

FAT CATS ATHLETIC CLUB

MEMBER PACK 2020/21

“We Run These Streets”





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About Us

The Fat Cats Athletic Club (FCAC) was established in June 2014 as an extension of the Fat Cats organization's sports offering, which was originally launched with the Fat Cats Football Club in 2003. The club is anchored with a strong thread of friendship and family, and for more than 10 years, the Fat Cats family has brought together people from different backgrounds and professional disciplines over a game of sports.

Today runners from all over the country can enjoy our club as it operates virtually to create a home for runners and enthusiasts, irrespective of their location and thus creates a platform that brings together families and friends to socialise and compete with like-minded athletes while maintaining a healthy lifestyle.

We pride ourselves of the brand that we have managed to build over the years, in our 6th year of existence we can say with confidence that we have been a catalyst of change within the sporting fraternity, especially athletics. We are always actively looking for ways to grow the sports of athletics in our communities. Not only have we been able to impact the running community, but we have also been able to drive change in the communities we come from through our CSI initiatives.

We have seen the club grow from just a 7 member club in 2015 to a club that is a home to more than 450 running enthusiasts.

Fat Cats AC has achieved a lot in a short space of time. Some of our achievements includes having 18 members participating in and completing the 2016 Comrades Marathon to 162 athletes who participated in the 2019 edition. This is a great achievement and leap from the 6 members who initially participated in the 2015 edition of this ultimate Human Race, which was the first Comrades Marathon that Fat Cats AC registered itself in as a club.

Some other achievements to note is the growing presence of our members in the big races such as Washie 100 miler, Addo and Sanistanger to name a few.

About Us

Our success stories includes:

- Our presence and growth in the Comrades Marathon
- Our Corporate Social Initiatives
- Addition of the trial wing to our trainings
- Addition of Fat Kittens
- And obviously, our proudest moment, the launch of our very first 10km race in 2019

As part of the Fat Cats AfroCentric lifestyle movement, FCAC is part of the Fat Cats Family.

Some of the sporting codes and lifestyle related clubs are:

- Fat Cats Football Club
- Fat Cats Book Club
- Fat Cats Cycling Club
- Fat Cats Cricket Club
- Fat Cats Golf Club
- Fat Cats Investment Club



Our DNA

DNA is the fundamental and distinctive characteristics or qualities of an entity.

DNA is the culture and strategy of an organisation— a metaphor for what makes it “unique”.

FCAC DNA

- Tshwaragano
- Passion
- Family
- Botho
- Selflessness





Fat Cats Athletic Club

"A vibrant, fast-growing and socially driven running club."



Brand Power

What sets us apart from other athletic club

- We are a family oriented brand
- We are a fastest growing brand
- We are relatable and have brand visibility
- We have a greater potential of impacting our communities through Thought Leadership and CSI initiatives
- We have an opportunity of nurturing our kittens to be recognizable future athletes

Brand Promise

To our members:

- To ensure that every member of the Fat Cats family understands the brand values and feels involved in all club initiatives.
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To our audience:

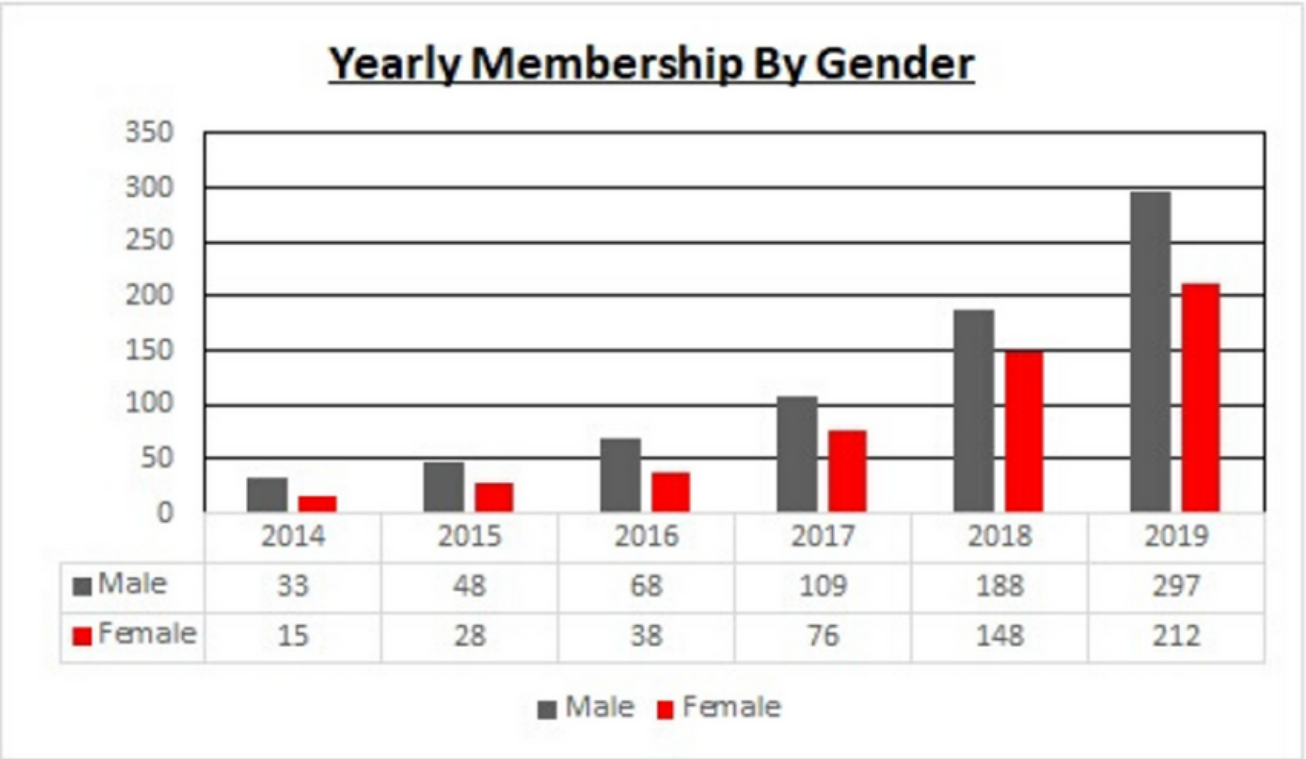
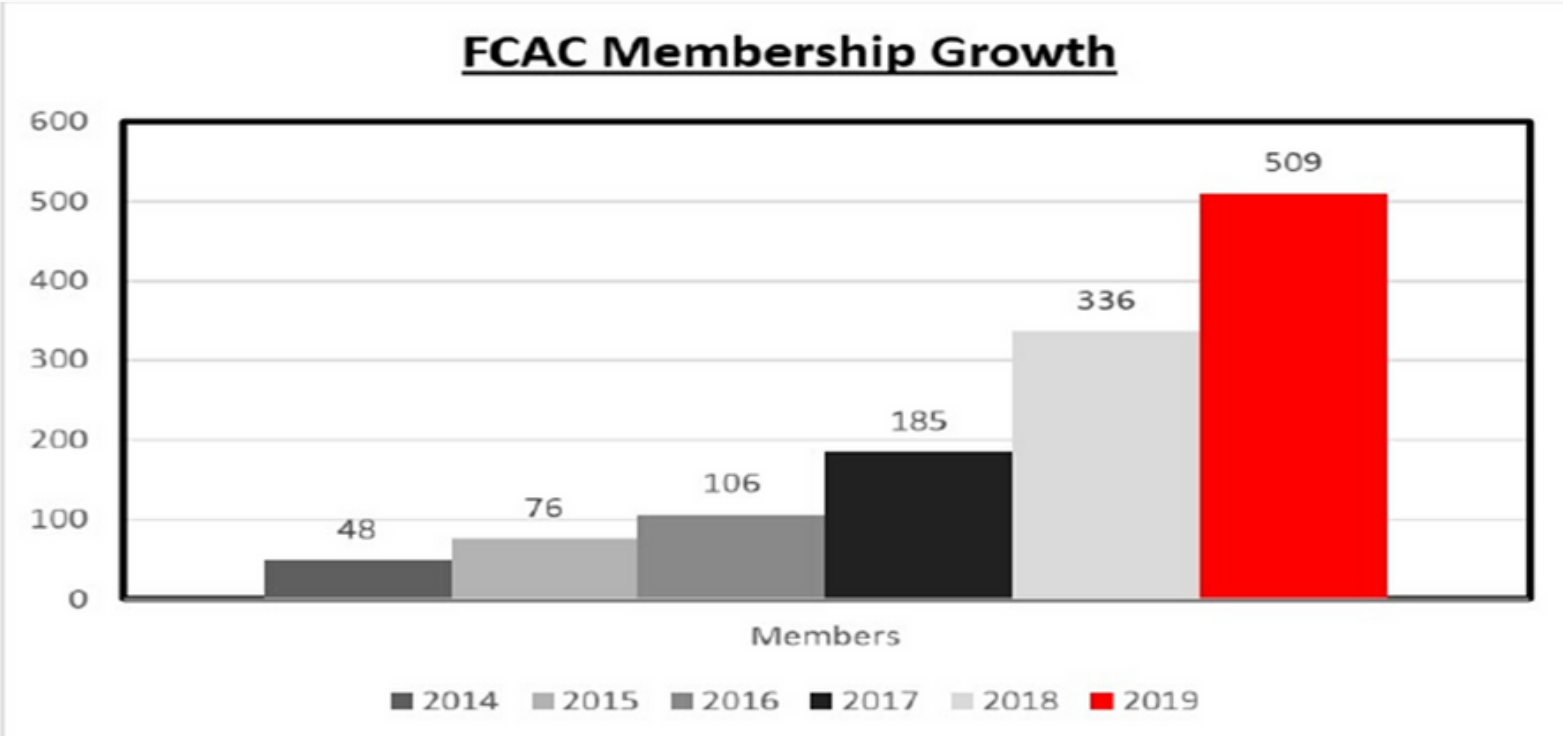
- Humanity and Service are our focal points, and through our initiatives we will bring change to our communities.



Membership

Overall membership increased by 173 in 2019, we had 14 in Limpopo, 64 in Western Province and 2 in Free State.

Since the inception of FCAC, the female membership has gone from 15 to 212 Members.





Benefits Of Being A Fat Cat

The benefits of the FCAC membership are that you:

- Receive a club vest and a license affiliated with Athletics South Africa (ASA) which allows you to compete for the club in any athletics competition
- Are provided with refreshments at most official club training runs as well as club activations race and events.
- Are a part of various network of runners throughout the country who are likeminded individuals and have access to customized training programs that suits your goals and aspirations.
- Are encouraged to ignite and maintain an active lifestyle in a family-oriented environment.
- Have access to personalized coaching upon request.
- Have the opportunity to be involved in socially responsible initiatives (CSI).
- Are part of a movement that is aspiring to truly contribute to changing the hearts and the minds of all its athletes.
- Have knowledge beyond just running, i.e. Fitness and nutrition.
- Have access to information sharing, e.g. ("Ask-A-Coach Session")

What You Need To Know

- How to renew membership available on our website – www.fatcats.africa
- How to renew membership with CGA via www.cgaonline.co.za
- The club's Code of Conduct and Constitution as available on our website – www.fatcats.africa
- Who the club's EXCO members are as described in this document
- How to participate in club activities, e.g. Training runs, volunteerism, etc.
- How to order merchandise on our website – www.fatcats.africa or through the Marketing Subcommittee.



Club Management

- The management of the club is administrated by an Executive Committee (EXCO), which is elected in two-years at an Annual General Meeting (AGM) held in December by a quorum of registered members in good standing.
- The EXCO consists of a Chairperson, Vice-Chairperson, Secretary General, Treasurer and up to 4 additional members.
- The committee is responsible for the day-to-day operations of the club, providing oversight in, amongst others, the following areas: road and trail running, coaching (to include coaches' development), officials, finance management, marketing and communication, public relations, sponsorship and stakeholder relationship management.
- EXCO's actions are guided by the club's Constitution and Code of Conduct, both of which are freely available on the club's website.



Club Management Chart



FAT CATS ATHLETIC CLUB

LEADERSHIP 2020 / 2021



CHAIRPERSON
VONGANI MASHILE



VICE CHAIRPERSON
NNONI MOKGETHI



TREASURER
TSHEPO MAKWELA



SECRETARY GENERAL
LEBO MORARE



LEAD: LIMPOPO &
COMPLIANCE
ISHMAEL MOGOBOYA



LEAD: WESTERN CAPE &
TECHNICAL
LEBO MATHATHO



LEAD: IT & LOGISTICS
LESETJA DOLO



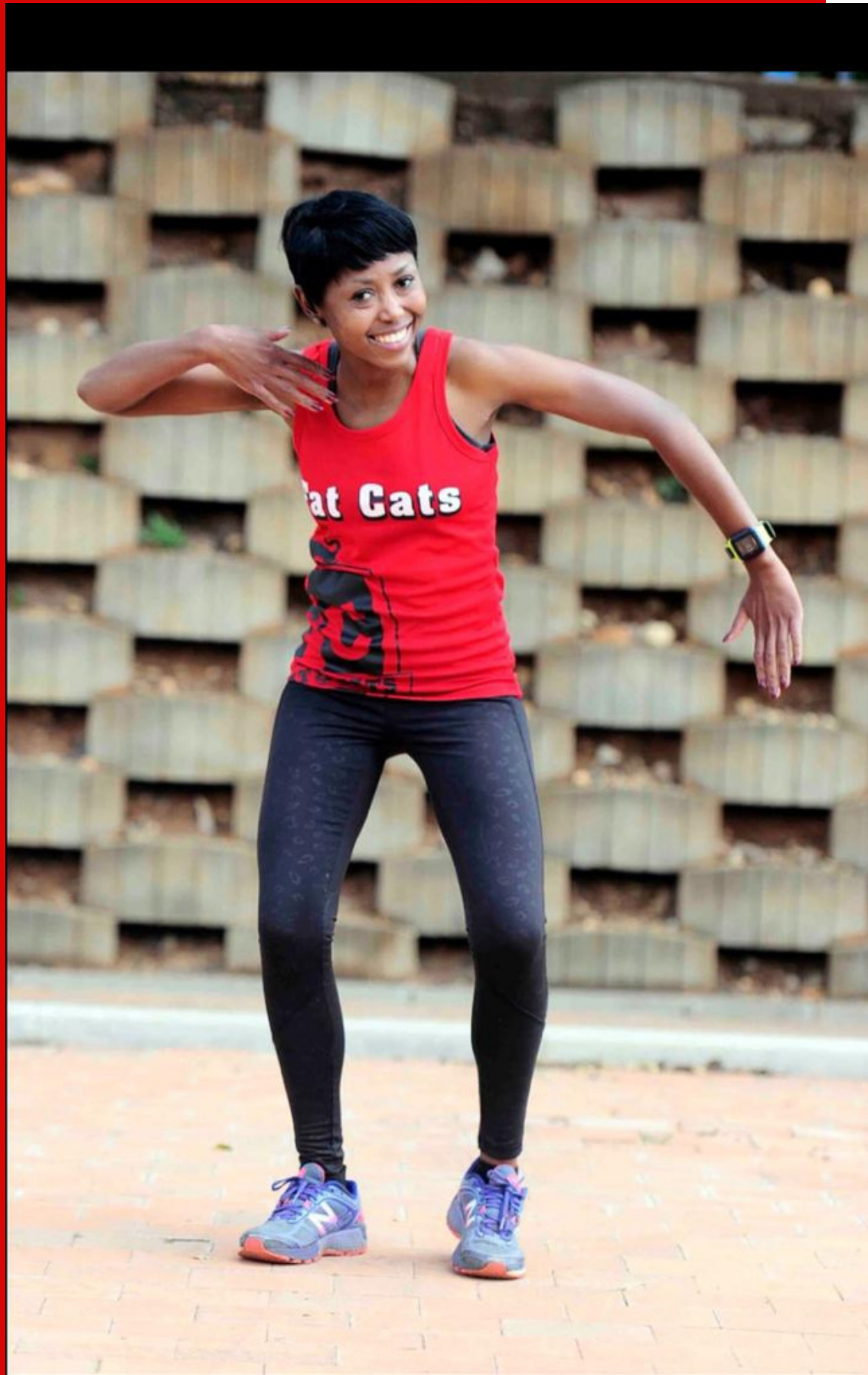
LEAD: OPTIMISATION
& CULTURE
KHOLOFELO SEBESHO

#REDSKIPPA ❤️ #WEAREFATCATS #WERUNTHESESTREETS

Communication

It is very important for each member to keep in touch with club activities and for this purpose, we have several communication pathways that we hope will assist you to do so.

1. Website (www.fatcats.africa): Regularly check the club website to stay abreast of club activities and development, to learn of upcoming events, and to get the latest media galleries and blogs.
2. Telegram: The club has two Telegram profiles. The first one is the “Official Comms” group, which is strictly for announcements by EXCO. The second one is what we call “Alex”, a discussion group where members can freely engage each other, share pictures of events and discuss various topics beneficial to the club and its members; ranging from running tips to current affairs. Because we are a family-oriented club, all discussions are to be of a respectful nature, non-racist, non-sexist and not promote any hate speech or bashing of any religion or creed. Whilst joining the Alex group is not compulsory, we encourage members to be part of the Official Comms group so that they do not miss out on any club activities and developments.
3. Facebook: Search for “Fat Cats Athletic Club”
4. Instagram: Search for “fatcatsac”
5. Twitter: Search for @fatcats_ac”
6. Email: Members are required to provide the club with an email address in order to receive regular club related notices. The club’s official email address is athletic@fatcats.africa
7. Club newsletter: The newsletter is distributed out quarterly via email.
8. Verbal: If you have any questions, concerns or queries, please contact one of the EXCO members. If they are unable to provide an answer immediately, they’ll refer you to someone who will be able to assist.



Training

- The Technical team has been working tirelessly to ensure that they come up with training programs that will help all members on their different running targets.
- Programs are available for all members of the club to interact with.
- The training runs are set up to also accommodate shorter distance runners' goals and ambitions. We have seen an evolution of short distance runners to marathon runners
- A Strava has been introduced by the team and is to be used to track individual runners on their performances and goals, as well as to provide adequate coaching advice, where required or necessary. We have seen members challenging themselves to beat PBs, setting new records for 10km, 21km and 42km respectively
- Pace setters have been introduced for all training runs to cater for various distances and paces.
- Regular club training runs are scheduled in both the first and second quarter of the year leading to major races.
- In scheduling training runs, areas where most members reside are taken into consideration and scheduled in rotation to improve attendance and participation.
- Coaching support is made available for all members of the club
- Kittens are also encouraged to participate in short distances and cross country races

Club Coaches

- The club is committed to improving the standard of its coaching team and in this regard has sponsored members to acquire relevant coaching qualification.
- We are pleased to say that Fat Cats AC has a number of qualified road running coaches as well as members working towards attaining this accreditation.
- As a club we will continue to support any member who aspires towards this goal and those who wish to achieve higher levels of coaching qualifications.
- Our club coaches have a valid ASA coaching license and we would like them to also undergo First Aid training.



Safety In Session

FCAC is committed to a safe environment for all athletes, coaches, officials and volunteers.

We promote high standards of health, safety and welfare in the club, and ensure compliance with the relevant statutory requirements by the Athletic South Africa health and safety policies.

The responsibility for ensuring safety rests with everyone concerned.

Athletes, coaches, officials, race organizers, support volunteers, spectators and the general public all have a duty of care to ensure that the health, safety and welfare of themselves and others are not affected as a result of their actions on the road.

As a club member, your duty is to:

- Take reasonable care of your own health and safety and any other who may be affected by what you do or don't do.
- Cooperate fully with the club and race officials on health and safety issues.
- Listen and obey to advice from your coaches or the technical team members.
- Use all provided equipment and club assets mindfully.
- Make sure the club officials have your up-to-date emergency contact details and any relevant medical information.
- Use with prudence and respect anything provided for your health, safety or welfare.
- Be a true ambassador of the Fat Cats brand as far as health and safety is concerned.



Volunteerism

The core of our movement is volunteering

All members of the club are encouraged to volunteer on all club activities. The more people raise their hands to volunteer, the better the club is run and the less the workload for those involved.

Whether you're a new member or a parent/partner/spouse of a new member, we need you to get involved.

We need people to help with a variety of activities including, but not limited to, sub-committee members, social organizers, road and gazebo support and various club activities.

Take a little time to get to know the Club and what it represents and then step forward, raise your hand, and make a difference.





CONTACT DETAILS

athletic@fatcats.africa
info@fatcats.africa

Club Officers

Chairperson: Vongani Mashile | Vice Chairperson: Nnoni Mokgethi | Secretary General: Lebo Morare | Treasurer: Tshepo Makwela

Additional Members

Limpopo Lead: Ishmael Mogoboya | WesternCape Lead: Lebo Mathatho | Additional Member: Lesetja Dolo | Additional Member: Kholofelo Sebesho



#RedS

#RedSkippa



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RedSkippa

Fat Cats Athletic Club

2020/21 Member Pack

#FATCATSAC #REDSKIPPA♥

#WEAREFATCATS #WERUNTHESESTREETS