



LA CARNE MASTER FOUNDATION (PBO)

COMPANY PROFILE

A human-first philosophy

www.lacarnemasterfoundation.org





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WELCOME MESSAGE

We are honored to welcome you to the La Carne Master Foundation—where community, compassion, and collaboration meet to drive meaningful social change.

Born in the heart of Alexandra Township, our Foundation was established as the social investment arm of La Carne Master, carrying forward the company's belief that true success is measured not only in business, but in the lives we uplift and the futures we help shape.



Guided by the spirit of Ubuntu – “I am, because you are”, we stand committed to restoring dignity, nurturing potential, and building inclusive pathways of opportunity. Our programmes span education, youth empowerment, economic inclusion, wellness, and social cohesion, each rooted in the lived realities of communities and designed to create lasting, scalable impact.

As a bridge between business and social progress, we foster partnerships across sectors to co-create solutions that empower communities, strengthen resilience, and unlock shared prosperity.

We invite you—our partners, stakeholders, and community members—to journey with us in transforming intent into action, and action into measurable, life-changing outcomes.

La Carne Master Foundation
“Empowering communities. Enabling futures.”



COMPANY HISTORY

The La Carne Master Foundation was established as the social investment arm of La Carne Master, reflecting the company's deep commitment to giving back and driving meaningful social impact beyond the commercial sphere of its event and hospitality business.

Founded in Alexandra Township, the Foundation has since evolved into a vibrant platform for social cohesion and community development, expanding its reach to regional hubs within Gauteng and scaling up initiatives at the national and international level. Through strategic outreach, economic empowerment, and education-focused programmes, the Foundation strives to catalyze sustainable and inclusive transformation—rooted in the lived realities and aspirations of the communities we serve.



OUR PHILOSOPHY

At the heart of the La Carne Master Foundation is a simple but powerful belief:

At the heart of the La Carne Master Foundation is a simple but powerful belief: A human-first philosophy: Ubuntu' is a well-known phrase in South Africa. It speaks about the country's moral ideals, the spirit of togetherness and our ability to work together. Essentially, Ubuntu' means "I am, because you are"

We believe that every act of hospitality must begin with recognizing the dignity and worth of every person.

We believe that businesses must play an active role in creating a more just, inclusive, and empowered society. The Foundation channels the success and resources of La Carne Master's commercial operations into locally responsive, sustainable interventions that uplift lives, unlock potential, and foster long-term community resilience.

A Conduit for Collective Impact

As an NPC rooted in corporate social responsibility, the Foundation acts as a bridge between La Carne Master's commercial success and meaningful social change. We foster multi-sector collaboration bringing together public institutions, private enterprises, philanthropic donors, and grassroots organizations to co-create programmes that deliver measurable, long-term impact.

Our work in Gauteng has strengthened community infrastructures and supported local enterprises, while our national outreach focuses on replicating proven models and tailoring interventions to diverse provincial contexts.

We invite partners and stakeholders who share our vision of inclusive growth, community empowerment, and sustainable development to join us in building thriving, equitable communities across South Africa.

Our Core Commitments

Guided by the foundational values of empathy, integrity, and authentic township engagement, the La Carne Master Foundation is dedicated to programmes that:

- Promote social upliftment and youth development through life skills, leadership, and entrepreneurship.
- Support economic inclusion and enterprise empowerment, helping marginalized entrepreneurs access markets and grow sustainable businesses.
- Enhance access to quality education and community-based wellness, including special needs support and mental health initiatives.
- Improve the overall quality of life in underserved communities by addressing key social determinants and fostering resilient environments.



VISION & MISSION

Vision

To empower communities across South Africa through transformative, community-led initiatives that uphold dignity, expand opportunity, and enable sustainable progress for current and future generations.

Mission

To bridge social and economic divides by delivering high-impact, scalable programmes in:

- *Education*
- *WASH*
(Water, Sanitation, and Hygiene)
- *Youth development*
- *Township enterprise empowerment*
- *Wellness and mental health*

We begin with deep-rooted engagement in Alexandra Township, using it as a model for inclusive development, and progressively scale our reach across Gauteng and the nation, guided by principles of equity, collaboration, and local ownership.



EDUCATION



Education & School Development

- Revitalizing school infrastructure and learning environments
- Supporting academic performance through enrichment and mentorship
- Fostering safe, inclusive spaces for learner growth and creativity
- Support for Special Needs Schools(LSEN)

We recognize the importance of inclusive education. The Foundation actively supports special needs schools through tailored wellness programs, infrastructure support, learning resources, and inclusive development projects that ensure every child, regardless of ability, is given a fair opportunity to thrive.



Education & School Development

We are committed to transforming educational outcomes by creating environments where both learners and educators can thrive in the digital age. Our focus areas include:

- Revitalizing school infrastructure to create safe, functional, and inspiring learning spaces equipped with modern technology such as smart classrooms, interactive digital boards, and high-speed internet access..
- Enhancing academic performance through enrichment programmes, learning platforms, personalized tutoring systems, and mentorship programs that adapt to each learner's pace and style.
- Empowering learners with future-ready skills by integrating coding, digital literacy ensuring learners are prepared for the rapidly evolving global economy.
- Fostering inclusive and creative learning environments that nurture self-expression, curiosity, and learner growth.
- Developing inclusive EdTech systems that cater to diverse learning needs, including software tools designed for learners with disabilities, text-to-speech and speech-to-text capabilities.
- Fostering creativity and innovation through access to maker labs, and collaborative online platforms for problem-solving and project-based learning.
- Training and upskilling educators in modern teaching tools.
- Quality learning and teaching support programmes.
- Building school-to-community tech hubs where learners, parents, and community members can access technology, training, and resources beyond the classroom.



Support for Special Needs Schools

We believe that inclusive education is a right, not a privilege. The Foundation actively supports special needs schools by:

- Providing adaptive learning resources and inclusive development programmes.
- Enhancing infrastructure to accommodate diverse learning and mobility needs.
- Offering specialized wellness support for learners, educators, and caregivers.
- Our aim is to ensure that every child, regardless of ability, is empowered to thrive in a supportive and dignified educational setting.
- Supporting Special Needs Schools (LSEN) with tailored wellness programs, adaptive learning technologies, and infrastructure support to ensure equitable access to digital learning resources for every child.

Wellness and Mental Health in Education

We recognize that the well-being of educators and learners is central to academic and community success. Our mental health and wellness initiatives are designed to support all school stakeholders, including:

- Principals, school management team, general workers, administration assistants, school governing body
- Support staff
- Learners across all age groups



Our interventions include:

- Wellness retreats and reflective sessions for educators and school leaders
- Mental health education and awareness campaigns
- Stress management workshops and emotional resilience training
- Access to professional counselling services and peer support networks

By prioritizing mental health in education, we contribute to more resilient, motivated, and compassionate school communities.

WASH (Water, Sanitation, and Hygiene)

We are committed to promoting health, dignity, and safety in schools and learning environments through improved WASH services. Our initiatives focus on:

- Upgrading sanitation and hygiene infrastructure to meet safety and dignity standards.
- Promoting safe hygiene practices through learner-centered education campaigns and peer-led initiatives.
- Ensuring sustainable access to clean water for daily use, handwashing, and drinking across school communities.



Youth Development & Social Cohesion

Our youth-focused programmes are designed to cultivate leadership, creativity, and a strong sense of identity and purpose among young people. We aim to prepare the next generation to lead with confidence and compassion. Focus areas include:

- Life skills, arts, and leadership development to promote resilience, self-expression and personal growth.
- Digital transformation of programmes.
- Creative expression through technology
- Intergenerational and community dialogue platforms that foster unity, reconciliation, and shared purpose.
- Opportunities for youth-led change, encouraging active participation in community development and social innovation.
- Digital ready tech and Innovation programmes.
- Mentorship and career pipeline program.
- Education and skills development.
- Youth led community development and civic engagement.

Community-Based Economic Empowerment

We support inclusive local economies by building the capacity of youth, women, and small enterprises to participate meaningfully in economic growth. Our interventions include:



- Skills development and entrepreneurship training tailored for youth, informal traders, and SMMEs.
- Market access facilitation, mentorship, and business incubation to improve sustainability and competitiveness.
- Support for micro and informal enterprises to scale, formalize operations, and access new opportunities.

Township Enterprise Integration

We champion equitable economic collaboration by connecting township-based businesses with broader commercial ecosystems. Through our Enterprise & Skills Incubation platform, we provide:

- Training, workshops, and mentorship for early-stage entrepreneurs and township startups.
- Opportunities for cross-market collaboration, supplier development, and inclusive procurement models.
- Business forums and networking platforms that facilitate knowledge exchange, investment readiness, and shared value creation between township and mainstream businesses.

Geographic Reach

While the Foundation's roots are deeply embedded in Alexandra Township, our programmes are designed for scalable regional, national and international outreach. We adopt an adaptable implementation model to meet the needs of diverse communities across Gauteng and other provinces, ensuring relevance and impact in each unique context.



Cultural Integration & Social Cohesion:

Through events, dialogues, and collaborative projects, we promote cultural understanding and mutual respect across South African communities.

By working with communities rather than for them, we create platforms where dignity is restored, partnerships are built, and futures are reimagined.

Governance & Sustainability

The La Carne Master Foundation is guided by a dedicated Advisory Board and operates in alignment with established non-profit governance and compliance best practices.

We are committed to:

- Transparency and accountability in all operations and resource management
- Robust impact measurement to track progress and inform continuous improvement.
- Sustainable programme design that prioritizes local ownership and long-term results.
- Collaborative partnerships with public, private, and civil society stakeholders to amplify reach and impact

Our governance model ensures that all initiatives are ethically grounded, strategically informed, and community-driven.



Partner with us

Whether you're a corporate organization, philanthropic donor, development agency, public sector or an individual committed to driving positive change, we invite you to partner with the La Carne Master Foundation. Your support through financial contributions, strategic collaborations, skills transferals and knowledge helps us expand our impact, deepen our reach, and deliver sustainable, community-driven solutions. Together, we can uplift lives, unlock potential, and build a more inclusive and empowered South Africa.

- Transform intent into action
- Turn action into measurable outcomes
- Create lasting social impact where it's needed most

Let's collaborate to build a more inclusive, empowered, and equitable South Africa community by community.





CONTACT INFORMATION



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