

Annual Report

2020



Empower Youth Through Work

Overview of Youth@workK

Youth@workK is a Level 1 B-BBEE contributor NPC established in 2005. We provide unemployed youth with a supported meaningful year of work experience predominantly in educational institutions, here by also strengthening and capacitating the sector to provide quality education.



Our business model is to utilise corporate Youth Employment Service (YES) or Learnership spend to create hosted work placements for South African youth. Having placed over 1000 young people over the past two years, we have seen the value of assigning passionate, semi-skilled, resourceful, South African youth in community-based educational institutions for both the youth and the school.

Youth@workK is driven by a highly skilled, motivated team with a background in both education & business. Our collaborative approach allows the youth to benefit from a number of supported stakeholder interventions. Through these value added partnerships, the work placement experience is enriched and enhancing.

We track attendance daily, monitor the quality of the working experience, supply additional training on ELearning platforms and provide rewards based opportunities to enhance employment and encouraged SMME development.

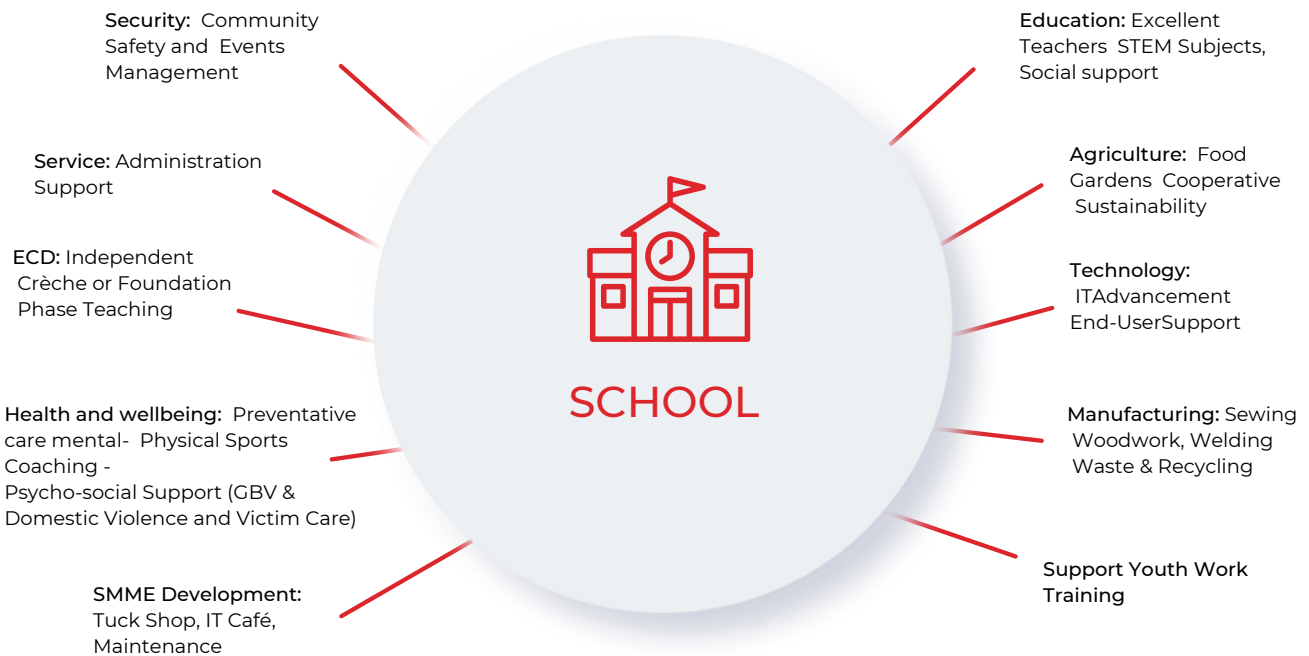
Our key partners in 2020 Symphonia for South Africa's Partners for Possibility (PfP) programme facilitates cross-sectoral reciprocal partnerships between Business, Government and the Social Sector.



PfP is a creative solution tackling South Africa's education crisis – it is a co-action, co-learning partnership between School Principals and Business Leaders, enabling social cohesion through partnerships, and empowering Principals to become change leaders in their schools and communities. We prioritize the placement of youth into this well-established network of 1900 Partners for Possibility (PfP) schools nationally. The School Principals have a positive impact in their role as supervisors/mentors to the youth. The education sector provides an excellent environment for learning and honing transferable business skills.

Healthy Community School: Multi-sectoral collaboration

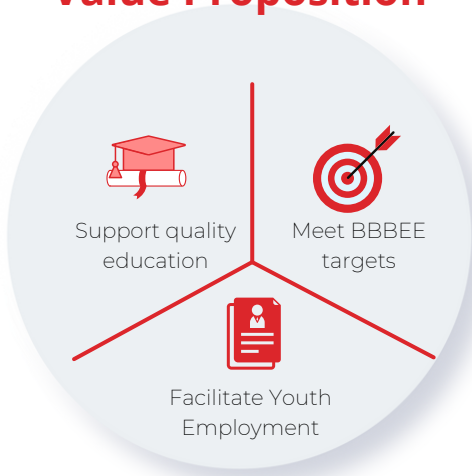
Within the school environment, youth gain practical work experience in one of the following work placement streams.



Over and above this, we actively network with organisations that provide valuable services to and within education. Together we:

- Provide leadership and management interventions for school principals
- Equip and manage computer labs for English, reading, Maths and IT development
- Oversee ECD centres that feed into schools we support
- Offer additional learning through e-learning portals
- Identify entrepreneurship opportunities and provide SMME support services
- Train sports coaches who run sports academies
- Create opportunities for permanent work on completion of the programme
- Capacitate NGOs to expand their work to more youth and learners

Value Proposition



On completion of the work experience year, youth exit into employment, full-time studies or self-employment strengthening both the formal and informal economy. This is achieved by leveraging on the collective network and applying the knowledge and experience gained. Motivated youth inspire, transform and enhance communities driving economic change.

Message from the Directors



Erica Kempken
Youth@Work Director



Jacinta Tshidzumba
Youth@Work Director

2020 has been a year of reinvention – adapting to working remotely and reviewing our vision. We now support youth in schools as well as NGO's, corporates and organisations in community. Remodeling our approach to youth employment and solidifying work processes will allow us to scale and create meaningful impact in youth employment.


We have achieved 100% absorption rate of YES youth placed into our own organisation offering four permanent contracts to former YES youth. This was possible because our track record and the renewal corporate YES partnerships to the success of our delivery model. This has meant that our team has grown. We have redesigned our website that now facilitates the delivery of 2500 E-learning courses to both the youth on our placement programme as well as to the general public for free. Our site also assists in the recruitment process and showcases excellent achievements of youth.

Our E-learning courses are achieved through partnerships with well respected E-learning platforms such as Alison and HP Life.




Our COVID Response

We were privileged to join the YES Team to respond to the Covid-19 pandemic by managing the production and distribution of face masks. We set up a township & rural-based network with over 272 seamstresses, co-ops and CMTs to kick-start the production and distribution of fabric face masks throughout South Africa.

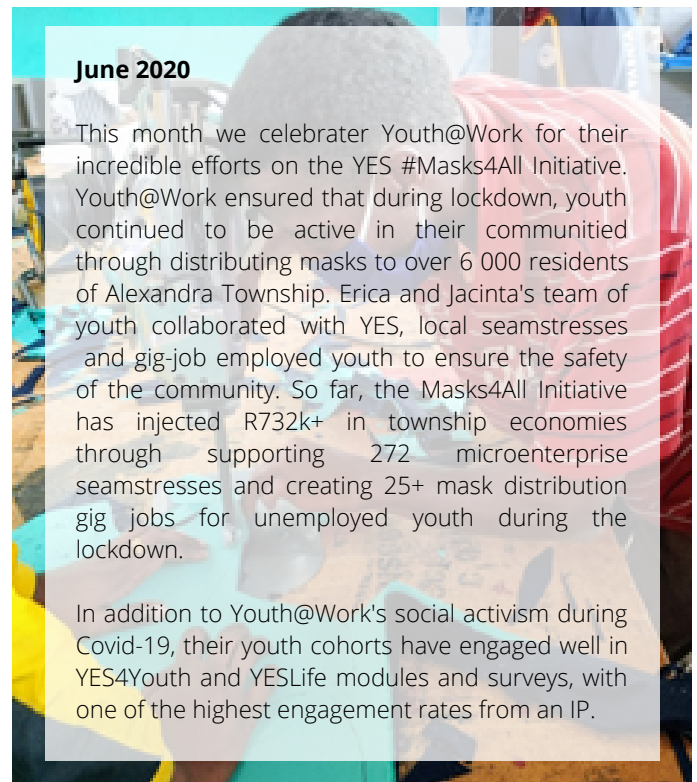
 **@SAYouthatWork** @sayouthatwork · May 15, 2020
#YES Youth Sonia Poopedi is focusing on her Diploma in Teaching studies while in Lockdown & she has also been crocheting face masks with various cartoon character designs to donate to vulnerable kids in community & Baragwanath Hospital. #YES Youth of the Week! @Yes4YouthZA



 **@SAYouthatWork** @sayouthatwork · May 4, 2020
What does a short-term Gig Job mean to an unemployed youth? It means the world! Gig Job Youth are helping corporates by playing a vital role with the efficient and effective distribution of masks to employees. @Yes4YouthZA



This initiative directly boosted township economies with more than R1,125,000 income going back into local economies with the production of over 121,000 face masks. 10,000 masks were handed out to school children in our network so that they could safely go back to school in July. 40 000 masks were manufactured locally and distributed within the communities to protect the vulnerable and the aged. This initiative also created a number of youth gig jobs bringing work to more young people and assisted in establishing manufacturing supply chains that have since diversified to supplying items such as school uniforms. Having gained insight into manufacturing we assisted in placing 43 youth benefitting from a learnership in this field at LESCO.



Thank you to our Funders

The youth assisted over 15 schools to become more technologically advanced by sharing their expertise to upskill both teachers and parents. They assisted learners to gain access to E-learning platforms making them less reliant on school teaching time to gain knowledge and complete the curriculum. We are extremely grateful to 34 Funders who, despite the restrictions of lock down and tough economic climate, continued to pay all youth on time every month.



"Aligned to Nedbank's purpose of using our financial expertise to do good, we are proud to play our part in giving young people hope and a sense of agency in the context of extremely high levels of unemployment. The most inspiring part of this journey has been witnessing the recruits grow and excel within their roles and the change they are leading in their communities."

Mike Brown

Nedbank Chief Executive



"It really gives me confidence in our country and in our young people."

Dr Johan van Zyl

CEO Toyota South Africa

Our Partners

Our ongoing co-operation with PfP allowed our participation in the launch of their newly released book showcasing the impact of the programme on schools. Shared impact of two synergistic programmes in schools is changing the conversation from youth simply working in schools to youth working through schools to strengthen and support community services. One of our goals is to place youth who remain on the programme for the full duration of 12 months. We are thrilled to mention a retention rate of 96%. This proves that schools are ideal workplaces with potential for permanent employment or self-employment close to home.

We endeavor to work collaboratively with partner organisations who work within education. The services they provide range from equipping and running IT Labs, strengthening math's and english, facilitating health care and AIDS awareness, organizing sports events, managing food gardens and training ECD and environmental facilitators to mention but a few. While they focus on their core mandate we manage all services related to the YES programme such as recruitment, pay-roll, phone distribution, App engagement, guiding the absorption process as well as handling funder engagement and YES reporting. This approach has proven very effective and beneficial for all parties. Since June YES has enforced a rating system to compare Implementation Partners. We are very proud to share that we ranked Number 1 in June and remain within the top 5 since then.



"South Africa is in need of empowered youth who are active change-makers within their communities. Empowered youth who run their own businesses, inspire others, add immense value in care industries, or are employees full of zest and innovation. An empowered generation can have a significant impact on the trajectory of South Africa – economically, politically and socially."

Farai Mubaiwa

We are proud that our partnership network and our position as a trusted intermediary has allowed us to attract additional resources of benefit to the education sector through a generous donation of 27 Laptops by HP. We dispersed these to selected schools and YES youth who have registered and started their own businesses. Blossom has channeled the donation of 120k for sanitary pad's which will be benefitting learners in Atlantis WC and Alexandra Gauteng in 2021. It's been an amazing year of growth allowing for new ways of working and thinking to emerge. We embrace this change both figuratively and literally. The success which we have experienced in the past year has necessitated the move to new offices on 105 Oxford Rd from January 2021. Together with funders, partners and hosts we continue to work towards a thriving South Africa.



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- Erica Kempken and Jacinta Tshidzumba

Overview of Youth Placements 2019 and 2020

We are most appreciative to all funders who support and fund youth employment interventions. We are particularly grateful to corporates who have joined the YES programme and selected Youth@work as their preferred Implementation Partner. We would like to make special reference to Funders who have reinvested in a second or even third cohort of YES youth, giving testimony to the success of the model we use to implement the YES programme and the merit it has for youth employment.

2019

In 2019 we on boarded 658 youth onto either the YES Programme or a Learnership intervention. In total 23 corporate sponsors funded the salaries, phones and project management fees of the youth on the YES programme.



2020

Despite the pandemic in 2020 24 corporate sponsors funded 547 youth allowing them to provide for themselves and their families through this very challenging year. Many young people also endeavoured to study when they could not work, or assisted in community projects such as soup kitchens and food gardens.

Ongoing Learning and Development Initiatives

Youth@work engages regularly with all stakeholders and partners in its network. Besides the daily activities we arranged a number of workshops and information sessions throughout 2020 sharing knowledge and skills as well as showcasing individual achievements and best practice. The below table illustrates the interventions, partners and platforms with which we regularly engage.

Deliverables	Actions	Implementation Tool/Partner
Induction of all role-players into the YES programme	Face to face or Zoom sessions with youth, principals, supervisors and SGB members to discuss programme deliverables, outcomes and roles and responsibilities	PfP School Principals, Supervisors and youth PfP Learning Process Facilitators
YES Phone Distribution App Activation Sessions Ongoing App Tracking	Distribution of RICA-ready YES phones YES App engagement guidance and technical support and App Reporting	800 Phones distributed to allow all YES youth hosted through Youth@work to complete 30 learning modules designed for first-time employees.
Engagement with Partner organisations to enhance and further develop youth in a variety of fields	Professional Development for new and existing teachers; Training mentoring and coaching of ECD Teachers, Sport Coaches and Teacher assistants in Life Orientation; Development of transformation agents in Conservation and eco management; Guidance for entrepreneurship; Ubuntu in Action LinkedIn: How to get employed PfP and Youth@work Stories of Impact	Partners in youth placements Action Volunteers Africa AVA, AfrikaTikkun, A Better Africa, Beautiful Gate, CCP, City Year, The Click Foundation, Fielding Dreams, Global Teachers Institute (GTI), Kariega Foundation, La Ba Thuthu, Lead4Life, Life Choices, Teach the Nation, YearBeyond
Presentation of youth development sessions	Employment opportunities beyond YES	Workshops face to face and on zoom Talks Provision of additional e-learning courses on Alison and HP

Youth@work approach to Youth Employment Journey

Retention

For 12 months all role players adhere to programme deliverables.

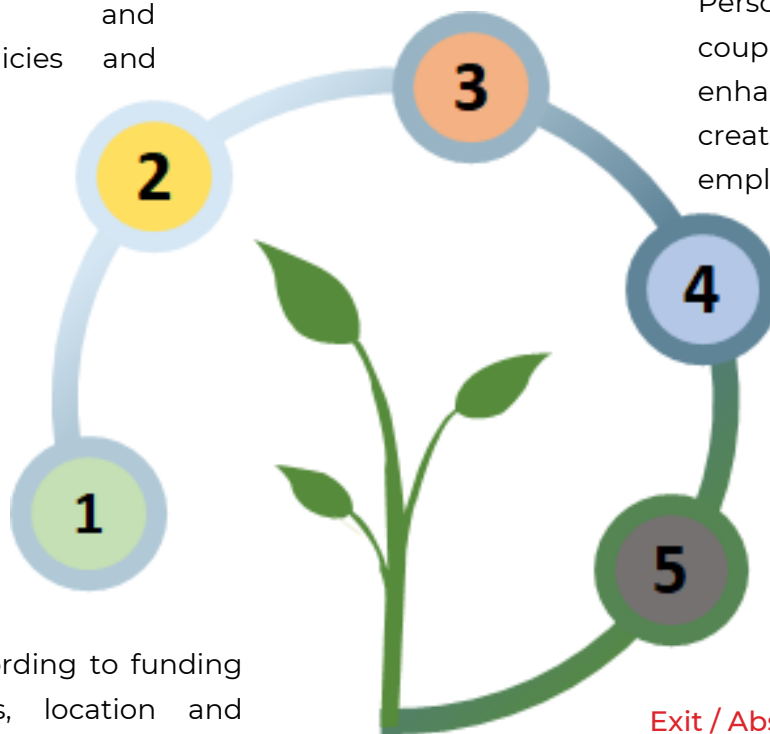
Exposure to further learning and skills enhancement through Online learning platforms, courses, mentorship and training

Induction

Both youth and host employer inducted into programme to outline roles and responsibilities policies and procedures

YES

Personal Development coupled with specific skills enhanced through experience creates pathways to employment



Youth Selection

Youth selected according to funding requirements, skills, location and industry

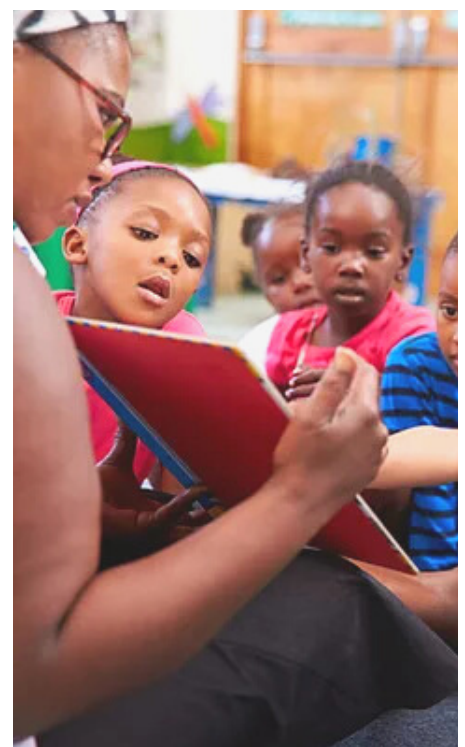
Personal engagement with Youth@work Staff to identify strengths, interests and growth pathways for YES interns placed in the programme


Exit / Absorption Strategy

Exposure to work, life and community development skills through a wide range of partner interventions and host site network.

Youth employment beyond the YES programme

Finding permanent employment was already challenging before Covid-19, but since the start of the pandemic this has become far more difficult. Schools have seen a steady decline in parent payment towards school fees reducing the chances of an SGB funded post beyond YES for many youth. We are now advocating to recruit 3rd and 4th year part-time student teachers as they become employable within by the Department of Education (DoE) beyond the YES year. Despite permanent employment being the only indicator for the B-BBEE agents monitoring the YES programme, we have explored SMME development within schools. We engaged with many stakeholders to develop the “exit strategy” before we recruit the young people. We also establish the needs of the community and then try to match this need with a solution that can become a business service. For example – if the school has no tuck shop, but running a tuck shop could become a profitable business, then we will encourage the school to recruit a youth who indeed can make this a reality and create further self-employment beyond the YES programme. This approach is a key component of human-centred and community responsive design thinking. We work with the youth in the Youth@work programme to foster the kind of entrepreneurial mindset necessary to identify and develop such opportunities.





Zama Makhanya, the principal of Josephine Makhanya Primary School showcased this to us when she insisted on recruiting 10 youth for her school alone. On completion of the YES year she submitted 10 permanent contracts to us and informed us of one youth who also registered her own company and is even employing someone to manage the tuck shop, while she is still studying ECD and assisting teachers in Grade R! The remarkable story of Nqobile Sthole bears testimony to the power of this approach. Youth@work | Youth Employment Programmes | B-BBEE Scorecard (sayouthatwork.com)

Although we do not wish to single out individual performances Sabelo Ngcobo is worthy of mentioning. On being selected as a Youth@work YES candidate through recommendation of a Training Provider, Sabelo approached the school in his area and asked to become an admin assistant. He soon took the role of Administrator and participated actively in all workshops and information session we offered and completed the YES modules.

Sabelo was excited to learn about entrepreneurship and registered his own business. Having understood this process he soon marketed this knowledge to other emerging entrepreneurs creating a service to others in his community. Realising that the school had access to a maintenance budget, which could be utilised to pay a contractor, he offered to maintain the yard and now holds 8 contracts maintaining the gardens of the schools and households. Sabelo also read our message we had sent out looking for seamstresses for the Mask4All campaign and although he does not sew, he found a sewing business in the community and subcontracted this business to complete the orders we placed with him for masks. Sabelo's company has recently been awarded a contract to provide cleaning services for PRASA, whilst he is still serving the school in an administrative capacity on a part time basis. Sabelo always offers to assist others and share his skills – a true ambassador and entrepreneur of note!

We believe there are many more hard-working, smart young South Africans ready to write their own story of sustained employment. There are also countless innovative and courageous principals who are forging the way for schools that offer services well beyond education to learners. Some schools offer evening classes for computer skills to parents and community members, sports training for teams and clubs, maintenance services beyond the schools needs and sewing of uniforms and other attire to parents. All youth employed within the schools through Youth@work remain committed to offering services to the school, as the school provides them with facilities and infrastructure to run their own businesses or gain meaningful teaching, IT and administrative experience.

We are looking forward to continuing to learn and enhance our ability to successfully place, manage and add value to growing number of youth placed through Youth@work in the coming year. We believe that the experience gained from the past years, and particularly the trying circumstances faced in the past year offer a powerful foundation from which to continue developing and strengthening system to support youth employment and empowerment.

Our Goals for 2021?

In 2021 we will endeavor to grow and support the number of successful businesses operating within the schools. These enterprises range from an Internet Café, Food Gardens to aftercare and ECD centers allowing the youth to work at the school beyond the YES year, whilst retaining valuable resources at the schools. We are reviewing models of a “Community Schools” concept alongside the Department of Education to enhance the value and delivery of skills to both the learners as well as the parents and past pupils. With many lessons learned and new opportunities emerging we are confident that we will remain a valuable partner in re-imagining education for the future.

Youth@workK remains deeply committed to not only education but also youth development and especially youth employment. We see SMME development as a key initiative to drive this objective and will continue to participate in the “Africa Voices” dialogue Africa Voices Dialogue: Overview | LinkedIn and the Ubuntu Learning Lab where many lessons are shared, collaboration is actively fostered to restore the land and progress the continent by using the Theory U methodology.

Tracking and monitoring impact is another focus area for 2021. This is necessary for us to be able to attract different funders locally and abroad, diversify our income streams and create significant and sustained change.

We will continue to seek partnerships that complement and enhance our core offerings to the youth we place strengthen the schools and partner organisations within which we place them and provide meaningful pathways of employment beyond the 12 months YES programme. Schools need to be safe havens for all children, parents and teachers. We seek to continue to advance the model of local micro-economy development around schools that we have seen evolving over the past years of our activity and ultimately envision being able to support schools with the provision of youth led security services improved access to adequate ablutions facilities and advancement of water and environmental stewardship in township and rural communities where the schools are located. We have begun working closely with institutions that can offer support to adults and children who have encountered trauma as this is directly linked to the low levels of educational outcomes seen in South Africa. Discussions with partners are at an advanced level allowing for implementation in the first half of 2021.

Our goal and commitment is to continue to find innovative solutions for youth employment within the context of their local communities, leverage the opportunities created to deliver much needed local services as well as enhance the quality of Education.

In the words of Franklin D Roosevelt: “ We cannot always build the future for our youth, but we can build our youth for the future.”



**A business-led collaboration
with government and labour
to create one million work
opportunities for youth.**

Contact

Youth@Work Physical Address
105 Oxford Road
Saxonwold
Johannesburg
South Africa
2196

Legal
Siyafunda Tours NPC trading as Youth@work NPC
Reg: 2005/012933/08

Email: info@sayouthatwork.com
Website: www.sayouthatwork.com
Twitter: [www.twitter.com/sayouthatwork](https://twitter.com/sayouthatwork)
LinkedIn: www.linkedin.com/company/youth-work/
Facebook: www.facebook.com/youthat.work.50

