

# BRENDA SCHEEPERS



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## Social Entrepreneurship | Project Management | Training and Development



### PROFILE

Brenda's focus has been to shape, develop and implement social programmes, which successfully impact and drive change. She works as part of or alongside CSI, NGO's and businesses, drawing upon her multi-faceted experience across project management, marketing, and social development to deliver unique insights and sustainable results.

Brenda's strength is to combine both creative and analytical approaches to solving challenging problems. Relationship building has been key to her successfully influencing a diverse cross-section of stakeholders, whether directing campaigns or meeting social needs.

She has substantial experience working in the non-profit sector and interaction with Boards and funders. Her working style is proactive, energetic, and innovative, with the ability to be flexible while demonstrating integrity and passion.



### SKILLS THAT DRIVE RESULTS

Leadership	■■■■■■■■■■■■■■■■■■■■■	Fashion/Textiles/Retail	■■■■■■■■■■■■■■■■■■■■■
Strategic Planning	■■■■■■■■■■■■■■■■■■■■■	Business Development	■■■■■■■■■■■■■■■■■■■■■
Execution	■■■■■■■■■■■■■■■■■■■■■	Corporate Events	■■■■■■■■■■■■■■■■■■■■■
Training/ Development	■■■■■■■■■■■■■■■■■■■■■	Project Management	■■■■■■■■■■■■■■■■■■■■■
Sales & Marketing	■■■■■■■■■■■■■■■■■■■■■	Sustainability	■■■■■■■■■■■■■■■■■■■■■
Budget Management	■■■■■■■■■■■■■■■■■■■■■	B-BBEE Codes	■■■■■■■■■■■■■■■■■■■■■



### CAREER PROGRESSION

#### Founder and Managing Director of Knoop Academy NPC

*FP&M SETA Accredited Training Provider*

2017 - Current

Knoop Academy NPC is a Seta accredited **Training provider**, working with crafters to improve capacity and self-sustainability

Responsibilities:

#### Strategic Management and Operational Development

- Presentation of SETA accredited training in Clothing Manufacturing Processes
- All administration and coordination of training programs and learners
- Development of new programs (Internal and external)
- Consulting and support to other organisations in the same field
- Management of assistant trainers and supplementary training from other providers
- Development of training plan to suit both donor and beneficiary needs
- Measurement and Evaluation (Reporting)

## **Founder and CEO The Shula-Group PTY (LTD)**

Project management of Community Infrastructure development projects

2017 – Current

Based on Brenda's experience with Angel Projects, she assists the Belgotex Foundation and Focus on iThemba with various Crèche Development Projects.

Responsibilities:

### **Project Management and the mentoring of Learnership graduates**

- Project management, including requesting of quotes, selecting of contractors and management of timelines
- Management of Contractors and coordination of schedules
- Monthly reporting to all stakeholders on progress and budget

## **Founder and CEO Angel Projects (Pty) Ltd**

*Management of Community Development and Upliftment Projects*

2010 – 2017 Sold business

Angel Projects is a social business which offers turkey Corporate Social **Investment (CSI) project and programme management services** to corporate clients.

Responsibilities:

### **Strategic Management and Operational Development**

- Ensuring that all organisational activities are aligned with the core vision and goals, including planning, implementation, monitoring and evaluation of all projects and team builds
- Strong understanding of SA CSI, B-BBEE and legislative environment
- Ensuring CSI client's maximum returns on their B-BBEE spend in terms of socio-economic development Supplier and Enterprise development and Preferential Procurement

### **PR. Media and Communications**

- Strong interpersonal communication skills, good written English
- Event organising
- Exceptional ability to speak in public and to media
- Social Media strategy development
- Developed a strong client relationship program
- Clients included Alexander Forbes, Super Rent, Adapt IT, WS Lloyd, ABI, Standard Bank, Nedbank, SA Homeloans, Wesbank, Maersk Shipping, and many more.
- Marketing in the form of cold calling, sales calls, regular newsletters

### **Donor, CSI and Fundraising**

- Cultivating and expansion of funding to support current and new projects
- Demonstrated record of success in generating significant commitments from corporations, CSI and foundations
- Knowledge of Government partnerships
- Practiced in proposal and donor report writing

### **Financial management and resources allocation**

- Ensuring that sufficient financial planning is done, budgets are kept and resources optimally allocated

### **Networking**

- Building partnerships with relevant stakeholders (including communities, other organisations, media, corporates, government and donors) to enhance the Angels Projects profile and ensure its effectiveness and sustainability

## Other Projects

- Domino Foundation (DF) Feeding program : providing almost 1 million meals per year from 2012 – 2015
- DF Refugee relief program: coordinating the collection of donation, volunteers, staff and production and delivery of 41 900 meals in 7 days to camps (working closely with the Red Cross, Meals on Wheels, local authorities and NPO's.
- Food Gardens: The successful installation of around 30 Vegetable gardens and tunnels,
- 3 IT labs in schools
- Building projects and other community initiatives in marginalised communities

**Nominated as one of 3 finalists, for the KZN Business Women Association Entrepreneur of the year awards in 2014.**

## Regional Branch Manager - KZN

**180 Degrees** –*Corporate Events, Team Buildings and Conferences*

2005 - 2009

### Key Performance areas

- Clientele included – FNB, Autotrader, Standard Bank, Local Government, Nissan, SABMiller, Unilever, Sportfive, Streetfootballworld and many more.
- Operational management of all Corporate events and conferences
- Management of International corporate groups involved in the Soccer World Cup 2010 preliminary Draw in 2009 (180 degrees)
- Branch Manager responsible for HR and achieving Sales targets (incl. delivery, timing and financial)
- Financial Management
- Developing new business and maintaining and servicing of key accounts
- Concept design and development of Team Development events and programmes

*(The owner, Marcus von Blottnitz closed down 180 Degrees and Brenda started a new business Fish Eye offering the same service to exiting clients with his support and assistance)*

## Founder/MD

**Bukaminas Design** - *Clothing manufacturing and Retail*

1999 - 2002

### Key Performance areas

- Originally started as a design studio and then expanded and opened a retail store.
- Staff included a shop keeper, seamstress, presser and freelance assistant
- Responsible for all design, pattern making and client interactions
- Skills Development and Training –
  - Thunga Sewing Group - 2012 This skills project involved training a group of local woman to produce a line of stunning hand embroidered scatter cushions, and had a sustainable impact in that they continue to produce and sell their products.
  - Ponte Mamoli Orphanage – 2006 – Training young girls to do beadwork and make various crafts to sell to visiting tourists.



## PREVIOUS POSITIONS

**Head of Division and Senior Designer** - SA Clothing Industries .

1997 – 1998

**Designer** – Digital Pattern Maker, Designer and Clothing Production - EDGARS)

1992 – 1997

Celrose (Pty) Ltd.

**Head Pattern Maker** – Not-Just Talk

1991-1992

**Sample Set manager** – Gunnies Clothing

1991

*(Chosen as one of the 10 finalists in the Rooi Rose Young Designer of the year competition in 1992.)*



## EDUCATION

ETDP SETA   Writing training Development material	2022
ETDP SETA  Train-the trainer	2018
ETDP SETA   Assessor – Registered with FM&M Seta	2018
<b>Skill Development Facilitator</b>	2018
<b>National Diploma</b>   Clothing Design - Vaal Triangle Technicon	1988 – 1990
<b>Matriculated at Hoërskool Die Fakkel</b>	1987

*(Completed a Guiding Course with KZN Tourism in 2003)*



## REFERENCES

***“Brenda’s passion, business model and the manner in which she executed the projects, showed a natural gift for managing both projects and groups of people, together with her mission to ‘do good’ which speaks of her integrity.” - Mickey Wilkens***

Mickey Wilkens  
Domino Foundation & Director of Angel Projects  
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Email: [mickey@dominobusiness.co.za](mailto:mickey@dominobusiness.co.za)

***“As Regional Manager, Brenda successfully recruited and managed a team of people. She produced high quality and profitable team building projects, incentives, events, and tourism experiences for national and International clients. Brenda never missed a deadline and was very good at communicating within the company and with clients.” - Marcus Von Blottnitz***

Marcus Von Blottnitz - Owner 180 Degrees  
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