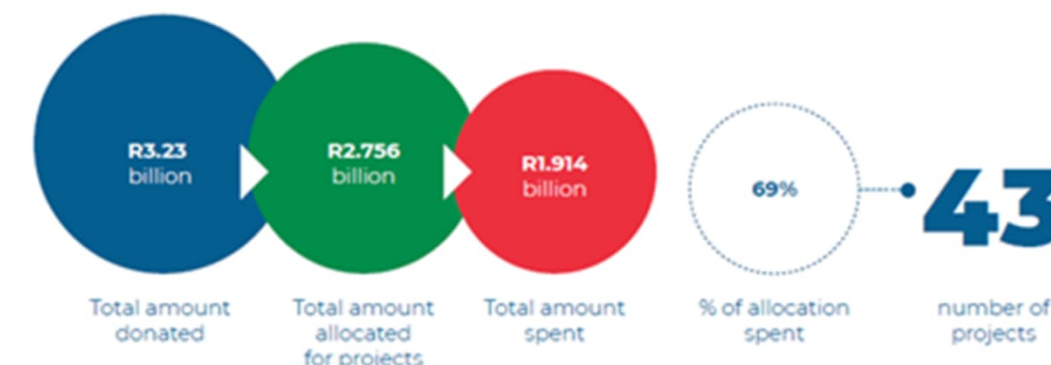
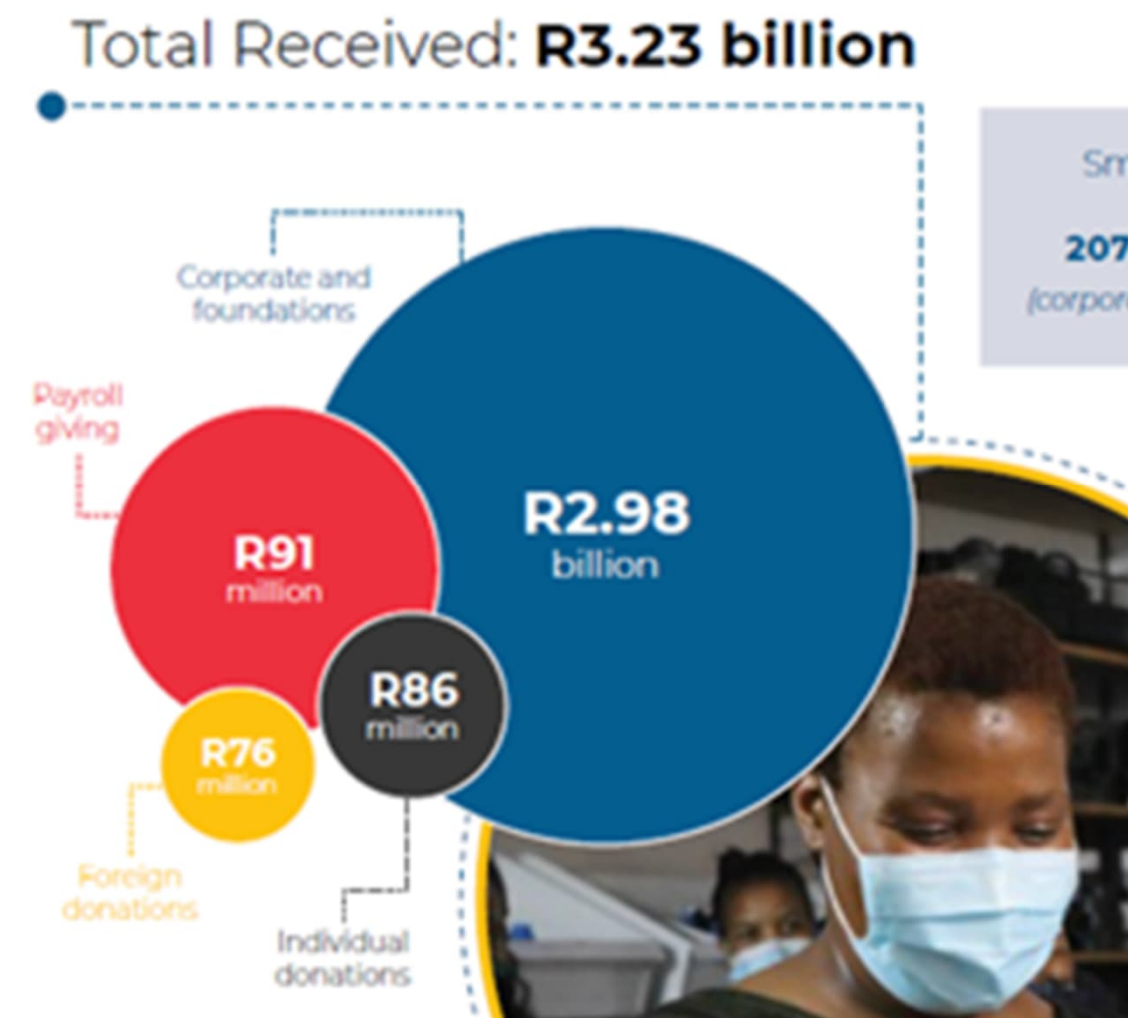
- Stakeholder Bulletin
- Staff Bulletin

▶ Website Development Updates

- Banner
- Content Hub

# Briefing – On Screen and Social Media Content

- ▶ Briefing agenda displayed as a place holder on the live link from 10:30
- ▶ Key information / slides / infographics to be displayed during the AFS / Annual Report presentation
- ▶ These will be based and have the same look and feel as images / infographics used in the IAR
  - Donations Received (and source, ie corporates, public sector, individuals)
  - Donated / Allocated / Spent and Pillar Breakdown with Global Project Values
  - Impact Slides by Pillar (One for each Pillar)
  - AFS Specific Slides
  - Impact Slide - One slide with key achievements across all pillars



NOTE: Images for sample purposes





# Activity Plan



ACTIVITY	DETAIL	APPLICATION
<b>Briefing Invitation</b>	<ul style="list-style-type: none"> <li>• Invitation Issued 5 September</li> <li>• Reminder issued 12 September</li> </ul>	<ul style="list-style-type: none"> <li>• Target 15-20 media attendees</li> </ul>
<b>Media Statements / AFS and IAR</b>	<ul style="list-style-type: none"> <li>• Statements including images and links to report issued immediately following briefing</li> <li>• Media Statement Preparation w/c 5 September</li> <li>• Media Statement Approval Mon 12 September</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement / Coverage</li> </ul>
<b>Media Interviews/Proactive Media engagements</b>	<ul style="list-style-type: none"> <li>• Proactively offer Exco members availability for media interviews</li> <li>• Proactive pitches included with briefing invitation issued 5 September</li> <li>• Facilitate Media Interview Requests – Ongoing pre and post briefing</li> </ul>	<ul style="list-style-type: none"> <li>• SF Voice / Opportunity to address any concerns</li> </ul>
<b>Media Placement – Financial Results</b>	<ul style="list-style-type: none"> <li>• Publish the AFS in key national print media               <ul style="list-style-type: none"> <li>➢ Business Day – 16 September</li> <li>➢ Daily Maverick – 17 September</li> <li>➢ City Press &amp; Sunday Times – 18 September</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Extend reach and transparency</li> </ul>
<b>Leverage Proposed Media Buy</b>	<ul style="list-style-type: none"> <li>• Leverage proposed media buy to achieve additional targeted profiles/interviews/coverage – Business Day / Daily Maverick 168 / City Press / Sunday Times</li> <li>• Specific to AFS and Current Activities</li> <li>• Interview/Article pitch immediately following approval and confirmation of media buy.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlight/profile the Fund's activities, its programmes and key people.</li> </ul>
<b>Staff Townhall</b>	<ul style="list-style-type: none"> <li>• To be held Wednesday 14 Sept: 09h00-10h00</li> </ul>	<ul style="list-style-type: none"> <li>• Update SF staff prior to the public/media</li> </ul>
<b>Briefing Live-Stream</b>	<ul style="list-style-type: none"> <li>• Pitch to SABC, eNCA, Newzroom Africa to carry briefing live</li> <li>• W/C 5 Sept.</li> </ul>	<ul style="list-style-type: none"> <li>• Extend reach</li> </ul>
<b>Website</b>	<ul style="list-style-type: none"> <li>• Content updated by COB Thursday 15 September</li> <li>• Dedicated IAR Tab - page with summary of key aspects of the report</li> <li>• IAR and AFS PDF's - view and download</li> <li>• PDF of media statements – view and download</li> <li>• Promotion of report on home page banner</li> <li>• Special Edition Stakeholder Bulletin - view and download</li> </ul>	<ul style="list-style-type: none"> <li>• Transparency and Reach</li> </ul>
<b>SF Social Media</b>	<ul style="list-style-type: none"> <li>• Post briefing social content linking to reports, updates, website</li> </ul>	<ul style="list-style-type: none"> <li>• Extend Reach via SF owned platforms</li> </ul>
<b>Special Edition Stakeholder / Staff Bulletin</b>	<ul style="list-style-type: none"> <li>• Issued immediately following the briefing</li> <li>• Includes copy of the report / link to the content hub on website</li> </ul>	<ul style="list-style-type: none"> <li>• Directly inform/update stakeholders and staff</li> </ul>



**THANK YOU**

