

Peer Insights

R E P O R T

Q&A with Kim Normand Feinberg

Founder & CEO Tomorrow Trust

Principle Series:

Kim Normand Feinberg, Founder & CEO of South African-based Tomorrow Trust sits down with Family Office Insights to discuss how the simple act of educating children can transform the future lives of South African children, the economy and future generations. Below she shares with us her story.



Family Office Insights is a voluntary, “opt-in” collaborative peer-to-peer community of single family offices, qualified investors and institutional investors.

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Q: You've spent your career making strides in the non-profit world. Can you talk about your past work experience and how that helped you to launch Tomorrow Trust?

A: When I became a mother 28 years ago, my attitude towards the world changed. I wanted to make sure that both my children—and many others—would be brought into a world where there is positive impact. I had to become part of this vision and not simply rely on others to do so. And so began the start to a 25-year journey of human rights, education and many opportunities of learning about myself, others and what my life purpose would hold.

I have been blessed to work with Holocaust survivors through running Survivors of The Shoah Visual History Foundation created by Steven Spielberg in South Africa for 18 years as well as Anti -Apartheid activists with such leaders as Nelson Mandela, Walter and Albertina Sisulu, Albie Sachs and Justice Edwin Cameron. Some of my greatest learning has come from the children and youth that I work with as well as the survivors who went through both the Holocaust and the Rwandan Genocide as children. They have shown me that no matter what life throws at you, you can indeed rise above it all without hatred and resentment. There is always someone with less than you, so you can't look at all the negatives. Rather, feel blessed with all the positives and fill your soul with gratitude.

Q: How did your experiences working with Nelson Mandela shape your life's work?

A: Being privileged to have met Mandela on numerous occasions, I came to realize what humility and focus looks like. He was completely absorbed in an individual's eyes when speaking to them, especially if that individual was a child. In my own experiences, I have held a woman's hand as she lay on her death bed with AIDS too afraid to leave her children until I gave her a promise I would help them. I have looked at a child's eyes that are flat with no life and gave them an opportunity filled with the hope knowing that they can indeed change their lives. I've watched my own two children morph into adults with whom I respect as human beings. We all have challenges and struggles, but if we are aligned to our life's purpose, these challenges become part of your story that builds as the years go by.

Q: What is the mission of the Tomorrow Trust?

A: Tomorrow Trust supports the entire journey of a child with integrative education and holistic support both from an academic and psycho-social aspect. The entire aim of Tomorrow Trust is to facilitate each individual child that we support with tools, skills and qualifications to be self-supporting and self-reliant released from the shackles of charity. We strive to educate children who will become active members of the South African society and the overall economy.

Q: You make it your mission to incorporate education with psycho-social programming. Tell us about your workshops and how the children can participate in them.

A: Tomorrow Trust is not only about academics. We want each individual from five years and upwards to know who they are and how to function positively in their lives with a sustainable impact. At each stage, we do self-development and consciousness work. This is all aimed at the appropriate level and age.

For high school students, we do psycho metric testing and career guidance and exposure with self-development around breaking fears and creating your dreams to having focus and vision and how not to jeopardize your life with teen pregnancy and HIV/AIDS.

For the post-secondary students we have monthly workshops addressing all areas of their lives from how to budget, write a resume, and create goals and interview skills. We offer self-awareness and consciousness workshops on topics like ‘Showing and working with gratitude’, ‘Who am I and where do I fit in this world?’ and ‘What do I want my impact to be?’ Additionally, we take students to the theatre, museums and other outings to expose them to the world around them in order to build their own views and ideas.

Q: Can you give an example of a successful student who went through the program?

A: Caesar came to me as I was starting Tomorrow Trust 10 years ago. He was a teenage ex-con with nowhere to go and no one to help him and he begged for support. With our guidance, he started with a diploma at a community college in engineering and then turned that into a degree. He carried on to do his honors degree and his Masters. He is now starting his PhD in engineering and works full time. There is no better way to say it other than that he has fully broken the shackles. He is now engaged to an engineer and together they’ve vowed to continue to educate their future children and their children’s children. We are at the forefront of breaking generational poverty.

Q: What makes the Tomorrow Trust different from other non-profits who support initiatives in Africa?

A: Tomorrow Trust is highly credible with definite results, outcomes and with each student monitored and evaluated to make sure that no gaps happen. We are audited by PwC with a strict financial system that many other nonprofits do not adhere to. With 10 years of experience, we’ve proven that we have a successful model. We work with top CEOs, corporations and individuals from around the world showing that we can deliver to the utmost level of expectation. We are registered in South Africa, America and the UK, which makes donating far easier for all.

Q: Graduates of the Tomorrow Trust program give back in one way or another. Can you discuss how they become involved?

A: We aim at building and developing human beings who are connected to both their heads and hearts with a sense of responsibility to give to others—a thorough process of not only taking, but giving as well. Our post-secondary students have to give back 10 hours minimum a year to Tomorrow Trust. We encourage them to be at the schools to tutor, motivate and role model to the younger ones as well as work in the office to learn skills at the same time. The Alumni are

asked to give 10% of their earnings for two years once they graduate. While we cannot enforce this, we can encourage this to support other younger students coming through and for the longevity of our program.

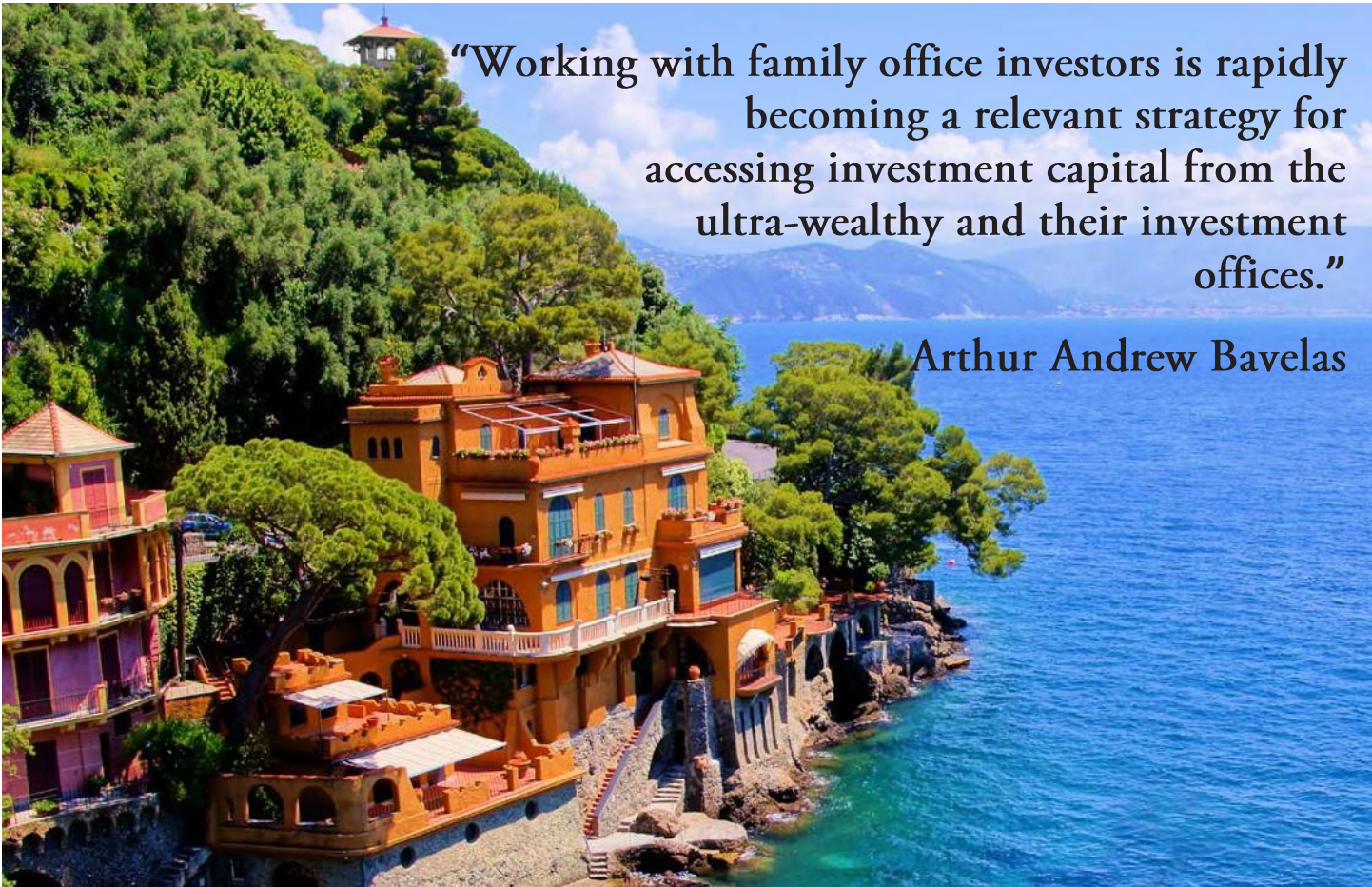
Q: How can potential donors contribute to the success of the Tomorrow Trust?

A: We are always looking in two areas for support with the first being awareness and funding. With this we also need skills to assist us in achieving our goals. This can be done through many avenues. We are most grateful to enter different networking opportunities to share our mission and create friends who are then keen to support us. We also have a mentorship program and requests for material needs such as clothing, food and stationary.



Kim Feinberg

Kim Feinberg has been in the non-profit world for the past 25 years. She has been a part of many successful ventures and organizations such as Representing Survivors of the Shoah Visual History Institute formed by Steven Spielberg in South Africa and as the Founder/CEO of Tolerance Foundation. Kim was also one of the founding directors of Apartheid Museum and sat on Human Rights commission in South Africa. She is an Ashoka Fellow and has studied at Harvard Kennedy School of International Studies. Today, Kim is the Founder/CEO of a nonprofit organization- Tomorrow Trust supporting orphan and vulnerable children/youth with education to release them from the cycle of poverty. She is the author of three best sellers in South Africa- Tomorrow, A Mother's Legacy and Raising Wisdom. For more information, please visit <http://www.tomorrow.org.za/> or www.kimnormandfeinberg.com. Feel free to email Kim at kim@tomorrow.org.za.



“Working with family office investors is rapidly becoming a relevant strategy for accessing investment capital from the ultra-wealthy and their investment offices.”

Arthur Andrew Bavelas