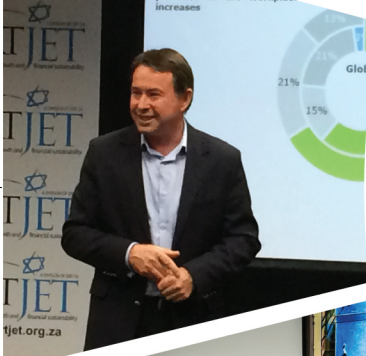


Donors Report 2024

ORT Jet

Celebrating 20 Years

Donors Report 2024





Some of our founding members: Avron Urison, Michael Sileff and Chief Rabbi Dr Warren Goldstein

WHO IS ORTJET?

Igniting Potential, Driving Performance

For two decades, ORT Jet has been the critical catalyst igniting small business success, transforming mere potential into high-impact performance. We are the essential service that empowers entrepreneurs to survive, adapt, and dramatically grow in an increasingly complex world.

Our Pillars

The ORT SA pillars of Building Relationships, Exceptional People, Throughput/Stocktake, and Service Excellence form the foundation of our mission to empower businesses.

Building Relationships

Fostering the meaningful connections and strong networks that drive collaboration and powerful growth.

Exceptional People

Ensuring businesses are guided by top-tier expertise, mentorship, and the best minds in the field.

Performance Tracking (Throughput/Stocktake)

Implementing a strategic scorecard to rigorously measure growth, identify critical areas for improvement, and set ambitious, achievable goals.

Service Excellence

Delivering an impactful programme and unparalleled support that empowers every business to thrive.

FROM THE DESK OF THE HOD

Why the World Needs Business Guidance, Mentorship, and Networking for Small Businesses

Over the last 20 years, the business world has changed dramatically. Technology has reshaped industries, globalisation has opened markets but also brought competition, and economic cycles have tested the resilience of even the most established companies. For small businesses, these shifts have made the journey both more exciting and more uncertain. What we have learned from the past is clear: those who have access to guidance, mentorship, and networks are the ones most likely to adapt, grow, and succeed.

This is the reason ORT Jet was founded. Since 2005, we have stood alongside entrepreneurs, equipping them with practical business guidance, connecting them with experienced mentors, and opening doors to networks that expand opportunities. These elements have proven to be timeless: while tools and technologies evolve, the need for trusted advice, shared wisdom, and meaningful connections remains constant.

Today, ORT Jet's model is more relevant than ever. Guidance helps business owners make informed decisions in a fast-changing environment.

Mentorship passes on hard-won lessons that save time, money, and energy. Networking sparks collaboration, partnerships, and new markets. Together, these create an ecosystem that not only sustains small businesses but enables them to thrive and drive broader economic growth.

By supporting ORT Jet, our donors are investing in more than individual entrepreneurs—they are investing in a stronger, more resilient community. We have seen the difference this approach makes over two decades, and as the world continues to change, the lesson remains: businesses grow best when they grow together.



Helene Itzkin





“
*Looking back
over two decades,
ORT Jet has
consistently stood
for perseverance,
resilience, and
innovation*”

FROM THE DESK OF THE **ORT JET** **CHAIRMAN & VICE-CHAIR ORT SA**

ORT Jet – 20 Years of Impact

Looking back over two decades, ORT Jet has consistently stood for perseverance, resilience, and innovation.

From the inspiring panel sessions where entrepreneurs have pushed forward “inch by inch”, to the extraordinary pivot during the lockdown years when online platforms and rescue panels offered real lifelines, to the post-pandemic period where perseverance and determination shone through—ORT Jet has never wavered in its mission.

At the heart of this success is the dedicated ORT Jet team, past and present whose work has been described time and again as “invaluable.” You have been the heroes who made the vision a reality and ensured that ORT Jet continues to shine.

As we celebrate 20 years, we honor the countless entrepreneurs who have walked this journey with us, the mentors and panelists who have given freely of their time and wisdom, and the broader community that has stood together through challenges and triumphs.

Here’s to the next 20 years – may we continue to grow, inspire, and empower.

Steve Zagey

ORT Jet Facilitating Business Growth

20 YEARS OF IMPACT

2005-2025

"From Charity to Empowerment" It all began with a simple yet profound question: What if we could help our community build wealth through skills and support, not charity? In 2005, a group of visionary businessmen launched ORT Jet and onboarded 16 entrepreneurs and 86 mentors within the first year. The aim wasn't handouts, it was empowerment.



2005

ORT Jet was founded supporting 16 businesses with the help of 86 dedicated mentors.



2006

Launch of Jet Pages a free online business directory to fuel community commerce.



2007

ORT Jet hosts its first official business networking session.



2008

Breakfast with Chief Rabbi Dr Warren Goldstein in tribute to the late Sheldon Cohen who was a founding consultant.



2009

500+ businesses engaged since inception. ORT Jet gains a reputation for high-impact, results-based support.



2010

Official rollout of evaluation tools and performance tracking for mentorship and business progress.



2011

ORT Business Breakfast. 615 Business supported to date, 75% met their goals and 57% increased profits. Jet Angels launched.



2018

67 face-to-face training sessions delivered. 51 new businesses join the programme.



2017

ORT Jet integrates Zoho CRM 85 new businesses onboarded. Collaboration with Victor Daitz Foundation.



2016

Mentor and facilitator base reaches 400. ORT Jet ran sessions in KZN.



2015

700+ businesses onboarded. For the third consecutive year, Liberty was a partner of Eureka with the competition aligned to Liberty's focus on education.



2014

Annual Bootcamps introduced, featuring intensive sessions on strategy, leadership, and operations. Jet Talent launch.



2013

ORT Jet in partnership with Project Natan. Project Natan is an interest free loan for small businesses up to 1 Million.



2012

Launch of the Mini MBA programme covering 14 business disciplines to build entrepreneur skillsets.



2019

69 training sessions delivered with 1,172 registrants. Career Hub programme is launched. ORT Jet Cyclethon Fundraiser.



2020

COVID-19 Pandemic ORT Jet launches Business Rescue Panel, helping 85 new businesses in 3 months. International Art Auction Fundraiser / online.



2021

Digital Pivot 100 webinars hosted, 5,340 training minutes delivered, 173 interventions conducted.



2022

Jet Flix, ORT Jet's YouTube online learning platform is launched, revolutionising access to business training, and building ORT Jet's IP.



2023

ORT Jet experienced significant growth & impact. A total of 39 new SMEs joined the programme, bringing the number of active businesses to 169. ORT Jet hosted 20 Business Bootcamps.



2024

88 new businesses onboarded. 182 events held impacting 2,010 people; digital engagement skyrockets.



2025

ORT Jet celebrates 20 years. We have 270 businesses active and 3,500+ supported since inception. ORT Jet launched The ORT Jet Business show on Chai Fm.



ORT JET YEAR 1-19TH ANNUAL AWARDS

2007



ORT Jet
Facilitating Business Growth
REPORT
2019
BACK

2008



2019





2023

ANNUAL AWARDS
2024

RECOGNISING EXCELLENCE: THE 2024 WINNERS

Looking back over two decades, ORT Jet has consistently stood for perseverance, resilience, and innovation.

The ORT Jet Awards, held each November, celebrate the extraordinary individuals who drive community achievement and business success: our panel members, mentors, facilitators, and mentees.

Each year, the evaluation panel reviews the businesses participating on the ORT Jet program to assess their progress and performance. From this assessment, the top ten businesses are selected, with the most exceptional among them receiving the prestigious title of Business of the Year.

The Mentor of the Year award honors an outstanding mentor who has made a significant impact - measured by the number of mentees supported and the training sessions conducted.

In addition, the esteemed Sheldon Cohen Award is presented to the Top Consultant of the Year. This award commemorates Sheldon Cohen, one of ORT Jet's founding members, who tragically passed away in 2008. By honoring his enduring legacy, the award reflects the lasting spirit and mission of ORT Jet: empowering business growth and excellence.



DANA DRUION
Rosebank Sunday Market

“*People are your biggest asset and community strengthens business.*”

BUSINESS OF THE YEAR

Social Worker, Entrepreneur, and Community Advocate

Dana Druion is the founder and owner of the Rosebank Sunday Market in Johannesburg, a vibrant hub for artisanal, vintage, and handmade goods. Originally a social worker, Dana's journey into entrepreneurship was unplanned but driven by a deep commitment to people and community.

Over 30 years ago, she started as a weekend trader selling antiques and collectibles. When the market faced closure in 2012, threatening the livelihoods of hundreds of vendors, Dana took decisive action—saving the space, revitalizing it, and transforming it into the thriving market it is today.

Her unique approach combines business acumen with social consciousness. Dana integrates principles of social work into the market's operations, focusing on job creation, mentorship, and community empowerment. She has supported countless vendors, including entrepreneurs like Kuda of “Bin to Beauty,” providing free stalls, guidance, and encouragement to help small businesses flourish.

Dana's leadership, resilience, and dedication earned her the ORT Jet Business Winner Award in 2024, and her story was featured on the debut episode of the ORT Jet Business Show hosted by David Zidel. Her journey demonstrates the power of mentorship, community collaboration, and the courage to step into the unknown to make a difference.

A passionate advocate for authentic, handmade, and vintage goods, Dana continues to inspire entrepreneurs and community members alike, proving that business success and social impact can go hand in hand.



LORI MILNER
Beyond The Dress

“*Change your words to shift your mindset and energy.*”

MENTOR OF THE YEAR

Thought Leader, Speaker, Author, and Advocate for Women’s Empowerment

Lori Milner is a dynamic thought leader, speaker, author, and the visionary force behind Beyond the Dress, a transformative initiative dedicated to empowering modern corporate women. Through her work, Lori has helped hundreds of women bridge the gap between professional ambitions and personal fulfillment, inspiring them to stop waiting for “someday” and start designing the lives they truly want—one micro win at a time.

For Lori, micro wins are more than productivity tools—they are foundational steps toward achieving meaningful progress, honoring commitments to oneself, and breaking free from inaction. Her insights have been sought by South Africa’s leading corporates, including Siemens, Massmart, Alexander Forbes, Life Healthcare Group, RMB Private Bank, and Unilever, where she facilitates workshops that foster confidence, leadership, and tangible career growth.

Lori is also the co-author of *Own Your Space: The Toolkit for the Working Woman*, created with CNN Editorial Producer Nadia Bilchik. Drawing from global workshops and interviews with some of South Africa’s most accomplished women, the book equips women with practical tools, strategies, and inspiration to elevate their careers, boost confidence, and truly own their space in every area of life.

Known for her engaging facilitation, authenticity, and actionable insights, Lori Milner continues to empower women to step into their full potential—helping them thrive professionally, personally, and intentionally.



CLIVE BUTKOW
CEO, Conductive Capital

“*Sales are the foundation of every business. Every interaction is an opportunity to build relationships and close deals.*”

CONSULTANT OF THE YEAR (THE SHELDON COHEN AWARD)

Clive is an entrepreneur, angel investor, and venture capitalist with 40 years of experience scaling technology businesses from startup to industry leader.

He has built, advised, and invested in more than 100 companies, helping founders grow from zero to over \$100 million.

He works with startups and scaleups on the key levers of growth defining strategy, building go-to-market models, designing scalable sales organizations, and preparing for fundraising and exits.

Before entering venture capital, he spent 28 years at Accenture, where he led global technology sales and later served as COO of Accenture South Africa. He is currently CEO of Conductive Capital and previously founded Kalon Venture Partners, investing in fintech, AI, proptech, healthcare, and payments ventures.

As an active angel investor, he has backed 11 early-stage companies across education, mental health, SaaS, and the creator economy including Box Commerce, OllieHealth, Fintura, CatalyzU, HireSales, and MetaPos providing hands-on guidance and strategic introductions.

His focus is clear, helping ambitious founders scale faster, sell smarter, raise capital, and build enduring businesses



ORT JET FUNDRAISING OVER THE YEARS

The Impact of ORT Jet's Fundraising Initiatives

ORT Jet is 100% self-funded. We rely entirely on the generosity of our donors, corporate funders, BBBEE contributors, and the success of our three major annual fundraisers. In an extremely competitive fundraising environment, ORT Jet has consistently demonstrated its impact. Through our interventions, community members are empowered to thrive independently rather than relying on social assistance.

Call-A-Thon: A one-month campaign where we personally reach out to supporters, asking them to consider ORT Jet for donations.

Padel Tournament: A fun-filled event where proceeds from team registrations directly support our donation fund, combining sport with purpose.

ORT SA Golf Day: A collaborative effort that unites our community to raise funds and further our shared vision of "Educating For Life". Your support fuels our ability to make a difference.



CONGRATULATIONS!

YOU ARE NOW AT UHURU PEAK

5895 M.A.M.S.L.

TANZANIA

AFRICA'S BEST

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26 September 2021

ORT GLOBAL ONLINE ART AUCTION

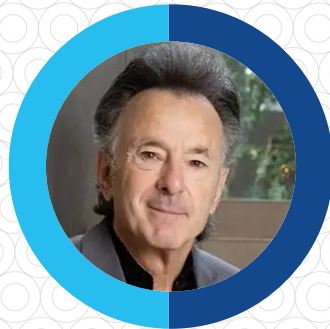
ORT JET Annual Report 2024 | 11



THE ORT JET NEW BUSINESS PANEL

From the moment new businesses join ORT Jet, they are paired with carefully selected mentors or consultants who provide expert guidance during the critical early stages of growth.

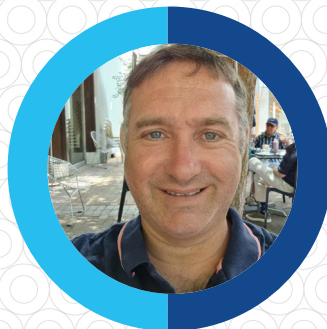
Every week, our team of professionals meets to match businesses with the right support, ensuring their unique needs are met and setting them on a path to sustainable success.



CLIVE BUTKOW



ROLAND SASSOON



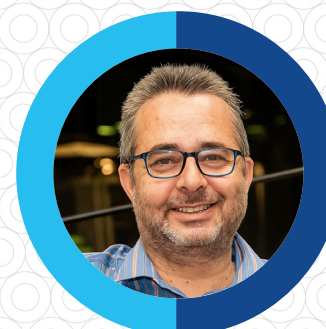
ERROL HURWITZ

THE ORT JET CATCH-UP PANEL

The ORT Jet Catch-Up Panel is instrumental in providing ongoing support to businesses that are on the program.

Meeting with businesses at 3, 6, 9, and 12 months, the panel helps chart each business's path forward.

These sessions offer a critical opportunity to evaluate mentorship effectiveness, address challenges, and implement strategies that ensure sustained growth and long-term success.



STEVE ZAGEY



ELLIS FALKOF



PAUL WINER



GARY EPSTEIN



TESTIMONIALS



"I have been a member of ORT Jet for approximately 10 months now and already I have received new business from multiple referrals within the group. This I am grateful for – in addition to the new connections I have formed with other local business people. They are an invaluable part of my businesses' marketing"

Renato Dequcinis
Barril Group



"I got involved in ORT in 2018, the best decision I have ever did. They are so willing to support in every single way. I have learnt so much about business and ORT will empower you if you have a business. I am eternally grateful and honoured to be a part of the ORT family. Their fundraisers are also a lot of fun"

Tracey Bosch
Great-a-tude



"I would just like to extend a heartfelt gratitude for all the business interventions that ORT Jet has been to provide for our business. From the business bootcamps, mentors, networking sessions and webinars that have been able to empower us during the lockdown."

Sarah Motshwane
Tshepiso Branding



"After attending the "Delight Your Customers" session with Aki Kalliatakis, I decided to make the change from satisfied customers to delighted customers. What is amazing about ORT is how these little details of the business can get forgotten until someone like Aki reminds us to implement them again"

Nadine Hocter
Sheer Bliss



"ORT is one of the best programs you can join when starting out as an entrepreneur. They provide you with a vast network of mentors, and a solid support structure to find your feet when starting your business. Looking back at my personal entrepreneurial journey - the best thing I did was invest in my network from the beginning. ORT is a great way to do the same."

Josh Lasker
Abby Health



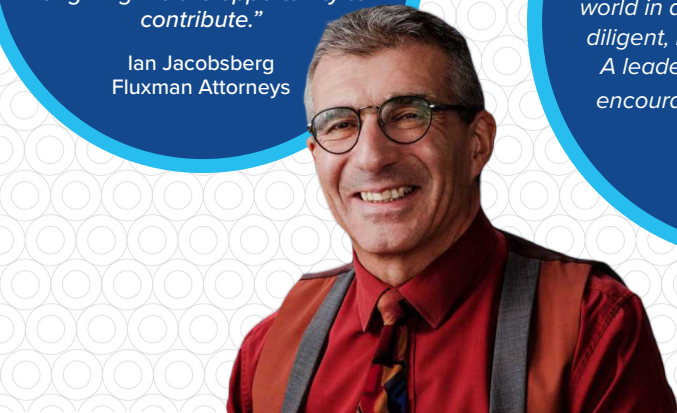
"Thanks! It was a lovely message and I am glad I was able to help. As you say, it is very rewarding to know that you have made difference in someone's life. Thanks to ORTJet for giving me the opportunity to contribute."

Ian Jacobsberg
Fluxman Attorneys



"Ian Mann my mentor is someone I admire the most. He is very well experienced and just unpacks life and the business world in a very simple manner. Very diligent, humble and encouraging. A leader I am looking up to and encouraging me to be likewise!"

Mapholo Ratau
Ledikana



WHAT'S NEW 2024

ORT Jet Business Show Chai FM | 6-7pm | Thursdays

Staying informed and inspired is essential for business success. The ORT Jet Business Show on Chai FM, launched on 16 January 2025, provides a powerful weekly platform for entrepreneurs and business owners to gain insight, guidance and fresh perspectives.

Hosted by David Zidel, the show features conversations with business leaders, successful entrepreneurs, and industry experts. Each episode explores key issues affecting SMEs today, offering practical strategies, real-world lessons, business gems and thought-provoking discussions.

By bringing expert knowledge directly to the community, the ORT Jet Business Show strengthens entrepreneurial development and supports our mission to equip businesses with the tools they need to grow and thrive.



JetFlix: ORT Jet's YouTube Chanel for Business Growth

Jet Flix, ORT Jet's own YouTube channel, was launched during the pandemic and has grown into a powerful learning hub. With more than 350 expert-led workshops, from essential computer skills and business bootcamps to cutting-edge AI - Jet Flix empowers entrepreneurs to learn at their own pace, gain strategic insights, and unlock growth opportunities.

This unique ORT Jet innovation continues to inspire, educate, and transform businesses, driving entrepreneurship and building a stronger future for South Africa.



ORT JET BUSINESS DIRECTORY:

Connecting Businesses, Empowering Growth

Discover a Diverse Network of Businesses Driving Innovation and Success.
Explore Local Enterprises Committed to Community Impact and Economic Development.



ORT Jet

Facilitating Business Growth

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✉ helene@ortsa.org.za

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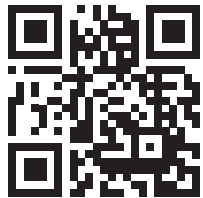
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▶ JET FLIX by ORT JET

@ @ortjet1

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