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THE

Bundi Foundation

Funding Strategies for Success

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Executive Summary

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THE BUNDI FOUNDATION

Funding Strategies for Success



Mission

To raise the ongoing funds necessary to finance the recruiting, training, and deployment of a highly competent and fully equipped Team of Entrepreneurial Maths Tutors

Vision

To have in the next 5 years atleast 1,000 trained and qualified Maths Tutors who have significantly helped to raise the number of students achieving distinctions in mathematics—from the current 10 000 to over 30,000 each year.

The Problem

Despite substantial investments and numerous initiatives, the persistent decline in Grade 12 Mathematics performance is alarming. This trend not only jeopardizes the future of many young individuals but also poses a serious threat to the economic stability of our nation.

The Solution

A significant number of students begin their high school journey lacking the essential mathematical skills required for their academic curriculum. Our approach is to implement our proven innovative and accelerated teaching strategies that effectively bridge the gap in students' foundational maths knowledge and skills.

Our Approach

We aim to strategically allocate our tutors across a wide array of high schools, collaborating closely with educators to ensure that students are well-equipped for their daily mathematics classes

Financial Needs:

Tutors, who are post-matric students, will be chosen from both advantaged and disadvantaged backgrounds. They will undergo our mandatory ongoing **Entrepreneurial Mathematical Tutor Training Program** prior to their assignment in the schools and while working in the schools. We aim to raise the necessary funding to pay for their training and their monthly earnings. Those who are placed in Fee Paying Schools will become financially self-sufficient within 3 to 6 months while those deployed in Non-Fee Paying Schools will need ongoing financial assistance.

Impact

With the sustained support from organizations and other key stakeholders, we are confident that our strategic initiatives will significantly decrease the dropout rate in Grade 10 mathematics in addition to enabling us to at least triple the number of Grade 12 students achieving distinctions in mathematics.

Conclusion

The support we receive isn't just an investment, it is a commitment to shaping the future of education, one math problem at a time. Together, we can turn the tide and build a brighter tomorrow.

The Bundi Foundation

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The Bundi Foundation emerged from a profound personal tragedy—the untimely and preventable loss of Greg and Caryl's daughter, Lauren Amy Shapiro, affectionately known as Bundi.

Despite having a treatable heart condition, Bundi's life was cut short due to misguidance from her medical advisors, leading to her passing just before a scheduled life-saving surgery.

Compelled by this painful experience, her parents, vowed to prevent such needless suffering for others, stemming from educational oversights and flawed protocols.

Today, countless children are deprived of the fulfillment of following their dreams, often due to early educational missteps, particularly in mathematics and career guidance.

The sorrow of losing Bundi is paralleled by the distress of witnessing innumerable young minds forfeit their potential, due to external factors.

This profound loss galvanized the creation of the Bundi Foundation, which opposes any educational practices that deny children the chance to thrive in their rightful pursuit of a balanced, passion-led career and life.

Our mission is to secure a growing pool of resources to cultivate a group of tutors dedicated to bridging the educational gaps. We believe every child deserves an exceptional education that empowers them to chase their ultimate vocation.

Ultimately, we aim to inspire our youth to embrace their academic and vocational potential.

The Bundi Foundation is committed to making this vision a reality, one child at a time.

The Organization

Founders

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Greg Shapiro

Founder & Chairman

Greg, the Founder and Director of K2U Learning Systems (Pty) Ltd, has dedicated over four decades to developing a comprehensive system that empowers young students to regain control of their mathematical education.

He believes every child should be given the opportunity to achieve a top-class distinction in matric.

His passions and dedication for this cause has never dwindled and is more focused now than ever before.

K2U is the main service provider for the Bundi Foundation.



Caryl Shapiro

Co-Founder & Secretary

Caryl, a co-owner of K2U and the mastermind behind the personal growth initiative "Design your Life," (DYL) is dedicated to guiding young individuals in realizing their full potential in their personal and professional lives.

Her continuous personal sacrifices spanning four decades to drive the business forward, testify to her steadfast commitment to the vision and mission of both K2U and the Bundi Foundation.

Caryl offers the DYL program to our Tutors, Parents and Students on request.

The Organization

Executive Leadership

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Kerryn Shapiro

Chief Executive Officer

Kerryn, has been instrumental in helping in building the business right from it's inception.

Director of The Tutor Training Company, Systematics (Pty) Ltd and specialist in the delivery of the Fundamental K2U Program, she has been recently promoted to Managing Director of the organization.

In the last 2 years, Kerryn has taken over the student online marketing process and has successfully helped in the company's growth.



Jaymi Shapiro

Chief Training Officer

Jaymi is a self taught student who recently completed her Cambridge Matric.

She has been tutoring for the last 7 years and currently heads up the management and training of all the K2U Tutors.

Her natural passion and talent for tutoring has earned her the respect and admiration from her tutors, students and their parents.

Jaymi is also a director of Systematics (Pty) Ltd and works hand in hand with Kerryn to ensure the company maintains and surpasses it's service delivery, goals and objectives.

Operational Staff



Nanette Mundell

Chief R & D Officer

Nanette is not only Greg's dedicated full-time tutor assistant, but she is also the architect behind the innovative course content that empowers our tutors with a competitive advantage.

Her meticulous approach ensures that each student receives personalized management and support, tailored to their individual needs, down to the very last equation.

Her contributions are the cornerstone of our tutoring methodology, providing an unparalleled level of attention that is instrumental in securing our students' academic triumphs.



Aaliyah Tait

Chief Tutor Assistant

Aaliyah stands as a shining beacon for recent matric graduates, demonstrating that a determined spirit and a passion for education can pave the way to a remarkable career in tutoring.

With a full roster of 30 students, she not only meets but exceeds expectations, delivering outstanding results that speak volumes of her competence.

In just three months, Aaliyah has seamlessly transitioned into the role of Tutor Assistant to Jaymi, showcasing her innate leadership qualities.



Zinzo Tebe

Chief Tutor Assistant

Matriculating from Leap Science and Maths School, Zinzo has dedicated over a decade to tutoring and educational development.

He is the visionary behind Creative Thinking, a project aimed at bringing hope to South Africa's educational landscape.

His extensive experience includes impactful roles with Ikamva Labantu, The Click Foundation, and Infinite Family—an American mentorship initiative.

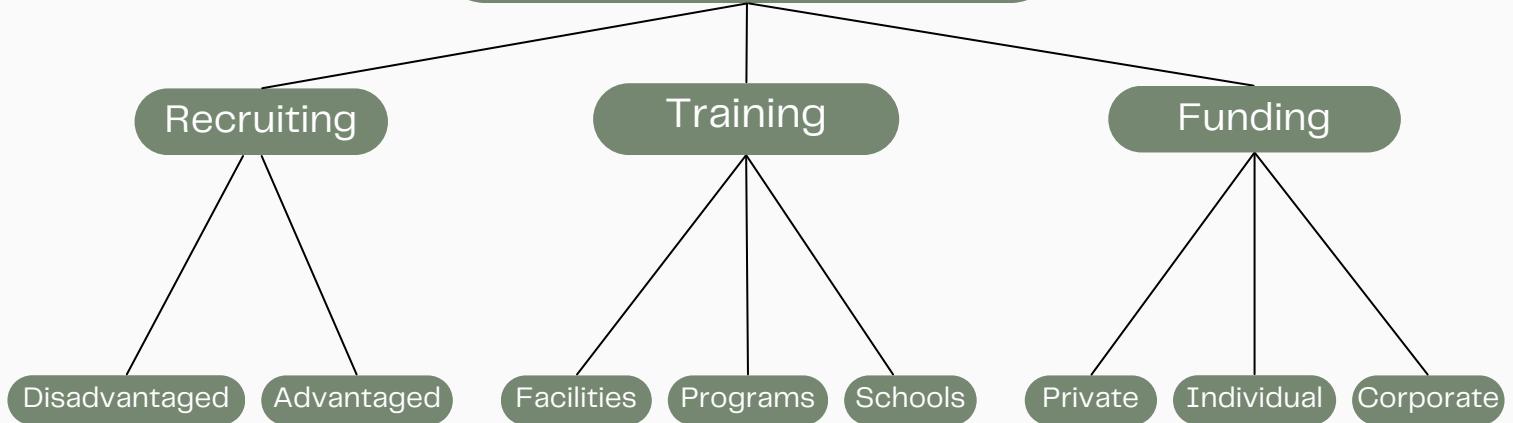
He also offers strategic insights as an advisory board member for a local radio station and is pursuing an Accounting CA Stream degree.

The Organization

KEY DEPARTMENTS & ROLES



LEADERSHIP Admin/Accounts/Legal



Tutoring Landscape

Where we are now as a country with the current maths crisis



The Maths Tutoring Environment

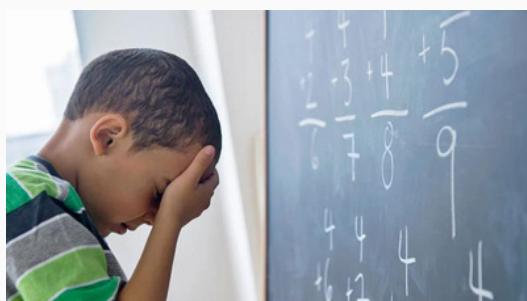
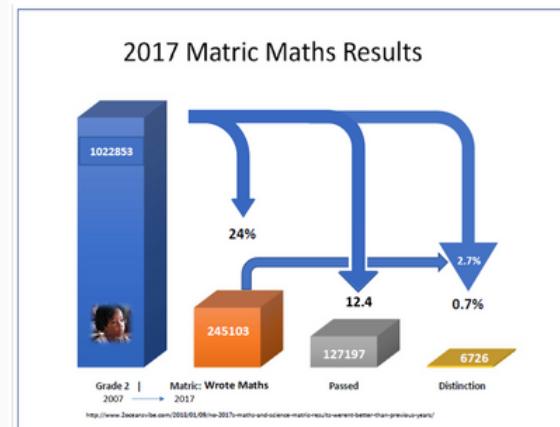
The mathematics education crisis has led to an influx of tutoring services, yet their effect remains minimal in addressing the need for a viable, long-term solution.

Supplementary online and offline tutoring often serves as a temporary fix for fundamental issues that begin in primary education. Without proper intervention, the students' gap in knowledge grow annually, hindering their ability to meet high school mathematic requirements, with misunderstandings accumulating over time.

Contrary to expectations, free access to unlimited digital lessons has not resolved these issues. In fact, the situation has deteriorated, with an increasing number of students needing extensive basic math training.

Our research indicates that the key to supporting math students is the presence of a live tutor who can guide and motivate them. An effective tutor empowers students to become independent learners, striving for excellence in mathematics.

The accompanying graph illustrates our country's pre-pandemic math achievements, which have since worsened. It reveals that our 12-year educational program yields less than 1% of students achieving distinctions in maths, raising the question: Can the vast majority of our students truly be lacking in capability? Surely not.



Lack of sustainable solutions

Despite the abundance of resources and significant funding directed towards Grade 12 students, the mathematics crisis persists without a clear resolution in sight.

Our program, centered on assembling a skilled team of tutors, holds the promise to transform the mathematics education landscape significantly within the next five years.

NPO Description

The Bundi Foundation is focused on:

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- Raising the funds needed to finance the Tutor's training expenses
- Recruitment, training, and deployment of Tutors into the schools.
- Outsourcing and management of the various training programs used in the development of the Tutors



Unique Approach

Our unique accelerated learning method makes it possible to ensure that every willing grade 8 student can be equipped, in a short space of time, with the skills they need to compete in their current grade.

Exciting and challenging competitions make the process fun and exciting for the students.

Main Service

Recruit, train and deploy tutors into preselected schools throughout the country.

How It Works

The Recruitment Team sources competent post-matrics from all over the country. They are entered into a 3 Month Training Boot Camp and then deployed into various schools to ensure the grade 8's and 9's have the foundational maths skills necessary for their teacher to teach their current curriculum.

Range of Services

Tutors are taught a wide range of skills ranging from fundamental to advance maths, Business Management and Investment skills. In time our Tutors will be trained into self-sustainable entrepreneurs who will one day have the opportunity to manage their own learning centre

Funders and Donors

Our Funding Department continually seeks to find organisations that are eager and willing to support this vital community project. We welcome contributions from all types of organisations and individuals such as: the government, corporations, NGOs, and private companies.

Immediate Goals

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RECRUITING

100 Tutors - 100 Schools

We aim to recruit and train 100 young, ambitious entrepreneurially minded post matrics to become K2U Tutors.

Their function will be to provide the K2U grade 7 to 8 Bridging Course in a school closest to their residence.

This will enable them to make a significant impact in the lives of hundreds of young students with their mathematical achievement.

This initiative fosters academic excellence and paves the way for fulfilling and prosperous vocational paths for these young educators

TRAINING

100 Tutors

Each selected Tutor will be fully trained in the mastery of the K2U Fundamental Program and skilled in the teaching and monitoring of the program.

The Tutor will also receive personal training in their own mathematical skill and begin a journey towards achieving a distinction in Maths Core thorough the K2U Distinction Program Module.

They will also be taught how to facilitate workshops and fulfill the role of a tutor assistant for the higher grades as they reach certain prescribed levels.

FUNDING

TRAINEE'S FEES

Other than the R4500 required as a commitment fee from the Tutors, the Bundi Foundation will strive to raise the additional funding in order to cover the training fees of the Tutors. This funding will come from corporates, companies and individuals whose values align with the Bundi Foundation and wish to be part of this extraordinary mathematical intervention and correction project.

In Fee Paying Schools, most Tutors will begin generating an income by the end of the third month. Following that period, the tutor will be equipped to achieve financial independence and expand their business using their acquired skills and service offer.

Operational Plan

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Daily activities and processes.
Current staff roles and responsibilities, and
future staffing needs



Daily Activities and Processes:

1. Outreach and Communication:
 - a. Engaging with community members, schools, and potential partners.
 - b. Responding to inquiries and managing correspondence.
2. Program Development:
 - a. Planning and executing educational programs and workshops.
 - b. Developing resources and materials for mathematics and career planning.
3. Fundraising and Donor Management:
 - a. Organising fundraising events and campaigns.
 - b. Maintaining relationships with donors and sponsors.

Current Staff Roles and Responsibilities:

1. Founders and Directors – Greg and Caryl Shapiro:
 - a. Oversee the foundation's vision, strategy, and partnerships.
 - b. Represent the foundation in public and media engagements.
2. Program Co-Ordinator:
 - a. Manages the implementation of educational programs.
 - b. Coordinates with volunteers and staff for smooth operations.
3. Outreach Specialist:
 - a. Leads community outreach efforts to raise awareness.
 - b. Builds and maintains relationships with educational institutions.
4. Fundraising Manager:
 - a. Develops and executes fundraising strategies.
 - b. Manages donor databases and communications.

Future Staffing Needs:

1. Educational Content Developer:
 - a. To create engaging and effective mathematics curriculum and career guidance materials.
2. Marketing and Social Media Co-Ordinator:
 - a. To enhance online presence and promote foundation activities.
3. Grant Writer:
 - a. To identify and apply for grants and funding opportunities.

This structure ensures that the foundation can effectively carry out its mission while being prepared for growth and the ability to respond to new challenges and opportunities.

Service Provider Analysis

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It is vital that we continue to embrace all AI has to offer and use it to its full potential. We believe AI, combined with our personal one-on-one tutor interaction platforms, has the potential to provide the ultimate learning experience.



AI, and Other Digital Platforms

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">Advanced Technology: Utilizes cutting-edge AI algorithms to provide personalized learning experiencesScalability: Can serve a large number of students simultaneously without compromising the quality of instructionData-Driven Insights: Offers detailed analytics on student performance to tailor the learning processCost-Effective: Reduces the need for a large number of human tutors, potentially lowering operational costs	<ul style="list-style-type: none">Lack of Personal Touch: May not offer the same level of personal interaction and motivation as human tutorsDependence on Data: The effectiveness of AI is heavily reliant on the availability and quality of data.Technical Issues: Susceptible to technical glitches that can disrupt the learning process.Limited Teaching Styles: AI may not be able to replicate the diverse teaching styles of human tutors.	<ul style="list-style-type: none">Integration with Schools: Potential partnerships with educational institutions to supplement traditional teaching.Global Reach: Ability to expand services worldwide, breaking geographical barriers.Continuous Improvement: AI systems can learn and improve over time, offering better services.Support for Teachers: Can act as an aid to human tutors, not just a replacement.	<ul style="list-style-type: none">Regulatory Challenges: Potential legal issues related to data privacy and security.Market Saturation: The growing number of AI tutoring services could lead to intense competition.Ethical Concerns: Questions about the ethical implications of AI in education.Resistance to AI: Scepticism from educators, parents, and students about replacing human interaction with AI

Where We Differ and Excel.

While artificial intelligence (AI) can be a powerful tool, the unique human element we bring to the table is invaluable, particularly as a non-profit organization dedicated to fostering a distinction-achieving mathematical mindset in the heart of the student. We will continue to strive to combine these two key elements into all levels of our service delivery.

It is this one-on-one interaction with our trained and compassionate tutors that we believe will give us the ability to stay ahead of the curve and continue to make a meaningful impact.

Tutor Recruitment and Funding Plan

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Our strategy for recruiting and financing our selected tutors



Strategies

Recruitment Strategies

Selected schools, in the areas we wish to make an impact, will be asked to recommend post-matric students who meet our Tutor Criteria. (See details on the following page).

Our Recruitment team will follow up and select those candidates who we feel fit our criteria and who want to make tutoring a possible career choice.

Parental Funding:

Given the impressive career opportunities and financial success of our current post-matric students, we are confident that parents, who are in the position, will readily embrace this opportunity to support their child's training fees.

Corporate or Other Funding:

For those potential tutors who may not have the means of financial support, we will:

- Seek sponsorships from local businesses. In exchange for their support, we will offer to acknowledge them in our promotional materials and at our tutoring sites.
- Apply for educational grants from government bodies, foundations, and corporations. Many of these entities have funds set aside for academic initiatives, particularly those that address critical needs such as mathematics education.

Recruitment and/or Funding Role of NGO's

We believe that several NGOs, that share our unwavering commitment to education, may have a list of commendable individuals who meet our high standards. These organizations may be willing to provide funding or secure the necessary finances for those who may wish to take advantage of this career-building opportunity with confidence



Tutor Criteria

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Key skills and character traits needed to qualify as one of our Sponsored Tutors.



Tutor Trainee Criteria – Post Matric

The following criteria form the basis in our selection process of trainee math tutors. This is essential in order to ensure they are well-suited for the role. Below are some key factors we look for:

- **Mathematical Proficiency:** Trainee tutors should have a strong foundation in mathematics. Their understanding of concepts, problem-solving skills, and ability to clearly explain mathematical concepts. is crucial.
- **Passion for Teaching:** A genuine interest in teaching and helping others learn is essential. We look for candidates who are enthusiastic about math education and are committed to making a positive impact on students' learning outcomes.
- **Communication Skills:** Effective communication is vital for tutors. They should be able to explain complex math concepts in simple terms, adapt their teaching style to different learning preferences, and actively listen to students' questions and concerns.
- **Adaptability:** Trainee tutors should be flexible and adaptable. They will encounter students with varying abilities, learning styles, and backgrounds. We look for candidates who can adjust their teaching methods to meet individual student needs.
- **Empathy and Patience:** Teaching math can be challenging, especially when students struggle. We look for tutors who can demonstrate empathy, patience, and a willingness to support students through difficulties. Compassion and understanding are essential qualities.
- **Professionalism and Ethics:** Tutors represent the educational institution, so professionalism is crucial. We look for candidates who understand boundaries, maintain confidentiality, and who will adhere to ethical standards in their interactions with students.
- **Tech-Savviness:** Familiarity with educational technology and online tools can enhance the tutoring experience. We look for trainee tutors who can learn to leverage digital resources effectively so they will be better equipped to support students in various learning environments.
- **Collaboration and Teamwork:** Our tutors will often work closely with other educators, parents, and school staff. We therefore look for candidates who can collaborate effectively, share insights, and contribute to a positive learning environment.
- **Subject Knowledge Beyond Math:** While math expertise is essential, we consider candidates who also have knowledge in related subjects. For example, understanding physics or computer science can be beneficial for explaining real-world applications of math concepts.
- **Background Checks and Compliance:** We ensure that all trainee tutors undergo necessary background checks, including criminal record checks and child protection clearances. Compliance with safeguarding policies is critical.

Each tutor contributes to shaping students' mathematical abilities and confidence. By selecting candidates who align with our organization's values and educational goals, we believe we will create a supportive and effective learning environment for students.

Tutor Training Program

Tutor Training Experience and Beyond

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Key Components:

Before Engaging with a School

- Mission & Cultural Immersion:
- Understand and embody K2U's vision, values, and innovative approach to teaching math.
- Pedagogical Foundations:
- Master new teaching methods, engage in micro-teaching sessions, and gain a solid grasp of the curriculum.
- Classroom Management & Communication:
- Develop skills for effective instruction, student engagement, and handling diverse classroom dynamics.
- Feedback & Reflective Practices:
- Learn to assess student progress and incorporate constructive feedback into teaching.
- Financial Investment Mindset:
- Embrace the significance of contributing the 10% as a symbol of commitment and investment in personal growth.

While Performing Duties in a School

- Continuous Mentorship & Peer Collaboration:
- Receive on-site guidance from experienced educators and engage with a community of practice.
- Dynamic Classroom Adaptation:
- Adjust lessons in real time based on student feedback and performance data.
- Ongoing Professional Development:
- Participate in advanced workshops, technology integration sessions, and refresher courses.
- Stakeholder Engagement & Advocacy:
- Build strong relationships with school staff, parents, and the broader community to champion the K2U approach.



**Contact us
for further
inquiries**



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