

WEGROYOU · DONORS · SPONSORS · FOUNDATIONS

The Valley of Life — a private brief

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A PRIVATE INVITATION

This brief is the leave-behind from a private invitation to anchor a public-interest campus in Franschhoek — built around chefs, entrepreneurs, and the valley itself.

1. The thesis

The valley should be the place of LIFE. La Motte already proves what excellence in heritage and craft looks like at the scale of an estate. InHarmonie proves what is possible when community and youth get a real platform. WeGroYou is the institution that scales both — a permanent campus that takes chefs, rangers, athletes and founders from the valley and shapes them for the world stage.

2. Two things on one campus

Chefs and entrepreneurs. The Franschhoek Hospitality Academy feeds the valley's restaurants and trains the next generation of valley youth as professional chefs. Wegro Ventures keeps the founders the valley produces inside the valley, instead of losing them to Cape Town and Stellenbosch.

3. Stewardship, not control

The lease moves out of a private company into the WeGroYou NPC + Co-op. The founding sponsor seat is permanent and named — but it is one seat among nine, with one vote. A legacy plaque is mounted on the AD 1907 building. Full governance model in the separate Governance Structure document.

4. The three giving tiers

Patron — R5–10m

Names the WeGroYou Hospitality Academy intake hall. Founding sponsor seat. Permanent.

Cornerstone — R20–30m

Names the Franschhoek Hospitality Academy. Founding sponsor seat (permanent). La Motte.

Cornerstone + valley legacy — R50m+

Everything in Cornerstone, plus an InHarmonie partnership inside the campus and 5% of o

5. Next step

A 90-minute private walk-through of the campus with Wim Meyer. The building, the chef school plan, the Hospitality Academy curriculum, and the NPC structure on paper. No deck. No pressure. Just a walk.

DISCLAIMER

La Motte and InHarmonie are referenced from publicly available sources (la-motte.com, inharmonie.org.za). No formal endorsement is implied at the time of this document's drafting.