



Factor of Ten Foundation Partnership & Funder Pack

*Advancing Men's Health & Mental Resilience
Small Acts. Tenfold Impact.*

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Our Story

In 2023, Jonathan Muthige's diagnosis with Stage 3 prostate cancer became a defining moment for him and his family.

What began as unexpected shoulder pain during a routine holiday led to a series of medical consultations and tests, ultimately revealing an aggressive form of prostate cancer. While the diagnosis itself was life-altering, what stood out most was how unprepared and uninformed the family felt navigating the journey.

As they processed the diagnosis together, what began as a moment of uncertainty became one of unity, reflection, and collective strength.

Following successful surgeries and the support of medical professionals, family, and community, the experience left a lasting impression, not only of resilience, but of the critical importance of awareness, early detection, and access to support.

While this is our story, it reflects the reality faced by many individuals and families.

Too often, men and their loved ones navigate serious health challenges without the information, resources, or emotional support they need.

This experience became the catalyst for the creation of the Factor of Ten Foundation. Through our work, we are committed to contributing towards a future where more individuals and families are better informed, better supported, and more equipped to

navigate their journeys.

The Significance of the Swan

A swan represents resilience, strength, and purposeful movement.

Although a swan looks calm on the surface, it is always moving its feet below. This mirrors how people often face personal challenges with quiet strength and perseverance.

This is symbolic of the journey many individuals and families facing health challenges embark on, and the importance of support, awareness, and resilience throughout that journey.

About the Foundation

The Factor of Ten Foundation is a South African non-profit organisation dedicated to advancing prostate cancer awareness and promoting mental wellness.

We work to advance prostate cancer awareness and strengthen mental health resilience by creating platforms for education, conversation, and community engagement, as well as access to the required support and specialists.

Through strategic partnerships and collaborative initiatives, we aim to ensure that individuals and families navigating health challenges have access to the information and support they need.

Our Vision & Mission



Vision

A society where awareness leads to action, care is accessible, and impact multiplies across families and communities.



Mission

To enable tenfold impact through education, advocacy, and psychosocial support programmes focused on men's health.



Our Belief

- One informed individual can transform a family.
- One empowered family can influence a community.
- One aligned community can shift a nation.

Why this work matters

Men's health remains one of the most under-addressed areas of public health.

- 1 in 16 South African men will be diagnosed with prostate cancer in their lifetime
- Prostate cancer accounts for over 25% of all male cancers in South Africa
- More than 10,000 men are diagnosed annually in South Africa
- Early detection significantly improves outcomes, with survival rates exceeding 90% when detected early
- Many men delay seeking help, with evidence showing men are significantly less likely to access healthcare early
- In South Africa, men account for the majority of suicide cases, with over 10,000 male deaths recorded in recent years

Turning Contribution Into Impact

Every contribution directly supports access to early detection, awareness, and support for men and their families.

Based on an estimated **R350 per PSA test**, contributions can enable the following:

R100,000 ► enables approximately 285 PSA tests

R70,000 ► enables approximately 200 PSA tests

R40,000 ► enables approximately 114 PSA tests

R15,000 ► enables approximately 43 PSA tests

R5,000 ► enables approximately 14 PSA tests

Your Contribution ► Real Access

Every amount makes a meaningful difference:

R350 ► enables 1 PSA test

R700 ► enables 2 PSA tests

R3,500 ► enables 10 PSA tests

These contributions go beyond testing alone, they support awareness, education, and the broader ecosystem required to ensure individuals are not only diagnosed early but also guided and supported through their journey.

Because early detection is not just awareness, it is access.

According to the Cancer Association of South Africa and the World Health Organization, increased awareness, early screening, and access to support services play a critical role in improving outcomes and quality of life.



Our LEAP to Tenfold Impact

Our flagship programmes are designed to build a culture of wellness and purpose. Each initiative creates opportunities for individuals, communities, and organisations to engage, empower, take action, and contribute to lasting change.

Our work focuses on four key areas:

Awareness and Education

We promote early detection and informed health decisions through awareness initiatives and educational engagement.

Mental Health Resilience

We encourage open conversations about mental health and work to reduce stigma surrounding emotional wellbeing.

Community Engagement

We build awareness through partnerships, events, and community outreach initiatives.

Support Pathways

We help connect individuals and families with trusted support resources and healthcare information.

L

Learn to Live Sporting Events

Driving Awareness, Lessons & Life Stories.

E

Empowering Health & Wellness Roadshow

Taking Care to the People.

A

Act for Ten: #GiveATenTh Campaign

Small Actions, Big Impact.

P

Passion/Purpose in Motion

Sharing Stories, Shaping Culture.



Partnering with Factor of Ten

Support can take many forms, from individual contributions to long-term organisational partnerships, each playing a role in expanding the reach and impact of our work.

The work of the Factor of Ten Foundation is made possible through the support of funders, sponsors, and partners who share our commitment to improving men's health and community wellbeing.

Individuals and organisations may support our work in a number of ways, including:

- General foundation funding
- Strategic partnerships
- Programme support
- Awareness initiatives
- Event sponsorship

These collaborations allow us to expand the reach of our initiatives and create sustainable impact.

Inaugural Funder – Multi-Year Partnership

We recognise organisations and individuals who choose to support our work during our foundational years as Inaugural Funders of the Factor of Ten Foundation.

These partners play an important role in helping us establish the programmes, partnerships, and awareness initiatives that will drive long-term impact.

Inaugural Funders may receive:

- Recognition as a Founding Partner of the Foundation
- Visibility across key Foundation initiatives
- Opportunities to engage in awareness campaigns
- Participation in flagship events
- Inclusion in annual impact updates





Funders Pack

Inaugural Event — – Annual Golf Day



Each year, we plan to host the Factor of Ten Annual Golf Day, which brings together business leaders, individuals, partners, funders, and sponsors in support of men's health awareness initiatives.

The event provides a platform for:

- Corporate networking
- Awareness engagement
- Fundraising for the Foundation's programmes
- Sponsor visibility and brand alignment

Organisations may participate through event sponsorship, team entries, or on-course activations.

Value for Partners

Partnering with the Factor of Ten Foundation allows funders and sponsors to:

- Align with meaningful health and community initiatives
- Demonstrate commitment to social impact and wellbeing
- Engage employees and stakeholders in purpose-driven initiatives
- Support awareness and education around men's health
- Together, these partnerships help build stronger support systems for individuals and families navigating health challenges





Sponsorship Opportunities

The Factor of Ten Annual Golf Day offers individuals and organisations the opportunity to partner with us in delivering a meaningful and well-curated event focused on awareness, engagement, and impact.

These opportunities are open to those looking to:

- Align with a purpose-driven initiative
- Engage with a network of business leaders and stakeholders
- Gain brand visibility in a credible and impactful environment
- Support men's health awareness initiatives

Supporters of the inaugural event will be recognised as early partners contributing to the establishment of the Factor of Ten Foundation.

Individuals may also participate through attendance, contributions, or involvement in event activities.



Platinum Partner R100,000

- Main sponsor privileges and core branding
- Logo on golf shirts
- Brand inclusion in digital and social media communications
- One four-ball (four players)
- Branding on hole of choice
- Branding at clubhouse and breakfast
- Putting green branding
- Branded hole activation
- Inclusion in the post-event impact report
- Recognition as an Inaugural Partner of the 2026 launch



Premier Partner R40,000

- Branded signage at clubhouse
- Two player entries
- Social media acknowledgement
- Inclusion in sponsor recognition



Signature Partner R15,000

- Branded hole activation
- Interaction with golfers
- Two player entries



Elite Partner R70,000

- One four-ball (4 players)
- Branded hole activation at hole of choice
- Logo on promotional material
- Logo on breakfast programme
- Recognition as an Inaugural Partner



Four Ball R5,000

Governance & Leadership

Our work is guided by a governance-led structure that supports transparency, accountability, and responsible stewardship of resources.

Executive Leadership



Chief Executive Officer
Nwabisa Muthige

Board of Directors



Chairperson
Jonathan Muthige



Non-Executive Director
Paul Mokoena



Non-Executive Director
Orsbon Seboni



Non-Executive Director
Veronica Baxter



An Invitation to Partner

We believe meaningful change is made possible through partnership.

We invite organisations and individuals who share our commitment to advancing men's health awareness and strengthening community support systems to join us in this work.

Together, small acts can create tenfold impact.

Contact:

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**For Partnerships and
Sponsorship Enquiries**

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