



Ranyaka

Activating
Communities



CO-CREATING RESILIENT COMMUNITIES AND LOCAL ECONOMIES

Company Profile

Our why

Across South Africa, there is no shortage of projects, programmes, or funding to address socio-economic and environmental challenges. Opportunities abound.

What is missing is place-level architecture that helps these efforts connect, reinforce one another and endure.

- Skills development without local absorption leads to talent leak.
- Infrastructure without coordination degrades.
- Funding without sequencing creates dependency.

Ranyaka exists to address this gap through our THRIVE framework developed over the past decade.



SUPPORT OF 500 SMALL
BUSINESS OWNERS NATIONALLY



Reimagine South Africa

Imagine the power of communities that are not only consulted, but organised, able to plan their futures, implement shared priorities and measure progress over time.

Imagine a place-based approach that prioritises the lived reality, agency and dignity of people who live there, while creating the conditions for institutions, businesses and capital to work more effectively together.

This is our commitment.

It is not only a vision. It is a practical, tested way of working with communities, towns and institutions to build resilience that lasts.



INTERACTIVE COMMUNITY REIMAGINE EVENTS
ENCOURAGE PUBLIC PARTICIPATION





Who we are

Over more than a decade, Ranyaka has worked across urban and rural contexts throughout South Africa, learning what people and places need so that investment sticks.

As a place-based development organisation, we design, steward and activate local systems so that social, economic and environmental efforts add up over time.

We work with communities, local businesses, municipalities, corporates, academia and civil society in specific places to strengthen the underlying conditions that allow places to thrive — not through isolated projects, but through coordinated action.



COCREATE ECONOMIC DEVELOPMENT HUB,
STELLENBOSCH





LOCAL STAKEHOLDERS IDENTIFY CHALLENGES AND OPPORTUNITIES AT DNA MAPPING SESSIONS



AT A GLANCE

BETWEEN 2017 AND END 2025,
OUR WORK HAS INCLUDED:

150,000 BENEFICIARIES AND ENGAGED CITIZENS

**300+ EARLY CHILDHOOD DEVELOPMENT
CENTRES** SUPPORTED

690 SMALL ENTERPRISES SUPPORTED

310 CIVIC ORGANISATIONS PARTNERED WITH

17,000+ STAKEHOLDERS ENGAGED, INCLUDING
MUNICIPALITIES, UNIVERSITIES, CORPORATES,
AND LOCAL INSTITUTIONS

EARLY CHILDHOOD
DEVELOPMENT CENTRE SUPPORT





THE VISION

Our vision is to co-create and activate **40 thriving rural and urban communities and towns by 2030**, impacting **500,000 engaged citizens, local businesses and community partners** across South Africa — and strengthening the long-term capacity of these places to sustain social, economic and environmental value.

Place-based, people-centred, citizen-enabled



THE MISSION

Our mission is to enable and resource communities, local businesses and towns to:



CREATE A
SHARED VISION
AND AGENDA



ADOPT THE
PRINCIPLES OF
SUSTAINABILITY
AND RESILIENCE



TAKE OWNERSHIP
AND MANAGEMENT
OF ECONOMIC
AND CIVIC
DEVELOPMENT
PROJECTS



COLLABORATE AND
PARTNER WITH CIVIC
ORGANISATIONS,
GOVERNMENT,
LOCAL BUSINESSES,
CORPORATIONS
AND ACADEMIC
INSTITUTIONS



RAISE AND
MANAGE
FUNDING AND
RESOURCES
TO SUSTAIN
EFFORTS.



COLOUR RUN FOR MENTAL
HEALTH AWARENESS





THE OUTCOMES

The outcomes we pursue are:



INCREASED
EMPLOYMENT AND
ACCESS TO ECONOMIC
OPPORTUNITIES



INCREASE IN
WELLBEING —
PHYSICAL, MENTAL
AND SPIRITUAL



SAFE, CLEAN AND
GREEN PLACES



STRONG SOCIAL
COHESION



THE STRATEGY

Our work is guided by a clear strategic approach:



PLACE-BASED:
WE WORK
IN DEFINED
COMMUNITIES,
TOWNS AND
PRECINCTS,
RECOGNISING THAT
PLACES FUNCTION
AS SYSTEMS



PEOPLE-CENTRED:
WE PRIORITISE
PARTICIPATION,
DIGNITY AND LOCAL
AGENCY



CITIZEN-ENABLED:
WE SUPPORT
COMMUNITIES AND
LOCAL ACTORS TO
TAKE OWNERSHIP
OF DEVELOPMENT
PATHWAYS

The vehicle that unlocks our strategic intent is THRIVE.

Introducing THRIVE

THRIVE is a practical operating system for places designed to help communities, institutions and investors work together more effectively.

THRIVE provides a simple but robust architecture made up of four interdependent elements.

Together, these elements create the conditions for social, economic and environmental initiatives to reinforce one another over time. Our role is to steward this architecture, adapt it to local context and support its practical application.



CLUBS
ORGANISE
PARTICIPATION AROUND
A SHARED THEME OR
NEED



HUBS
PROVIDE PHYSICAL
ANCHORING WHERE
ACTIVITY BECOMES
VISIBLE AND RELIABLE



NETWORKS
ALIGN INSTITUTIONS,
ORGANISATIONS AND
STAKEHOLDERS



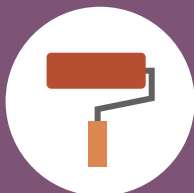
THE PLATFORM
ENABLES COORDINATION,
MEASUREMENT,
LEARNING AND
ACCOUNTABILITY



Programmes



COMMUNITY
SAFETY



FIX YOUR
SPACE



LAND AND
PROPERTY



BUILDING
BUSINESS



EARLY
CHILDHOOD
DEVELOPMENT



COLLABORATION
IN ACTION



TELL YOUR
STORY



STRONG
SCHOOLS



SPORT, ART
AND CULTURE



PEOPLE CARE
AND
DEVELOPMENT

Our work in practice

Once the clubs, hubs, networks and platforms have been activated, we roll out the 10 programmes in partnership with communities, government and funders. Each programme is designed to strengthen system conditions rather than operate in isolation — contributing to safer spaces, stronger local economies and more coordinated institutions.

Our programmes function as system expressions – practical ways in which the THRIVE architecture is activated and tested in a place.





SUPPORTING LOCAL
SPORTS CLUBS, PAARL



Our flagship initiative

Introducing Proud of My Town

Ranyaka has been the national implementation agent for the Nedbank-funded Proud of my Town (PoMT) initiative since 2017. PoMT is one of Nedbank's socio-economic impact programmes and has, to date, been rolled out in 38 communities in 8 provinces across South Africa.

Read more [here](#).



Enabled by **NEDBANK**
Implemented with Ranyaka



PAINTING MURALS AND SIGNAGE AT
ECD CENTRES, MAMELODI



Measuring what matters

Measurement at Ranyaka is designed to support decision-making in complex places, not simply to count activity.

We use shared measurement to establish a common baseline, identify system leverage points, guide the sequencing of action and investment and enable continuous learning over time.

Evidence is gathered through participatory, place-based surveys and system assessments, using a consistent set of indicators across people, place, economy and social cohesion and tracked over multiple years to identify patterns rather than isolate projects.

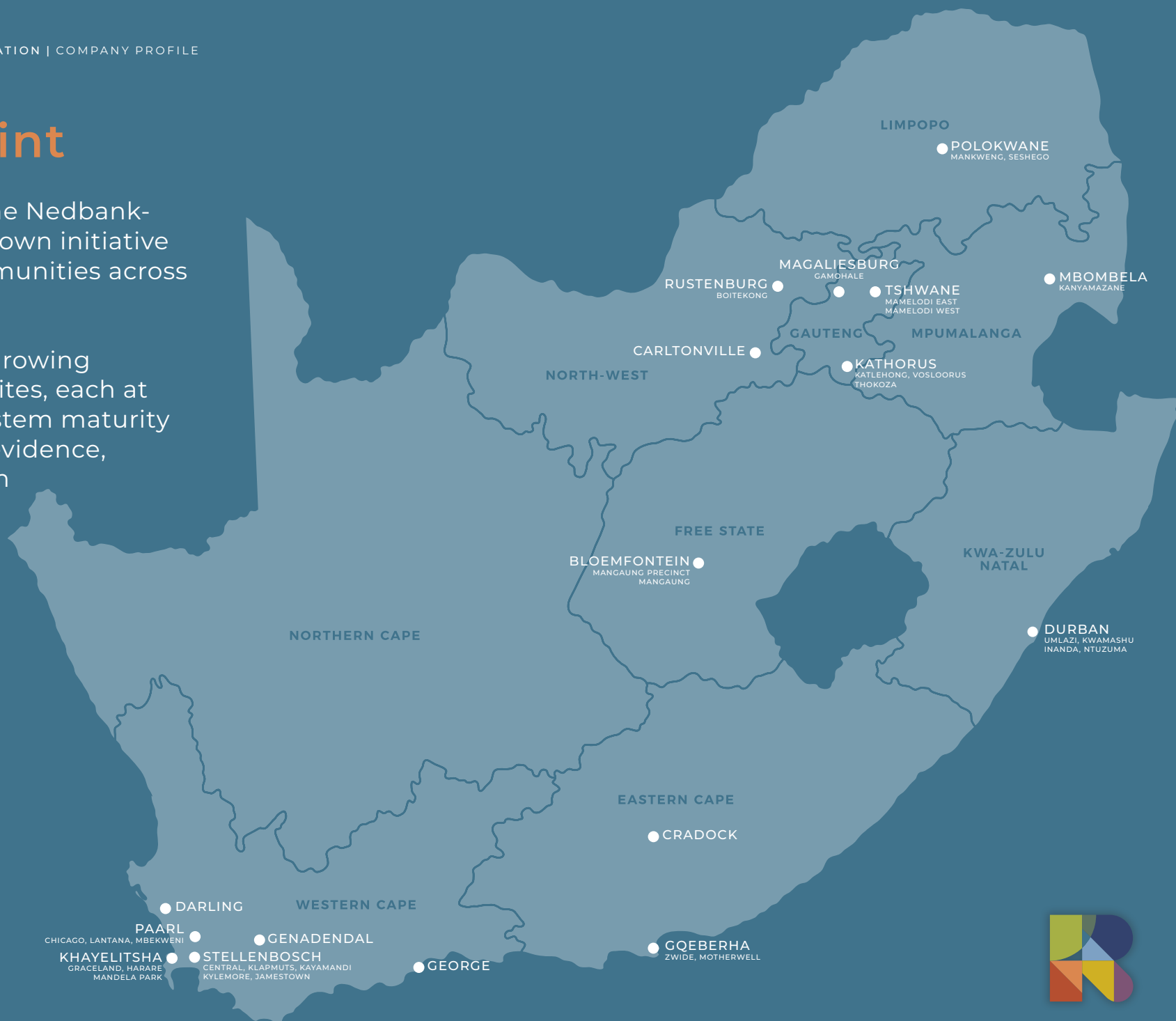
This allows communities, funders and partners to see not only what is happening, but where effort and capital are most likely to unlock sustained progress.



Our footprint

By the end of 2025, the Nedbank-funded Proud of My Town initiative was active in 38 communities across 8 provinces.

These places form a growing portfolio of learning sites, each at different stages of system maturity — allowing insights, evidence, and practice to inform work across contexts.



Our stakeholders

ADVINI
DES VIGNOBLES, DES HOMMES, L'ÉMOTION

ASLA

ATOM

AUTODESK



GAIA

GRAVITON
INVESTMENTS

HARMONY

HEINEKEN
beverages

IDC
Industrial Development Corporation

ilima
DIGITAL FOUNDRY

MANGAUNG
AT THE HEART OF IT ALL
METRO MUNICIPALITY
METRO MUNISIPALITEIT
LEKGOTLA LA MOTSE

MCC
Premium Label Solutions

MODENA

NEDBANK

nelson mandela bay
MUNICIPALITY

NWK

OPTIMUM
INVESTMENT GROUP

THE CIRCULAR WAY
PHILAFEED

Proof

Remgro
Limited

STELLENBOSCH
STELLENBOSCH • POEL • JEAN-PIERRE
MUNISIPALITEIT • UMANTALA • MUNICIPALITY

Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

ISM THE INTERNATIONAL
SCHOOL OF MANAGEMENT

UNIVERSITY
OF
JOHANNESBURG

VAL DE VIE
ANNO 1783

Western Cape
Government
BETTER TOGETHER

CAN YOU
IMAGINE
YOUR LOGO
HERE?

Our core team

RANYAKA IS SUPPORTED BY A MULTIDISCIPLINARY TEAM OF URBAN PLANNERS, DEVELOPMENT PRACTITIONERS, COORDINATORS, FACILITATORS AND SPECIALISTS — COMBINING DEEP LOCAL EXPERIENCE WITH SYSTEMS THINKING AND PRACTICAL DELIVERY CAPABILITY.



WILLIAM BILA
BOARD MEMBER & URBAN PLANNER



PHINDILE KHULU
BOARD MEMBER (DIRECTOR)



SITHEMBISO MALEVU
CHIEF EXECUTIVE OFFICER



JOHAN OLIVIER
EXECUTIVE DIRECTOR



LESEGO MASETHE
MARKETING DIRECTOR



SONYA OLIVIER
IDEATION & BRAND MANAGER



KGAUTSANG MOLELEKENG
NATIONAL PROGRAMME MANAGER



DIANE PRITCHARD
FINANCIAL MANAGER



HELEEN PIENAAR
MARKETING CO-ORDINATOR



SUSAN YALLOP
SENIOR PROJECT MANAGER



Our core team



PURDEY SEPTEMBER
PROJECT & OPERATIONS CO-ORDINATOR



MICHELLE MADILONGA
TOWN PLANNER & PROGRAMME SUPPORT



ABONGILE DAVANI
SHARE: BUSINESS & ACCOUNT
DEVELOPMENT MANAGER



KWANELE DUMA
LOCAL COORDINATOR: UMLAZI



NONZUKISO MANQOLA
LOCAL COORDINATOR: PHILIPPI



MATHSIDISO MABE
MANAGER: MIDVAAL SKILLS
DEVELOPMENT CENTRE



NGECBO THEMBELA
LOCAL COORDINATOR: UMLAZI



ZONKE THEMBELA
LOCAL COORDINATOR: KWAMASHU



RELEBOHILE LIPALI
LOCAL COORDINATOR: MANGAUNG





Contact us

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Stellenbosch

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@RanyakaCT



@ranyaka_community



Ranyaka Community Transformation

Ranyaka is registered as Ranyaka Community Transformation NPC in terms of the Companies Act (No. 71 of 2008) as a Section 14 NPC with registration number 2013/029973/08.

Ranyaka is registered at the Department of Social Development as a non-profit organisation registration 334-362-NPO.

Ranyaka is also registered as a public benefit organisation.





Looking ahead.

THE JOURNEY CONTINUES.

As pressures on communities, towns and institutions increase, the need for place-based co-ordination, learning and investment discipline becomes more urgent.

Ranyaka remains committed to stewarding the conditions that allow communities to thrive — not through one-off interventions, but through systems that endure.

Together, we can co-create communities that prosper — in every sense of the word.