



smm

SERVICE MOVEMENT FOR METSIMAHOLO
LOCAL POWER. LOCAL PROBLEMS. LOCAL SOLUTIONS.

Organisational Profile





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<p>Reg. 1974</p> <p>IEC Party Registration District DC20 Fezile Dabi</p>	<p>NPO</p> <p>Non-Profit Organisation Reg. 2025/790317/08</p>	<p>8,331</p> <p>Database Records 98% say Yes to SMM</p> <p>(ONGOING)</p>	<p>R4.4M</p> <p>Programme Budget March to December 2026</p>
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SECTION 1: Who Is SMM?

1.1 Background and Origin

The Service Movement for Metsimaholo (SMM) is a registered civic and political movement born from the communities of Metsimaholo Local Municipality in the Free State Province of South Africa. SMM emerged from years of grassroots civic work carried out under the banner of the Metsimaholo Stakeholders Forum (MSF), a non-profit organisation founded in 2017 that tackled environmental, food security, and community welfare challenges in partnership with Sasol, Eskom Lethabo, Seriti Mines, Gift of the Givers, ABSA and SASSA.

Through MSF's work, a deeper truth became clear: the problems facing Metsimaholo's communities were not just environmental or social, they were rooted in a failure of local governance and accountability. Service delivery had collapsed. Trust between residents and leadership had eroded. And no existing political vehicle was delivering real solutions for the people of Metsimaholo.

In 2025, the MSF leadership took the deliberate step of establishing SMM as a community-based political movement, not to chase power for its own sake, but to place genuine service delivery, accountability and local ownership at the centre of local government. SMM was registered as a Non-Profit Organisation (Reg. 2025/790317/08) in October 2025 and formally registered as a political party with the Independent Electoral Commission (IEC Reference 1974) on 5 March 2026 at the District level (DC20, Fezile Dabi).

1.2 Legal Standing

Document	Detail
Party Name and Abbreviation	Service Movement for Metsimaholo - SMM
IEC Registration Number and date	1974 - 5 March 2026
Registration Level	District: DC20 Fezile Dabi, Free State
NPO Registration Number	2025/790317/08
CIPC Registration Date	9 October 2025
Registered Office	Interim: 3788 Taylorpark, Zamdela, Sasolburg, Free State, 1949
Contact	info@smmonline.org.za



1.3 The MSF Legacy: A Track Record of Community Delivery

SMM does not enter the political arena without a foundation. Its core team carries a proven record of community programme delivery through MSF since 2017, including:

- Food relief for over 5,000 families during the COVID-19 pandemic, in partnership with JAM, SASSA and ABSA
- Annual sanitary towels drives for young girls in partnership with Seriti Mining
- Oranjeville Rejuvenation Programme in partnership with Sasol and Eskom Lethabo
- Smallholder community gardens and water conservation campaigns
- Mandela Day programmes providing skills, employment and dignity
- Emergency disaster relief in partnership with Gift of the Givers
- Gender-Based Violence awareness walks and campaigns
- Town revitalisation and clean-up programmes

This track record gives SMM a credibility that most new political parties lack. It is not a party created in a boardroom. It is a movement that grew from the soil of Metsimaholo's communities.





SECTION 2: Vision, Mission and Core Values

2.1 Vision

A community-driven Metsimaholo where citizens and institutions work together to restore trust in governance, deliver consistent services, and create lasting opportunities for all residents.

2.2 Mission

To mobilise citizens and partners under one civic platform that promotes accountability, service excellence, and people-driven leadership in Metsimaholo Local Municipality.

2.3 Core Values

Value	What It Means in Practice
Service Before Politics	Every decision is measured by its impact on residents, not political advantage
Transparency and Accountability	All decisions and finances are open to the people. Quarterly reporting. Independent audits.
Inclusivity and Participation	Every community from Zamdela, Sasolburg, Refengkgotso, Deneysville, Heilbron and Vaalpark has a voice
Integrity and Professionalism	Leaders are held to a Code of Conduct. Misconduct is addressed through due process.
Local Empowerment	Solutions to Metsimaholo's problems must be designed and delivered by Metsimaholo's people

2.4 Foundational Objectives

SMM's Constitution and founding documents establish seven guiding objectives for the Movement:

1. Promote effective service delivery and civic-based development throughout Metsimaholo.
2. Strengthen accountability between community structures, elected councillors and municipal administration.
3. Empower citizens through participatory problem-solving and active civic engagement.
4. Implement non-partisan social programmes across all sectors of the municipality.
5. Partner with business, government, NGOs and community organisations for sustainable solutions.
6. Build volunteer and leadership capacity in every ward and community.
7. Ensure full transparency through public reporting, open records and community scorecards.



2.5 The New Animal

SMM's unifying civic theme is the **New Animal**, a metaphor for the awakening of a new community consciousness in Metsimaholo. It represents the collective power of residents who refuse to accept broken promises and empty politics. The New Animal is not a beast of power but a spirit of awakening, fed by the courage of ordinary citizens who choose accountability over despair, action over waiting, and service over self-interest.

It is the symbol of a movement that grows stronger every time a neighbour chooses unity over division, every time a volunteer knocks on a door, and every time a community holds its leaders to account. Metsimaholo finds its voice again through the New Animal.

SECTION 3: Leadership and Governance Structure

3.1 Organisational Levels

SMM is organised into four connected levels that link every voting district to the highest decision-making body of the Movement:

Level	Structure	Role
Level 1	Voting District Teams	Base of the Movement. Local volunteers who identify issues, canvass and activate communities in each voting district.
Level 2	Ward Coordinators	One coordinator per ward (23 wards). Leads volunteers, reports to the People's Council, manages ward-level activities.
Level 3	People's Council	Made up of all Ward Coordinators. Meets at least twice a year. Reviews service delivery, gives direction to the Movement.
Level 4	Board of Directors	Supreme executive authority. Appointed through a transparent public process for a fixed five-year term.

3.2 Administration Team (Interim Operations)

While the formal Board appointment process is underway, **the daily operations of SMM are led by the founding administration team.** These individuals carry the combined legacy of MSF's civic work and SMM's political launch, and have been the architects of the party's canvassing programme, brand identity, governance framework and community activation:



Khulu Skotland Radebe

Co-Founder | Secretary MSF | Director SMM | Community Development Lead

Khulu Radebe's life bridges South Africa's journey from struggle to renewal. Born in Bophelong Township, Vanderbijlpark, and raised in Wonderfontein Plot, Sasolburg, he is a graduate of Alison College in Business Administration, Project Management and Public Administration with advanced studies in Stakeholder Management. In 1994, at only 26, he became one of South Africa's youngest councillors in the Sasolburg Transitional Council, where he facilitated the Naledi Industrial Park, safeguarded Abrahamsrust Holiday Resort, and drove CBD rezoning that expanded Sasolburg's economic core. In 2017 he co-founded MSF, which under his guidance delivered food relief to over 5,000 families, secured ambulances for rural communities and created youth employment through partnerships with Sasol, Eskom and Seriti Mines. He is the champion of the New Animal movement philosophy.

Selloane Mavis Motjeane

Co-Founder and Founding Director Service Movement for Metsimaholo (SMM)

Selloane Mavis Motjeane is a seasoned public servant, community leader and one of the founding directors of the Service Movement for Metsimaholo. With a career rooted in local government service, she brings firsthand knowledge of municipal governance, institutional management and community accountability to the SMM leadership.

A former elected councillor in Metsimaholo Local Municipality, Motjeane served as a Member of the Mayoral Committee (MMC) for Corporate Services, where she gained direct experience in the administrative, legal and organisational functions that underpin effective municipal delivery. Her tenure in that role gave her an intimate understanding of where local government succeeds and, critically, where it fails the people, it is meant to serve.

Beyond her formal political career, Motjeane has consistently shown up as a builder of community organising, mobilising and advocating for residents long after the political spotlight has moved on.

Mojalefa Emmanuel Mbele

Co-Founder | Business Lead MSF | Director SMM | Business Development

Mojalefa Mbele represents a new generation of South African business leadership. A graduate of North-West University (BCom Accountancy and Post-Graduate Diploma in Business Administration), he is the Co-Founder and Managing Director of BT Projects, a leading electrical and instrumentation firm in the energy sector, and Co-Founder and Managing Director of Potlako Logistics, a 100% Black-owned, Level 1 B-BBEE youth enterprise with operations across Free State and Gauteng. His decade of executive experience in crisis-response operations, staff development and strategic management makes him the operational and financial architect of SMM's business model.



Vuyisile Rani

Co-Founder | Marketing Manager MSF | Business Development

Vuyisile Rani is a dynamic business development leader and operational strategist. Co-Founder and Managing Director of both Potlako Logistics and BT Projects, he has built enterprises that have grown to turnovers exceeding R30 million and a workforce of over 50 employees within five years. With a BCom (Accounting) and Post-Graduate Diploma in Business Administration from North-West University, and advanced studies in Applied Logistics and Supply Chain Management at Wits University, Rani brings commercial acumen, supply-chain expertise and strategic agility to SMM's organisational development.

Newin Tobias

Brand Manager MSF and SMM | Creative Director | Branding and Communications

Born and raised in Zamdela, Sasolburg, Newin Tobias is a pioneering Creative Director and Brand Strategist with over 15 years of experience. Co-Founder and Creative Director of TIA Media and CODE SA Media, he holds a B-Tech in Graphic Design from the University of Johannesburg and has collaborated with national agencies including HKLM, GRID Branding and The Embassy. He designed SMM's complete brand identity the logo, colour palette, New Animal civic theme, and all public communication materials and leads the party's strategic messaging for the 2026 elections.

3.3 The Board of Directors: Appointment and Authority

The Board of Directors is the supreme executive authority of the Service Movement for Metsimaholo. **It holds full decision-making power between People's Assemblies on all matters of strategy, governance and political direction.** The Board's appointment process, mandate and authority are governed by SMM's People's Constitution and the Non-Profit Organisations Act, 71 of 1997.

Governance Element	Detail
Board Size	7 to 9 members
Term of Office	5 years (fixed, non-renewable)
Appointment Process	Transparent public selection through an independent external recruitment agency
Appointment Basis	Merit, integrity and a defined skills matrix not internal contestation or popularity
Legal Authority	Legally binding under SMM's Constitution and the NPO Act upon confirmation
Current Status	Open nominations Board recruitment process active
Portfolios Sought	Governance and Legal Finance and IDP Civil Infrastructure Electrical and Mechanical Community and Social Services Economic Development Communications and ICT Innovation and Digital Monitoring and Evaluation Human Resources



3.4 Board Executive Powers

Upon formal appointment, the Board holds supreme authority over all SMM structures, including:

- Selection and deployment of councillor candidates to Metsimaholo Local Municipality on behalf of SMM
- Removal or recall of any SMM councillor who fails to uphold the Movement's mandate
- Approval of all strategic plans, policies, budgets and programmes
- All major political decisions including coalition negotiations, partnerships and public positions
- Oversight and final authority over all finances, assets and partnerships
- Appointment and, where necessary, removal of senior staff and the Chief Executive Officer

"Upon appointment, the Board of Directors becomes the constitutional head and moral custodian of the Service Movement for Metsimaholo, legally empowered to lead, direct and safeguard the vision of accountable, service-driven leadership for five years." SMM People's Constitution

SECTION 4: Electoral Context and Path to Victory

4.1 Metsimaholo: The Electoral Landscape

Metsimaholo Local Municipality is a Category B municipality within the Fezile Dabi District, covering approximately 1,739 square kilometers. It encompasses Sasolburg, Zamdela, Refengkgotso, Deneyville, Oranjeville, Heilbron, Coalbrook and Viljoensdrif. Its main economic sectors are manufacturing, energy (driven by Sasol), and mining.

Demographic Indicator	Figure	Source
Total population	158,391	Stats SA Community Survey 2022
Total households	59,113	Stats SA Community Survey 2016
Municipal wards	23	MDB Ward Delimitation 2025
Council seats	46 (23 ward + 23 PR)	Municipal Structures Act
2026 registered voters (est.)	101,131	MDB voter norm: 4,397 per ward x 23
Voting age population (est.)	90,000	Stats SA estimate
Average voter turnout (2011-2021)	54%	IEC historical data
Expected votes cast in 2026 (est.)	54,000 - 57,000	Based on historical turnout



Demographic Indicator	Figure	Source
Votes needed for outright 51% majority	27,500-29,000	51% of expected turnout

4.2 Historical Election Results: Three Election Analysis

Metsimaholo has never been a settled municipality. The ANC's dominance has steadily eroded over three elections, and the 2021 result produced a hung council for the second time in a decade. No party has commanded the loyalty of Metsimaholo's voters for over a decade. This is the political opening that SMM enters.

Party	2011 Votes	2011 %	2016 Votes	2016 %	2021 Votes	2021 %	Trend
ANC	24,404	62.7%	20,454	45.4%	12,612	34.2%	Steep decline
DA	13,770	35.4%	13,074	29.0%	9,612	26.1%	Steady decline
EFF	—	—	7,982	17.7%	9,160	24.9%	Growing
FF+	627	1.6%	956	2.1%	1,826	5.0%	Slow growth
Others	143	0.4%	2,610	5.8%	3,563	9.8%	Fragmented
TOTAL VOTES CAST	38,944	100%	45,076	100%	36,847	100%	
Registered Voters	72,068		79,675		94,000		
Voter Turnout	54.7%		57.4%		39%		

The single most important electoral fact is this: in 2021, the ANC secured 16 seats and effective control of the municipality with only **12,612** votes out of a registered voter base of approximately 94,000 people. The majority of Metsimaholo's residents do not vote for any of the current parties. They are available.

4.3 The SMM Electoral Opportunity

SMM's **30,000-entry database strategy** is not simply an organisational exercise. It is the foundation of an electoral majority. The mathematics are compelling:

Scenario	Database Entries	Confirmed Yes Votes (98%)	Est. % of 2026 Vote	Council Outcome
Minimum viable (current pace)	30,000	29,400	~51-54%	OUTRIGHT WIN
Conservative (60% of target)	18,000	17,640	~31-33%	Largest party, coalition required



Scenario	Database Entries	Confirmed Yes Votes (98%)	Est. % of 2026 Vote	Council Outcome
Strong (80% of target)	24,000	23,520	~41-43%	Strong coalition position
Full target met	30,000	29,400	~51-54%	OUTRIGHT WIN

The 30,000-entry target was set specifically because it represents a confirmed voter base sufficient to secure an outright 51%+ majority in Metsimaholo's council. This is not an aspirational target it is a calculated electoral requirement.

4.4 Why SMM Can Win: The Structural Argument

Factor	Evidence
Voter dissatisfaction is at a record high	ANC support halved from 62.7% in 2011 to 34.2% in 2021. DA also declining. Most voters have already abandoned established parties.
Low turnout masks massive untapped support	Only 36,847 people voted in 2021 out of ~94,000 registered. Over 57,000 registered voters did not participate. These are the people SMM is canvassing.
SMM's database proves the support exists	8,331 records captured, 98% saying yes to SMM. This is more confirmed support than the EFF received in total in 2021 (9,160 votes) and the canvassing is not complete.
Metsimaholo has no dominant incumbent	No party holds a majority. The current coalition is unstable. Service delivery has not improved. The community is actively looking for an alternative.
SMM's ground network is unique	219 registered volunteers across all 23 wards. Door-to-door canvassing model reaching the same communities who have stopped voting altogether.
The founding team has local credibility	SMM's founding team does not arrive as strangers. For eight years, under the banner of the Metsimaholo Stakeholders Forum, these same individuals fed families, revitalised towns, fought for ambulances, and stood with communities when no one else did. The trust SMM carries on the doorstep was earned long before the party was registered.

4.5 Ward-Level Database Performance

SMM's database is already spread across all 23 wards of the municipality. The data shows exceptional support in the most populous wards, with Wards 5, 6, 9, 10 and 11 each holding over 500 confirmed supporters:

Ward	Records	Yes Rate	Status	Ward	Records	Yes Rate	Status
Ward 5	951	100%	STRONG	Ward 14	399	96%	STRONG



Ward	Records	Yes Rate	Status	Ward	Records	Yes Rate	Status
Ward 6	947	99%	STRONG	Ward 2	287	98%	MODERATE
Ward 9	696	100%	STRONG	Ward 13	477	99%	MODERATE
Ward 10	772	95%	STRONG	Ward 7	477	100%	MODERATE
Ward 11	701	97%	STRONG	Ward 12	524	98%	STRONG
Ward 20	397	100%	STRONG	Ward 1	251	99%	MODERATE
Ward 4	384	97%	STRONG	Ward 3	327	96%	MODERATE
Ward 8	141	97%	MODERATE	Ward 17	57	79%	WEAK
Ward 21	237	99%	MODERATE	Ward 18	58	100%	WEAK
Ward 23	180	99%	MODERATE	Ward 15	17	100%	Critical Gap
Ward 22	13	100%	Critical Gap	Ward 16	19	95%	Critical Gap
Ward 19	19	89%	Critical Gap				

Ward 17 (Sasolburg) is the only ward showing a yes rate below 90% at 79%, warranting specific messaging. Wards 15, 16, 19 and 22 are critical gaps with fewer than 20 records each and require dedicated canvassing teams before the election.





Section 4B: Delivering on Our Promise *A snapshot of SMM community programmes in action.*



Consultation Drives to get the peoples feedback and mandates



Graas Cutting Campaign Sasolburg





Disability Shelter Food Relief Programme



New born Xmas Babies Drive Fezi Ngubentombi Hospital



Vaalpark Taxi Rank Clean up Drive



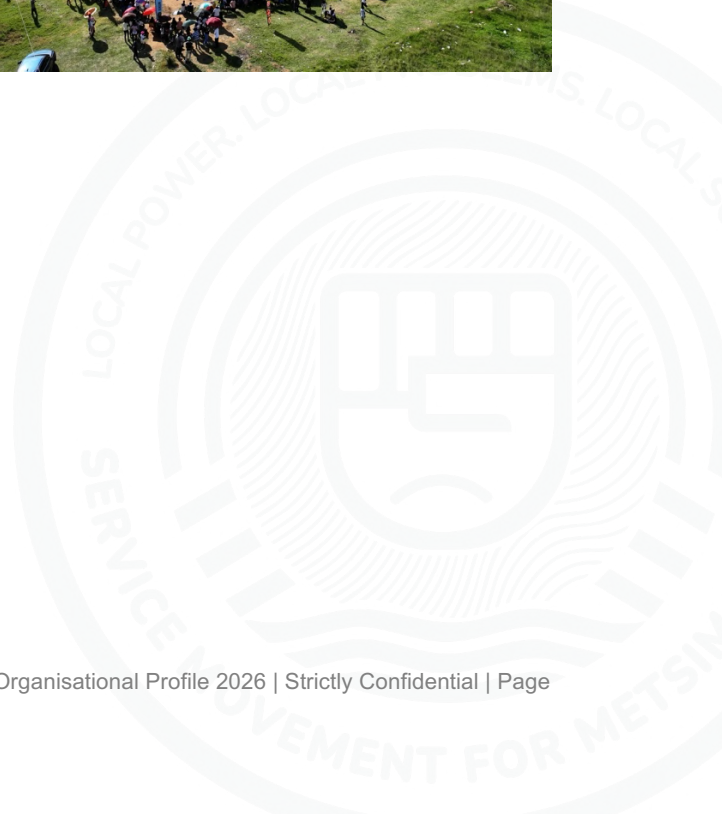
CBD Cleaning campaign



Back to school readiness programme



Township SMM Eater Soccer Tournament (Voter Registration Drive)





SECTION 5: Resources and Funding Requirements

5.1 Programme Overview

SMM's 2026 election programme runs from March to December 2026 a ten-month operational period covering the pre-election canvassing and mobilisation drive, the election itself, and post-election governance activities. The total programme budget is R 4,426,400, structured across three tiers to allow both single-funding and co-funding arrangements.



5.2 Budget Summary by Tier

Tier	Category	Amount	% of Budget
Tier 1	Anchor: Monthly Operations (10 months)	R 424,000	9.6%
Tier 2A	Flagship: Volunteer and Activation Branding	R 303,700	6.9%
Tier 2B	Flagship: ICT and Office Equipment	R 54,200	1.2%
Tier 2C	Flagship: Public Mobilisation T-Shirts (35,000)	R 2,100,000	47.4%
Tier 2D	Flagship: Community Give-Away Items	R 1,022,500	23.1%
Tier 2E	Flagship: Marketing Flyers (50,000 A5)	R 25,000	0.2%
Tier 3	Impact: VDS Branding Packs (80 stations)	R 512,000	11.6%
TOTAL		R 4,451,400	100%



5.3 Tier 1: Anchor Monthly Operations

The operational backbone of the entire SMM programme for 10 months. Total: R 424,000 (R 42,400 per month).

Monthly Cost Line	Monthly (R)	10 Months (R)
Office and admin (space, utilities)	R 7,000	R 70,000
Storage (branding and stock)	R 1,400	R 14,000
Stationery and printing	R 2,500	R 25,000
Data and airtime (field and admin)	R 5,000	R 50,000
Transport and fuel	R 6,000	R 60,000
Monthly community programmes	R 10,000	R 100,000
Board and governance admin	R 3,000	R 30,000
ICT support and consumables	R 1,500	R 15,000
Digital licences (Microsoft, Canva, ChatGPT, Afrihost)	R 2,000	R 20,000
Communications and media	R 1,000	R 10,000
Contingency	R 3,000	R 30,000
TOTAL	R 42,400	R 424,000

5.4 Tier 2: Flagship Procurement

The largest tier covers once-off branding and materials procurement. Each sub-tier can be independently adopted by a different sponsor.

Sub-Tier	Item	Quantity	Unit Cost	Total
2A Volunteer Branding	Branded reflector vests	650	R 110	R 71,500
	Branded bibs	1,000	R 230	R 230,000
	SMM Gazebos (4.5m x 3m Deluxe Steel)	3	R 7,400	R 22,200
2A TOTAL				R 303,700



Sub-Tier	Item	Quantity	Unit Cost	Total
2B ICT and Equipment	Additional laptops (canvassing and admin)	2 units	R 7,100	R 14,200
	Unlimited WiFi for office (10 months)	1 contract	R 1,500/month	R 15,000
	Office printer (10 months)	1 unit	R 2,500/month	R 25,000
2B TOTAL				R 54,200
2C T-Shirts (Batch A)	Blue T-Shirt Design No.1	10,000	R 62	R 620,000
2C T-Shirts (Batch B)	Black T-Shirt Design No.2	10,000	R 62	R 620,000
2C T-Shirts (Batch C)	Blue T-Shirt Design No.3	5,000	R 62	R 310,000
2C T-Shirts (Batch D)	Black T-Shirt Design No.4	10,000	R 62	R 620,000
2C TOTAL (35,000 shirts)				R 2,100,000
2D Give-Away Items	Branded Doeks	10,000	R 95	R 950,000
	Branded Key Holders	5,000	R 35	R 175,000
	Branded Car Disc Holders	2,000	R 35	R 70,000
2D TOTAL				R 1,022,500
2E Marketing Flyers	A5 Flyers (bulk print)	20,000	—	R 10,000

5.5 Tier 3: Impact VDS Branding Packs

Each of the 80 Voting District Stations in Metsimaholo receives a branded pack consisting of 1 x 2m gazebo and 2 x 2m flags. Total: R 512,000. Funding is scalable by commitment.

Sponsorship Option	VDS Packs	Estimated Cost
Single VDS Pack	1	R 7,000



Sponsorship Option	VDS Packs	Estimated Cost
Small bundle	5	R 35,000
Medium bundle	10	R 70,000
Large bundle	20	R 140,000
Full tier (all 80 VDS)	80	R 512,000

5.6 How to Participate as a Funder or Partner

8. Review the tiers above and identify the category or categories that match your capacity and interests.
9. Indicate your chosen tier and preferred amount. For Tier 2C (T-Shirts), select a batch (A, B, C or D). For Tier 3 (VDS), advise the number of packs you wish to sponsor.
10. SMM will issue a formal proposal letter and funding agreement for signature.
11. Payment and branding acknowledgement arrangements will be confirmed in writing.
12. Contact the SMM Secretariat at info@smmonline.org.za to begin the process.

Every funding contribution is publicly acknowledged in SMM's transparency reporting. All funds are subject to independent audit. SMM's constitution prohibits the use of Movement funds or assets for personal gain.

SECTION 6: Governance, Transparency and Accountability

SMM's commitment to transparency is not rhetorical. It is embedded in the People's Constitution, the Board governance framework, and the operational systems of the organisation. The following commitments are binding on all structures and members of the Movement:

Commitment	Detail
Full public disclosure	All funding sources and expenditure disclosed publicly, including this profile and the funding plan
Independent annual audit	Annual financial statements examined by an independent auditor appointed by the Board
Community scorecard system	Residents can track and evaluate programme delivery and leadership performance
Quarterly reporting	Board and operational reports submitted quarterly to the People's Council and made available publicly



Commitment	Detail
Digital tracking	Live monitoring of governance compliance, document status and programme delivery
Code of Conduct	Binding code governing all volunteers, coordinators, councillors and Board members
Conflict of interest policy	No Board member, Ward Coordinator or office-bearer may hold any paid position in another political organisation, government department or business that creates a conflict of interest
Dissolution provision	If SMM closes, all assets transfer to a registered community organisation or trust within Metsimaholo that shares the same goals

"The Movement is a people-driven political organisation that exists to serve through honest and accountable leadership. Everything and Anything Metsimaholo." SMM People's Constitution, Preamble

End of Organisational Profile | Service Movement for Metsimaholo (SMM) | April 2026
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