



# Honeycomb

## BEE Ratings

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To Whom It May Concern

30 November 2009

**SOCIO-ECONOMIC DEVELOPMENT ASSESSMENT: FAMILY LIFE CENTRE FAMSA –  
FAMILY AND MARRIAGE SOCIETY OF SOUTH AFRICA (JOHANNESBURG) NPO:  
001-074**

### INTRODUCTION

The **Family Life Centre** is affiliated to the umbrella body, the **Family and Marriage Society of South Africa (FAMSA)**, which has 27 branches throughout the country. FAMSA is governed by a national policy but each centre performs and fundraises independently.

**Family Life Centre** operates in Greater Johannesburg: the Head Office is in Parkwood, an office operating in the City Centre and satellite offices in the communities of Soweto, Alexandra, Lenasia South, and Westbury.

FAMSA's services are divided into five main categories, each serving the specific needs of different groups in a Social Developmental Approach. These services are:

- Community Development
- Counselling
- Employee Support Services
- Training
- Education.

**Community Development** addresses issues such as Domestic Violence Projects, Youth Development, Women Upliftment Initiatives, Aids Awareness Prevention and Home Based Caregiving Projects, Unemployment and Poverty Alleviation Programmes. These programmes are aimed at enhancing the capacity of communities for self-development, self-reliance and the participation in the generation of resources and the addressing of community needs. The services are integrated, people driven, family orientated and community based.

**Counselling-** FAMSA offers specialized counselling services to individuals, couples, families and groups. This is inclusive of adolescent groups, marriage preparation and enrichment, marital and divorce counseling, family therapy, divorce mediation, trauma and grief counselling. **Employee Support** - FAMSA provides services to companies, either directly to employees or as support for corporate counsellors. Corporate services include counselling, cross cultural programmes, group interaction therapy, change management and trauma debriefing.



# Honeycomb

## BEE Ratings

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### Training

Training programmes are presented to professionals, lay counsellors, schools and members of the Public. The range of topics includes:

- Basic and Advanced Counselling
- Marital and Divorce Counselling
- Divorce Mediation and Trauma Counselling.
- Personal Growth Assertiveness, Stress Management and Community Development.

### Education

Education programmes are offered in schools, churches and various other community settings. Programmes include:

- Life Skills for Teens
- Marriage Preparation
- AIDS Awareness and Prevention
- Parenting
- Talks, Seminars and Workshops
- Marriage and Family Enrichment.

### **SOCIO-ECONOMIC DEVELOPMENT (SED) INITIATIVE**

As an SED initiative, Family Life Centre FAMSA (Johannesburg) strives typically to promote access to the economy for black beneficiaries. More than 75% of the beneficiaries are black. Honeycomb BEE Ratings has conducted a Socio Economic Development (SED) assessment of Family Life Centre FAMSA (Johannesburg). Based on the assessment, we conclude that Family Life Centre FAMSA (Johannesburg) qualifies as a SED initiative as it complies with Code 700 of the Dti's BEE Codes of Good Practice as a SED programme.



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## BEE Ratings

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Contributions made to **Family Life Centre FAMSA (Johannesburg)** as SED initiative can be in various forms as indicated in the Benefit Factor Matrix of Code 700:

Qualifying Contribution Matrix	Contribution Amount	Benefit Factor
<b>Grant and Related contributions</b>		
Grant Contributions	Full Grant amount	100%
Direct cost incurred in supporting socio-economic development, or approved socio-economic development contributions	Verifiable cost (including both monetary and non-monetary)	100%
Discounts in addition to normal business practices supporting socio-economic development, or approved socio-economic development contributions	Discount Amount (in addition to normal business discount)	100%
Overhead costs incurred in supporting socio-economic development, or approved socio-economic development contributions	Verifiable cost (including both monetary and non-monetary)	80%
<b>Contributions made in the form of human resource capacity</b>		
Professional services rendered at no cost supporting socio-economic development, or approved socio-economic development contributions	Commercial hourly rate of professional	80%
Professional services rendered at a discount supporting socio-economic development, or approved socio-economic development contributions	Value of discount based on commercial hourly rate of professional	80%
Time of employees of Measured Entity productively deployed in assisting beneficiaries and supporting socio-economic development, or approved socio-economic development contributions	Monthly salary divided by 160	80%



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SED contributions made to Family Life Centre FAMSA (Johannesburg) under Code series 700 is not dependent on Family Life Centre FAMSA 's scorecard results, but rather the nature of the contribution itself and the identity of that contribution's beneficiaries. The beneficiaries are community members of Soweto, Alexandra, Lenasia South, and Westbury.

**Ridwana Jooma-Cook**

Managing Director



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