

Nina Manzi Pitch Deck

Table of Contents

1. **Vision and Mission**
2. **Approach and Partnerships**
3. **The Global and Local Water Crisis**
4. **Nina Manzi Solution**
5. **Franchise Model**
6. **Support Opportunities**
7. **Benefits and Impact**
8. **Get Involved**
9. **Conclusion**

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- **Title - “Restoring Dignity, Transforming Lives” : With Love from Nina Manzi**
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Vision and Mission

Introduction to Viva con Agua

- **Registered as a NPO 250-370; PBO - 930074214**
- **Part of a global network of NPOs and social businesses**
Operates in Germany, Switzerland, Austria, Netherlands, Uganda, India
- **Vision - The realisation of human right to water and sanitation for all by 2030**
Aligned to United Nations Sustainable Development Goal 6 for Water and Sanitation

Our Mission

Our Mission: Water for All: All for Water

At Viva con Agua, our mission, **Water for All : All for Water**, reflects a dual commitment to ensuring equitable access to clean water and sanitation while inspiring collective action to safeguard this vital resource. These two interconnected pillars guide our efforts:

Water for All

We believe that access to water and sanitation is a fundamental human right. Through this rights-based approach, we actively work to bridge gaps in service provision and empower underserved communities by focusing on:

1. **Improving Service Delivery:** Providing accessible, high-quality water and sanitation services where they are needed most.
2. **Advocacy for Human Rights:** Driving systemic change through lobbying and amplifying the voices of marginalized communities.
3. **Systems Strengthening:** Building resilient and sustainable infrastructure to ensure long-term access to WASH services.

All for Water

We recognize that protecting water resources and promoting sustainable usage requires the active engagement of communities. Our community-based approach mobilizes collective action through:

1. **Positive Behaviour Change:** Encouraging sustainable hygiene and water conservation practices to foster long-term health and well-being.
2. **Social Business and Collaboration:** Creating innovative partnerships and community-driven enterprises to sustain impact.
3. **Universal Languages:** Leveraging the power of sport, art, and music to raise awareness, unite communities, and drive action for water.

By integrating **Water for All** and **All for Water**, Viva con Agua creates a holistic framework that addresses both immediate needs and long-term sustainability. Together, these pillars align with **UN SDG 6: Clean Water and Sanitation for All**, reaffirming our commitment to dignity, equity, and transformation.

Approach and Partnerships

Approach

- **User-Centred Design:**

We place the needs and dignity of our clients at the heart of everything we do. Each aspect of our services—mobile sanitation units, laundry facilities, and community outreach—is thoughtfully designed to empower and uplift the individuals we serve.

- **Accountability:**

Transparency and responsibility guide our work. From operational efficiency to financial reporting, we ensure every resource entrusted to us creates meaningful impact for our clients and partners.

- **Radical Hospitality:**

More than just a service, we strive to make every interaction with our clients a moment of respect, compassion, and care. This philosophy fosters dignity and inclusion, creating a space where everyone feels valued.

- **Transformation:**

Our mission goes beyond addressing immediate needs. We aim to create pathways out of homelessness by connecting our clients with opportunities for long-term change, from employment readiness to reconnection with their families.

- **Joy:**

We believe in the power of joy to inspire hope and restore humanity. Whether through a warm shower or a welcoming smile, we seek to spread positivity in all that we do.

Partnerships

- **Partnerships with Service Authorities and NGOs:**

We collaborate closely with government service authorities and non-governmental organizations to complement their efforts by addressing gaps in basic service provision. Our operations are designed to ensure that underserved needs—like water, sanitation, and hygiene—are met effectively. By filling these critical gaps, we amplify the collective impact, increase efficiency, and ensure alignment with local policies and public service mandates.

- **Philanthropic Alliances for Long-Term Sustainability:**

Sustainable impact requires strong financial foundations. We foster strategic partnerships with philanthropists, foundations, and corporate social responsibility programs to secure resources that support our mission today and into the future.

- **Focus on Rights, Collective Action, and Systemic Improvement:**

Our collaborations prioritize the fundamental rights to water, sanitation, and dignity. By working collectively with partners, we aim to address systemic barriers and create scalable, transformative solutions that go beyond immediate relief.

- **Community-Centred for Maximum Relevance:**

Every partnership we form is deeply rooted in the needs and voices of the communities we serve. This ensures that our initiatives are relevant, effective, and impactful, fostering trust and long-term engagement.

The Global and Local Water Crisis: Understanding the need

Water is a basic human right

Access to clean water and sanitation is one of the most pressing challenges of our time, affecting millions globally and thousands right here in South Africa.

The Global Crisis

- **Scale of the Problem:** Over **2.2 billion people globally** lack access to safe drinking water, and **3.6 billion** live without safely managed sanitation services.
 - **Health Impacts:** Waterborne diseases like cholera and diarrhoea result in **millions of deaths each year**, disproportionately affecting vulnerable populations, including the homeless.
 - **Call for Action:** The global water crisis demands **urgent solutions that bridge gaps in service delivery** and address systemic inequities.
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The South African Context

- **National Reality:** An estimated **55,719 people in South Africa are homeless**, with limited access to basic services like water and sanitation.
 - **Infrastructure Challenges:** Only **64% of households** in South Africa have reliable access to water, and many informal settlements lack sanitation facilities entirely.
 - **Impact on the Homeless:** Homeless individuals face heightened risks due to inadequate WASH services, leading to poor hygiene, health complications, and social exclusion.
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South Africa – Drivers of Homelessness

Several factors contribute to homelessness in South Africa:

- **Historical Disadvantage:** Apartheid-era policies led to forced removals and land dispossession, creating long-term housing instability.
- **Economic Challenges:** High unemployment rates and poverty levels make it difficult for many to afford housing.
- **Urban Migration:** Individuals migrate to urban areas seeking better opportunities, often without securing housing, leading to informal settlements and homelessness.
- **Family Dynamics:** Family conflicts and breakdowns can result in individuals, including children, being forced onto the streets.

Perceptions and Biases Against the Homeless

Homeless individuals in South Africa often face negative stereotypes, including being labelled as lazy, criminal, or substance abusers. These misconceptions overlook the systemic issues leading to homelessness and contribute to social exclusion and discrimination.

Challenges in Accessing Basic Services

Homeless individuals encounter significant barriers to accessing essential services:

- **Housing:** Limited availability of affordable housing and shelters exacerbates the issue.
- **Water and Sanitation:** Lack of access to clean water and sanitation facilities exposes them to health risks and undermines dignity.
- **Healthcare:** Without proper identification or financial means, accessing medical services becomes challenging.

Impact on Health, Dignity, and Social Inclusion

- **Health:** Poor living conditions increase vulnerability to diseases, including tuberculosis and HIV/AIDS.
- **Dignity:** Inability to maintain personal hygiene affects self-esteem and personal dignity.
- **Social Inclusion:** Stigmatization and exclusion hinder access to employment, education, and social services, perpetuating the cycle of homelessness.

Nina Manzi (Mother Water) - The Nina Manzi Solution

Introduction: A Viva con Agua initiative Nina Manzi, meaning “Mother Water,” was created to provide clean water and sanitation services to South Africa’s homeless population. Born during the COVID-19 pandemic, it has since evolved into a scalable and sustainable initiative.

Facility Design:

- **Mobile Units:** Flexible, “plug-and-play” models designed for underserved urban homeless populations.
- **Static Units:** Permanent installations for service hubs offering comprehensive WASH solutions.

Features:

- Hot showers, private toilets, secure storage, and accessibility enhancements.

Impact:

- **Dignity:** Restoring confidence through clean hygiene facilities.
- **Health:** Reducing exposure to waterborne diseases.
- **Collaboration:** Complementing services like shelters and food programs.

Nina Manzi is Simple, solution-oriented, scalable and sustainable

Nina Manzi – Challenges along the way

Question - Are we solving a problem or prolonging the homeless crisis?

Nina Manzi's services are designed to address the immediate needs of homeless individuals while contributing to their long-term recovery and reintegration into society. Here's how:

Restoring Dignity: Access to clean showers and sanitation restores a sense of dignity and humanity, which is essential for building self-confidence and fostering personal development.

Holistic Approach: Nina Manzi's services complement other support systems, such as shelters, food programs, psycho-social services, and harm reduction initiatives. By integrating WASH services, we contribute to a comprehensive solution rather than creating dependency.

Enabling Opportunity: Cleanliness and personal hygiene improve access to employment opportunities and social services, which are critical for transitioning off the streets.

Collaboration: By partnering with NPOs offering services such as job training, health care, and housing, Nina Manzi actively contributes to breaking the cycle of homelessness rather than perpetuating it.

Question - Free at the point of use – how can we financially sustainable?

Nina Manzi ensures financial sustainability through a **multi-faceted funding model:**

Social Franchise Model:

- Franchisees repay the initial capital over three years, covering construction and operational costs. This repayment model ensures that funds are reinvested into new facilities and scaling the program.
- Operational costs, including insurance and consumables, are managed by franchisees, making the model self-sustaining after the initial phase.

Diverse Funding Streams:

- **Corporate Sponsors:** Contributions from corporate social responsibility (CSR) initiatives fund facility expansions and operational support. Sponsors receive brand visibility and measurable impact metrics, creating a win-win scenario.
- **Individual Donors:** Donations through platforms like Fundnation allow for recurring contributions, directly supporting free services for clients.
- **Grant Funding:** Partnerships with local and international development organizations provide additional funding for scaling and innovation.

Cost Efficiency:

Services are designed to be cost-effective, leveraging:

- Pre-negotiated discounts with preferred suppliers.
- A streamlined operational model that minimizes overhead.
- Franchisees relate to local suppliers to reduce recurring expenses.

Government Collaboration:

Seeking municipal subsidies or co-funding agreements for operational support ensures financial stability without burdening users.

Question – What is the role of the government and municipal authorities?

The government and municipal authorities play a crucial role in scaling and sustaining Nina Manzi's impact. Key roles include:

Policy and Advocacy Support:

- Governments can endorse Nina Manzi's model as part of their strategy to achieve UN Sustainable Development Goal 6 (Clean Water and Sanitation) and address homelessness.
- Policy support can include prioritizing WASH services in urban planning.

Financial Collaboration:

- Municipalities can co-fund Nina Manzi facilities as part of their public service mandates.
- Governments can provide subsidies for operational costs, such as water and electricity, or waive licensing and zoning fees for facility placement.

Land and Infrastructure:

- Municipalities can provide access to public land or infrastructure for facility installation.
- Support for mobile units by designating safe operational areas enhances accessibility.

Regulatory Alignment:

- Ensuring clear regulatory processes for compliance with health, safety, and zoning requirements, reducing barriers to deployment.

Capacity Building:

- Government agencies can partner with Nina Manzi for training and capacity-building programs aimed at strengthening WASH service delivery.

Data Sharing and Impact Tracking:

- Collaboration with local authorities on data collection and analysis can improve service targeting and track progress in reducing homelessness.

Final comment - By focusing on restoring dignity, building partnerships, and leveraging multi-stakeholder support, Nina Manzi positions itself as a transformative solution to homelessness and WASH challenges without perpetuating dependency. This strategy ensures scalability, sustainability, and alignment with broader societal goals.

Facility Layout and Features

- Showers, toilets, and storage incorporated into the unit
- Multiple design options to suit franchisee context and operational parameters
- Designed for hygiene (easy to clean), accessibility (disability rails), and privacy (locks and screens for gender separation)
- Robust and durable construction for high usage
- Easy to maintain and clean ensuring a dignified experience for clients

Nina Manzi Facility Design

- Flexible options: stationary (lower cost) or mobile (higher cost) trailers
- “Plug and Play” – Connects to tap (25mm hose) and discharges to public sewer - No transportation of water or handling sewerage
- Shower: Toilet:Storage ratio can be e.g. 4:2:1; 3:3:1; 2:2:1
- Geysers installed to provide hot showers.
- Secure storage facility for consumables, cleaning aids, fittings etc.

Trailer Requirements and Site Setup

- Needs water connection and drainage
- Secure, private location for client use
- Preference for private or low-traffic areas
- Respect for client privacy
- Safe and dignified environment

Franchise Model: Partnership offering

Steps in the Process: Application → Onboarding → Training → Operation → Ownership Transition (develop infographic).

Nina Manzi Social Franchise Model

1. Mission and Core Concept

- Mission: To expand the geographical coverage of water and sanitation services for homeless populations in urban areas of South Africa.

2. Unique Approach

- “Plug-and-play” mobile or static units tailored to partner organizations’ operational needs.
- Address the lack of integrated services by enabling “one-stop service points” that minimize the need for clients to move between service providers.
- Uphold radical hospitality, focusing on restoring dignity and supporting individuals in transitioning off the streets.

3. Benefits to becoming a franchisee

- Lower setup costs through subsidized initial capital.
 - Access to training, support, and discounted consumables.
 - Greater visibility, joint marketing and fund raising
 - Co-branding and local partnerships.
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Core Elements of the Franchise

1. Adaptable Units:

- Mobile or static facilities with adjustable configurations for showers and toilets.
- Designed to integrate seamlessly into the operations of franchisee organizations.

2. Radical Hospitality:

- Services prioritize client dignity, compassion, and respect.

3. Restorative Mission:

- The focus is on providing a helping hand to transition individuals off the streets, not to perpetuate homelessness.
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Franchisee Profile

Eligibility:

- Registered PVOs, NPOs, Trusts, or FBOs focused on homelessness solutions.
 - Capacity to sign a formal contract and meet repayment terms.
 - Demonstrated ability to cover operational costs (e.g., consumables, staff, utilities).
 - Commitment to adhere to operational and branding guidelines.
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Financial Model

1. Initial Investment:

- Viva con Agua provides capital for constructing Nina Manzi facilities based on franchisee preferences.

2. Repayment Terms:

- Repayment period: 3 years (or shorter, if franchisee pays upfront or earlier).
- Includes 15% management/admin fee and additional adjustment for annual rate of inflation based on standard South African consumer price data.

- Extensions or temporary support available for genuine financial difficulties.

3. Support Package:

- Mandatory support services totalling ZAR 2,100/month as follows:
 - Access to preferential suppliers (+500 ZAR month)
 - Marketing and PR support (+1000 ZAR per month)
 - Social media (+600 ZAR per month)
 - Financial forecasting, budgeting and planning (+ 500 ZAR per month)
 - 1,800 ZAR/month for insurance coverage for theft and accident damage.
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Franchisee Roles and Responsibilities

1. Day-to-Day Operations:

- Ensure the **safe and efficient operation** of the facility while maintaining high cleanliness and hygiene standards.
- Uphold **radical hospitality** principles to ensure respectful and compassionate service delivery.

2. Reporting:

- Submit **mandatory monthly reports** detailing client services, impact metrics, and operational challenges.

3. Facility Management:

- Adhere to the **maintenance schedule** recommended by Viva con Agua to ensure long-term functionality and quality.

4. Repayment Obligations:

- **Repay the initial capital provided for facility construction**, including a 15% management/admin fee and adjustments for annual inflation.

5. Insurance:

- Cover a **monthly insurance fee of ZAR 1,800** for theft and accident protection.
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Franchisor Training and Support

1. Training:

- Comprehensive onboarding training covering facility operations, user data tracking via Salesforce, and reporting.

- Transportation of the facility to the franchisee’s site and training costs are **covered by Viva con Agua**.

2. Operational Tools:

- Salesforce instance pre-developed for **tracking user data, analytics, and reporting**, with training provided to franchisees.

3. Marketing Guidance:

- Franchisees are free to run their own local marketing campaigns.
- Co-branding on trailers is allowed with franchisee logos only; **sponsor or partner logos are not permitted** on the trailer but can be placed on separate signage adjacent to Nina Manzi branding.

4. Consumables:

- Franchisees are **free to select their own suppliers** of consumables but will be connected to Viva con Agua’s preferred supplier for discounted pricing options to compare offers.

5. Temporary Financial Support:

- **Assistance is available** for franchisees experiencing genuine financial difficulties in making repayments, with repayment terms adjusted as needed.

Ownership Transition

1. Phase 1: Continued Franchise Model (2 years Post-Repayment)

Franchisees retain operational rights under the Nina Manzi framework while continuing to pay a modest service fee for:

- Branding, marketing, and PR support.
- Access to operational tools and franchisor oversight.
- Ensures ongoing alignment with Nina Manzi’s philosophy and quality standards.

2. Phase 2: Conditional Ownership Transfer

In the third year, ownership of the facility is transferred to the franchisee after meeting predefined performance criteria:

- Sustained operational excellence (e.g., cleanliness, dignity, and service protocols).
 - Demonstrated impact (e.g., number of clients served, positive client feedback).
 - Financial sustainability (e.g., capacity to maintain the facility independently).
 - Ensures that franchisees have long-term empowerment while maintaining accountability.
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Monitoring and Evaluation

Performance Metrics:

- Number of clients served.
- Client satisfaction scores and feedback.
- Compliance with hospitality and cleanliness standards.

Salesforce Integration:

Franchisees use Salesforce for real-time tracking and monitoring, enabling:

- Accurate recording of client data and service usage.
- Automated reporting and insights.
- Trend identification for operational improvements.

Audits and Reviews:

- Regular audits to ensure adherence to operational and financial protocols.
 - Periodic check-ins and reports to track progress and address challenges.
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Transparency Practices

Detailed Cost Reports: Regular, detailed breakdowns of expenses, including materials, labour, and administrative fees.

Joint Budget Reviews: Pre-construction budget reviews with franchisees to align on projected costs and clarify any questions.

Annual Financial Audits: Third-party audits to verify financial processes and share findings with franchisees.

Real-Time Expense Tracking: Digital expense tracking platform for real-time visibility into spending.

Transparent Procurement: Connection to Viva con Agua's preferred suppliers with discounted pricing options.

Legal and Compliance

- Insert relevant excerpts from contract

Franchisee visibility and return on investment

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Sponsorship Model: Corporate and philanthropist offering

Corporate Sponsorship Opportunities

- Corporates sponsor franchises for NGOs
- Enhance brand image through social impact
- Tax benefits via 18a certificates
- Strengthen social responsibility footprint

Sponsorship Benefits

- Tax deductions, enhanced PR
- Naming rights as a visible corporate sponsor
- Align brand with impactful cause
- Boosts positive corporate image

Event and Promotion Partnerships

- Showcase Nina Manzi at festivals, events
- Opportunities for sports events like Comrades
- Flexible PR and awareness campaign options
- Community engagement and brand visibility

Benefits and Impact: Why support Nina Manzi

Importance of Water Access

- Critical for health, hygiene, and dignity
- Breaking the cycle of homelessness
- Supporting resilience within communities
- Essential for economic and social stability
- Integrated services mean more time for positive economic activity

Impact on Crime and Substance Abuse

- Reduces desperation and dependency (why?)
- Builds stronger, safer communities (how?)
- Helps prevent substance abuse (how?)
- Benefits extend to all levels of society (what?)

Get Involved: Ways to make a difference

How You Can Make a Difference

- Join as a franchisee or sponsor
- Support sustainable dignity and health initiatives
- Contribute to long-term homelessness solutions
- Strengthen resilience for future generations
- Support day-to-day operations
- Ensure continuity of critical services for the most marginalised

Event and Promotion Partnerships

- Showcase Nina Manzi at festivals, music and sports events, markets
- Flexible PR and awareness campaign options
- Community engagement and brand visibility

Alternative Support Options

- Donate consumables directly to Nina Manzi
- Make financial contributions for essential supplies
- Give one-time donations via Fundnation (insert link) or website

Conclusion

- Join Nina Manzi in creating a solution
- Reach out for a customized presentation
- Contact: Tracey Botha, 066 246 3273 and email
- Choose to impact lives directly