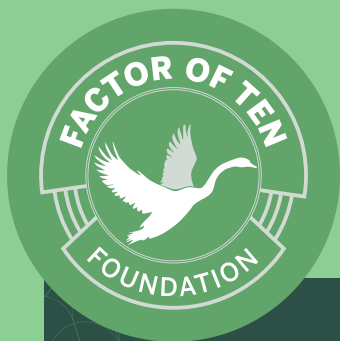




FOUNDATION PROFILE



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Who We Are

The Factor of Ten Foundation is an impact-focused non-profit organisation committed to advancing awareness, in the areas of prostate cancer and mental health.

Our work is grounded on the conviction: that health should never be a matter of chance or privilege, but of empowered choice and equitable access.

At Factor of Ten, we want to raise more than awareness and focus on driving transformative engagement and connections.

We are about creating pathways for early detection, advocate for systems that make screening accessible, and design programmes that integrate physical health with mental and emotional wellbeing. Our work moves beyond the clinical to the personal, acknowledging that a diagnosis affects not just the patient, but their children, their partners, and their communities.

We challenge the silence surrounding men's health and mental wellness, to break down the stigma that prevents conversations, and to turn knowledge into meaningful action. Change requires education that is practical, advocacy that is relentless, and support systems that are

both inclusive and sustainable.

The Factor of Ten Foundation is not just an organisation, it is a movement rooted in courage, compassion, and conviction. It is a call to society to think differently, act decisively, and care deeply. Our mission is to contribute to building communities in which health is not a private burden but a shared responsibility, where families are equipped to respond to health crises with confidence, and where communities become networks of care and resilience.

Through strategic advocacy, programmes, and the amplification of survivor and caregiver voices, we are working to rewrite the story of men's health in South Africa and beyond. Factor of Ten stands as both a beacon of hope and a catalyst for systemic change, proof that when we commit with intention, we multiply our impact.

Founder's Story

Factor of Ten was born out of a journey of faith, courage and resilience.

In 2023, Jonathan Muthige's diagnosis with Stage 3 prostate cancer became a pivotal moment that changed him and his family's life forever. During what was a regular holiday trip, Jonathan experienced severe pain in his right shoulder that was initially thought to be joint-related.

After temporary relief from prescribed medication, the pain was persistent, prompting further medical consultations. A PSA test revealed a level of 24.5, significantly above the normal range of 0–4, raising immediate concern.

Gratefully, the shoulder pain, although unrelated to PSA, became the catalyst for the tests and miraculously stopped after the PSA diagnosis. A series of consultations, an MRI, biopsy, and nuclear scan confirmed the diagnosis: Stage 3 aggressive prostate cancer, an unexpected outcome given his consistent check-ups prior to the COVID-19 period.

Reflecting on this experience, Jonathan said, "What struck me the most wasn't the diagnosis, it was how unprepared and uninformed we were as a family." This moment exposed the gaps in education, mental health support and issues of vigilance for men.

After processing the news privately,

Jonathan and Nwabisa gathered their children and family to share the diagnosis and what started as a moment of fear became one of unity, prayer and collective resolve.

In May 2023, Jonathan underwent full-spectrum robotic surgery, a pivotal step that marked the beginning of his recovery and his unwavering resolve to fight.

With the skilled care of his medical team, the love and presence of family and friends, and the grounding force of their faith, the family navigated the long weeks of uncertainty that followed. This experience not only tested their faith and endurance but also left them with a deep awareness and empathy for men and families who face similar battles, often without the same level of medical care, access to information, or emotional and physical support networks.

Together, the family made the decision to transform this deeply personal experience into a purposeful mission.

Through Factor of Ten, Nwabisa and Jonathan have turned pain into purpose. Their story stands as a testament that even the most difficult diagnoses can become a catalyst for hope, education, and lasting change.



Our Philosophy

More than just a name!

Factor of Ten represents a bold philosophy of exponential impact: the belief that meaningful change doesn't only happen through big interventions but small, incremental steps, courageous shifts in how we think, act and care.

Factor of Ten is not just a name, it is a bold declaration of intent. It represents a mindset that challenges the ordinary, a belief that real change does not come from doing what has always been done, but from daring to think and act ten times bigger.

At its core, Factor of Ten is about exponential impact. We believe that change becomes unstoppable when individuals, families, and organisations choose to live with multiplier intention: when they give just a fraction of their time, their voice, or their resources, but with a purpose so clear that it ripples outward and creates tenfold results.

In a world where health inequities, silent struggles, and mental wellness challenges

are still robbing people of dignity and life, Factor of Ten stands for courage, the courage to confront fear, to raise awareness, to speak out, and to build systems of care that move us beyond survival.

Our vision is not simply that people live longer, but that they live better, rooted in resilience, connectedness, and radical awareness of their health and wellbeing. This is not about doing more.

It is about doing what matters deeply, intentionally, and collectively, so that one small step becomes a movement, one voice becomes a chorus, and one family's story becomes the spark for change and impact.



Inspiration Behind the Brand

More Than a Symbol

The swan was chosen as the symbol of the Factor of Ten Foundation with intention. It represents resilience, transformation, and quiet strength: values that sit at the heart of our story.

Calm and composed above the surface, yet driven by unseen strength beneath, the swan reflects the reality of many health journeys. It speaks to the courage it takes to keep moving forward in moments of uncertainty, and the strength that often goes unseen within individuals and families.

For us, the swan is more than a visual identity; it is a reflection of lived experience. It embodies the journey of turning adversity into purpose, and of finding dignity, hope, and meaning even in life's most difficult moments.

OUR BRAND MANIFESTO

A Call to Think, Act, and Care Differently

We believe that health should never be a matter of chance, but of awareness, access, and action.

We believe that behind every diagnosis is not just an individual, but a family, a story, and a community that must be supported.

We believe that silence is one of the greatest barriers to men's health and that breaking it is the first step toward change.

We believe in the power of early detection, informed choices, and shared responsibility.

We believe that even the smallest action, given with intention, can create tenfold impact.

And we believe that through courage, compassion, and collective effort, we can transform how men's health and mental wellness are understood, supported, and experienced.

This is more than a foundation. It is a movement to turn awareness into action, and action into lasting impact.



Vision

A world where awareness leads to action, care is accessible and impact multiplies.



Mission

To enable tenfold impact through partnerships, education and access to support.

OUR THEORY OF CHANGE

We believe:



1

One informed person can **transform a family**.



2

One empowered family can **shift a community**.



3

One aligned community can **change a nation**.



Awareness



Action



Access

10x Impact

OUR CORE FOCUS AREAS

PROSTATE CANCER AWARENESS

We aim to improve early detection, increase public understanding, and support individuals and families through their health journeys.



MENTAL HEALTH & RESILIENCE

We draw the spotlight on mental wellness and provide tools and spaces for healing, particularly in communities that may lack access to support.



EXPONENTIAL IMPACT THROUGH ENGAGEMENT

We believe meaningful change happens when individuals and organisations commit to giving just a fraction of their time, skills, or resources.

By designing high-impact events, we create opportunities to mobilise communities and amplify awareness, action and care.



OUR FLAGSHIP PROGRAMMES

TAKE A LEAP AND MAKE TENFOLD IMPACT.

Our flagship programmes are designed to build a culture of wellness and purpose. Each event is an opportunity to lean in, empower others, take action, and promote lasting

L LEARN TO LIVE SPORTING EVENTS

Driving Awareness, Lessons & Life Stories

Premier fundraising and awareness events using the power of sport to educate on prostate cancer, mental health and wellness. Participants learn through expert talks, lean in to meaningful conversations, and hear life stories from survivors and champions after a good day of sporting activities. The day blends lessons with action, inspiring every attendee to become an advocate for health in their own circles.



E EMPOWERING HEALTH & WELLNESS ROADSHOW

Taking Care to the People

Mobile pop-up clinics and wellness activations that empower underserved communities with free screenings, mental health support, and workshops. These events create direct access to healthcare professionals and information, enabling individuals to take control of their health.



A ACT FOR TEN: #GIVEATENTH CAMPAIGN

Small Actions, Big Impact

An annual call-to-action inviting individuals, corporates, and partners to act by pledging a tenth of their time, resources, or expertise toward social good. This campaign drives volunteerism, corporate social investment, and collective action for exponential change.



P PASSION/PURPOSE IN MOTION

Sharing Stories, Shaping Culture

A programme to promote wellness and purpose through storytelling, panel discussions, and creative arts. Featuring real-life testimonies, live poetry, and intergenerational conversations, this event sparks dialogue, destigmatizes health issues among young people and motivate communities to engage in conversations.





How You Take a LEAP and Make a Difference

Lasting change is only possible when many hands and hearts work together.

DONATE



Your financial support allows us to design and deliver high-impact programmes, from prostate cancer awareness campaigns to psychosocial support initiatives for families. Every contribution, whether once-off or recurring, helps us reach more people, create educational resources, and make screening accessible to communities that need it most.

PARTNER



Collaboration is at the heart of exponential impact. By aligning your organisation's CSI strategy with the Factor of Ten Foundation, you help drive systemic change. Together, we can co-create initiatives that integrate awareness, education, and wellness into workplaces, schools, and communities.

VOLUNTEER YOUR TIME & EXPERTISE



From medical professionals to mental health practitioners, strategists, creatives, and event coordinators, your skills can help us multiply our reach. Volunteers play a key role in delivering workshops, mentorship, advocacy efforts, and on-the-ground events that bring our mission to life.

Our Leadership



Mr Jonathan Muthige Chairperson

Jonathan Muthige serves as the Chairperson of the Factor of Ten Foundation, where he steers the organisation's strategic direction and upholds its commitment to lasting social impact.

With more than two decades of senior leadership experience across oil, FMCG, retail and banking sectors, Jonathan has cultivated a deep understanding of how businesses and societies can evolve together. His global remit in human capital management, spanning Europe, the United States, Asia and Africa, has shaped his ability to design robust systems, nurture leadership pipelines and drive organisational transformation.

Jonathan's life took a profound turn in 2023 when he was diagnosed with Stage 3 prostate cancer. This defining moment sharpened his focus on the urgent need for proactive health education, early detection, and equitable access to care. It also brought to light the emotional and mental toll such diagnosis places on families, lessons that now inform the Foundation's approach to holistic wellbeing.

As Chairperson, Jonathan is committed to cultivating an organisation that doesn't merely respond to problems but reimagines what is possible.

He brings a rare blend of strategic foresight and empathetic leadership, ensuring the Foundation's programmes are both visionary and pragmatic. Under his guidance, Factor of Ten Foundation is building a platform that shifts public awareness, strengthens community health literacy and embeds resilience into the fabric of society.

Jonathan's leadership is defined by clarity of purpose, disciplined execution and a relentless pursuit of impact; not just incremental change, but transformation that is bold, measurable and sustainable.



Ms Nwabisa Muthige

Chief Executive Officer

Nwabisa Muthige is the Chief Executive Officer of the Factor of Ten Foundation, where she is responsible for shaping the organisation's strategy, driving execution, and ensuring that its mission translates into tangible, life-changing outcomes.

A Human Resources specialist by training, Nwabisa brings over 20 years of professional leadership experience spanning human resources management, business consulting, and entrepreneurship. She has founded and led businesses and contributed to social impact initiatives through ministry and community outreach.

With an academic foundation in psychology, Nwabisa brings a deep understanding of human behaviour and mental health into her leadership approach. Her interest in integrative and alternative health practices reflects her commitment to optimising wellbeing, preventing and treating diseases, and advancing longevity and quality of life.

Nwabisa's commitment to the work of Factor of Ten is deeply personal. Her own family's experience with prostate cancer gave her unique insight into what it means to navigate fear, uncertainty, and the long road to recovery. These moments reinforced her belief that true care extends beyond clinical treatment, it must also speak to emotional, psychological, and community needs.

As CEO, Nwabisa combines strategic precision with a deep sensitivity to the human experience. She ensures the Foundation's programmes address real needs, deliver measurable results, and restore dignity, with psychosocial wellbeing at the core of its approach.





Mr Orsbon Seboni

Non-Executive Director

Orsbon Seboni is a Non-Executive Director of the Factor of Ten Foundation and a seasoned Human Capital Executive and Strategic Advisor with extensive experience in organisational leadership, governance, and people development across leading blue-chip organisations, including SAB, ABI, AVI, Nando's, and Coca-Cola Canners.

He brings strong expertise in governance, institutional effectiveness, and ethical leadership, with a particular focus on how sound people practices can drive sustainable health and social outcomes. Orsbon currently serves as a Board Member of the Gauteng Health Hospital Board (South Rand Hospital), contributing to oversight within the public healthcare system and supporting improved access to quality care.

His governance experience also spans civil society, having served in trustee and chairperson roles within community-based organisations, where he has supported organisational resilience, stakeholder engagement, and social cohesion.

Deeply committed to community upliftment and preventative health advocacy, Orsbon is actively involved in mentoring young people in township communities, promoting leadership development, life skills, and responsible decision-making. He also serves as an Executive Member of the Aldersgate Methodist Church, supporting faith-based leadership and community wellness initiatives.

A values-driven, people-centred leader, Orsbon brings strategic insight, collaborative leadership, and legal expertise to the Foundation. He holds a Bachelor's degree from the University of the Witwatersrand, multiple professional qualifications, and an LLB from UNISA. His contribution to Factor of Ten reflects a shared commitment to building resilient communities, strengthening systems of care, and advancing impact that is both measurable and meaningful.





Prof. Veronica Baxter

Non-Executive Director

Dr Veronica Baxter is a Non-Executive Director of the Factor of Ten Foundation and a social impact practitioner with over three decades of experience across higher education, government, and the NGO sector in South Africa and the United Kingdom.

Currently an Associate Professor at the University of Cape Town, she brings a deep commitment to community-engaged work that advances wellbeing, learning, and sustainable social change. Her professional focus centres on the design, implementation, and evaluation of participatory, culturally grounded health and education initiatives.

Veronica has collaborated extensively with universities, civil society organisations, and public-sector partners, successfully securing national and international funding to support programmes that translate research into meaningful community outcomes.

A defining aspect of her contribution is her expertise in applied theatre and performance-based methodologies as tools for dialogue, awareness, and transformation. Through creative engagement, she has helped communities navigate complex health and social issues, fostering reflection, connection, and action. This work is captured in her publication *Applied*

Theatre: Performing Health and Wellbeing (2017).

Veronica brings to the Factor of Ten Foundation a rare blend of academic rigour, creative practice, and compassionate leadership. Her approach aligns strongly with the Foundation's commitment to empowerment, education, and tenfold impact, ensuring that knowledge becomes accessible, human, and actionable.





Mr Paul Mokoena

Non-Executive Director

Paul Mokoena is a Non-Executive Director of the Factor of Ten Foundation, bringing more than three decades of executive leadership and governance experience across highly regulated and complex environments, including the energy, chemicals, supply chain, and corporate trust sectors.

He served as the founding Chief Executive Officer of the BP Southern Africa Education Foundation, where he led the establishment of governance structures, strategic direction, fiduciary oversight, regulatory compliance, and stakeholder accountability, before retiring in 2021. His career includes senior leadership roles at BP Southern Africa and Shell South Africa, spanning supply operations, trading, logistics, and large-scale contract negotiations. Throughout his career, Paul has led multidisciplinary teams through high-pressure environments, national supply challenges, and multi-stakeholder engagements, demonstrating disciplined decision-making and a strong commitment to public-interest outcomes.

With an academic foundation in Chemistry, Mathematics, and Business Leadership (MBL), and early career experience in laboratory and technical advisory roles, Paul brings an evidence-based and analytical approach to governance and programme oversight. His extensive board and trustee experience includes chairperson and board roles within corporate entities, pension funds, and trusts, where he has contributed to ethical stewardship, risk management, and long-term organisational sustainability.

Aligned with the Factor of Ten Foundation's mission, Paul is deeply committed to advancing prostate cancer awareness, early detection, and equitable access to screening, while strengthening preventative health education and psychosocial support for men and their families. He believes that transparent governance, ethical leadership, and collaborative partnerships are essential to translating awareness into action and delivering measurable community impact.

Paul brings to the Foundation a rare combination of technical insight, governance maturity, and strategic leadership, supporting its work with integrity, rigour, and a long-term vision for healthier, more resilient communities.





The Factor of Ten Foundation invites individuals, families, businesses, and communities to stand with us as we build a future where proactive health, mental wellness, and early detection are the norm, not the exception.

AMPLIFY OUR MESSAGE



Sometimes the most powerful contribution is your voice. Share our campaigns, start conversations in your networks, and challenge the stigma that keeps men from seeking help. Awareness begins when we all speak openly about health, screening and mental wellness.

ADVOCATE FOR CHANGE



Join us in calling for accessible screening programmes, equitable healthcare policies, and stronger mental health support systems. Your influence, whether as a community leader, policymaker, or citizen, can help shift the systems that impact us all.

When you give, partner, volunteer, share, or advocate, you become part of a movement that is rewriting the narrative of men's health and mental wellness in South Africa and beyond.

Your action, no matter how small, can have a tenfold impact.

SMALL ACTS. TENFOLD IMPACT.

Contact & Engagement

At the Factor of 10 Foundation, every connection, conversation, and collaboration strengthens our mission to make men's health and mental wellness a priority.

We invite you to reach out, learn more, and join us in building awareness, delivering support, and creating lasting impact.



Corporate Information

info@factoroften.org | www.factoroften.org

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