



youth
@WORK

Youth@Work Annual Report

2022-23

CONTENTS

1. **Youth@workK at a Glance**
2. **Message from the directors**
3. **Overview of 2021 and 2022**
 - 3.1 Review of our Values
 - 3.2 Strategy for Growth whilst maintaining quality
 - 3.3 Increased value add for youth
 - 3.4 Youth Stories
 - 3.5 Collaboration
 - 3.6 Media Coverage
 - 3.7 Youth in Entrepreneurship
 - 3.8 Donations and sponsorships
 - 3.9 Special Events
4. **Impact Report**
5. **Association Membership**
6. **Financial Statement**
7. **New product development**
 - 7.1 youthPROFILER
 - 7.2 Action Learning Program to identify the problem, assess assumptions and find solutions



Youth@workK



100% WOMEN LED



B-BBEE LEVEL 1



YOUTH PLACED PER YEAR
2019 - 597
2020 - 459 (COVID)
2021 - 1930
2022 - 1806



**YES TOP 5
IMPLEMENTA
PARTNER**



Jacinta Tshidzumba



Erica Kempken

MESSAGE FROM THE DIRECTORS

When we met over a cup of coffee late in 2018 we committed to being part of the change and much needed transformation towards equal work opportunities for youth employment. We wanted youth to be economically active and equipped to face the future with experience, confidence, and skill.

Although the first two years of Youth@work allowed us to develop the core activities needed to manage youth placements, the 2021 & 2022 period certainly required a lot of change and remodelling to remain aligned to funder, youth and host site requirements. Through stringent cost management, Youth@work achieved financial stability without increasing its fees." We are a learning organisation run predominantly by YES youth and are proud that we offered permanent employment to five YES youth in 2021 and an additional twelve? in 2022.

Our staff are our core asset and building a strong, caring and competent team to deliver our service is critical for sustainability. Another focus has been to

design, integrate and develop bespoke platforms to streamline and manage the very administration intense processes from recruitment to payroll.

As it takes a village to raise a child, a very wide network of people and organisations enable youth employment as a collective. Together we have reduced' through stringent cost management, Youth@work achieved financial stability without increasing its fees." the barriers to employment and expanded economic inclusion for 3736 young people in the past two years.

One of our highlights last year was to commission spoken word artist, Puno Selesho to write a poem that portrays the essence of our work. Puno captured it so beautifully. The refrain of THE VOICE echoes:

*We are our grandparents wildest dreams
We are our parents legacy
We are our children's destiny
And we are our own heroes
We are the ones we've been waiting for*

[Click here to watch the full Youth@work Poem "WE ARE" by Puno Selesho](#)

We remain deeply inspired by youth in South Africa, and take pride in showcasing their great achievements through social media and our website. It is rewarding to know that we are contributing to more young people realising their potential and creating the future they dream of. One of these hard working, dedicated and competent youth is Khutjo Moela, the first YES youth to join us as an IT assistant. Four years later he is Head of Payroll ensuring that up to 2000 youth are paid on time every month.

Our team was significantly strengthened when Yanga Nqenqa joined in April 2022

as Head of HR. Yanga is passionate about youth development, is a great motivator and role model and is equally comfortable in the offices as he is on the road speaking to large groups of youth, supervisors, host employers and partners. Nkosinathi Ndebele is dynamic and heads the IT department with skill, composure, and clarity.

He has been instrumental in creating a bespoke CRM for internal youth management and is at the forefront of new developments. Together we form the Senior Management Team.



YANGA NQEQA
HEAD OF HR & OPERATIONS



KHUTJO MOELA
PAYROLL MANAGER



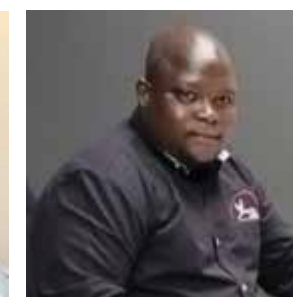
NKOSINATHI NDEBELE
HEAD OF IT



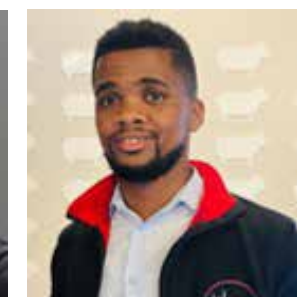
GOITSEONE LECOGO, VANECCE ABRAHAMS, EBERNEZER CHAUKE AND PRINCE CHAUKE FORM A VERY COMPETENT MIDDLE MANAGEMENT TEAM



LUCKY PITSO
GP & MP PROVINCIAL
COORDINATOR



SABELO NGCOBO
KZN PROVINCIAL
COORDINATOR



APHIWE DYANTJIE
EC PROVINCIAL
COORDINATOR



KYLE ARRIES
WC PROVINCIAL
COORDINATOR

We strive to increase youth work placements to 3500 annually and to bring a new product to the market that will allow the next generation of youth to enter employment with more certainty. You will read more about this in the NEW DEVELOPMENTS section. The design of an impact framework has allowed us to re-evaluate each activity and all outputs needed to create the necessary outcomes.

We are proud to be able to showcase our first Impact Report that shows 49% employment of alumni in the expanded definition of employment. Although significant we strive to increase this through collaboration and partnerships with employers in growth sectors. Another important activity is for us to provide weekly wellness calls and additional psychosocial support to all youth. These calls are made from an internal call centre which we established in August 2022 with YES youth trained in counselling and social work.

We wish to thank the Youth Employment Services (YES) for their continued support and our funders for their financial commitment to youth employment and trust in our service delivery 37 of our funders renewed their yearly commitment

with us, and 48 new companies selected Youth@work as their Implementation Partner. We could not scale without our many industry partners who provide meaningful work opportunities for young people to gain experience and exposure. A special thank you to all the supervisors mentoring and coaching youth daily to be not only experienced and employable, but also able to navigate their personal lives successfully.

Increasing youth employment is the reason we exist, and we strive for South Africa's youth to be equipped with the mindset and skills to take ownership and responsibility for their own futures, allowing them to live fulfilled and economically self-sustained lives - within thriving communities. This is no easy task, but certainly worthwhile.

These past two years having been nothing short of phenomenal. With strong administrative systems and processes now in place and a great team we are excited for the upcoming years of beautiful work.

In gratitude,

Erica and Jacinta



OVERVIEW

The past two years allowed Youth@work to expand, pivot and transition and allow for massive organisational growth. Jacinta holds the financial management portfolio, core relationships with funders and the Youth Employment Services (YES) and manages the entire operations processes from payroll to recruitment. Co-Director Erica heads the collaboration with partners, many of them NGOs in a variety of sectors and engages with youth, supervisors and host sites in their respective locations. Together they have built a social enterprise that is as much concerned about the impact on youth employment as it is about building a sustainable organisation that will continue to serve the youth and which will be led by youth.



UBUNTU



PROFESSIONALISM: in all we do and stand for



CARE AND NURTURING: that allows us to thrive



QUALITY AND SERVICE: for our youth , our partners and society as a whole



RECOGNITION AND RESPECT: of the autonomy of people and organisations we engage with



COMMITTMENT: to the youth, their journey both now and in the future



RECIPROCITY AND PARTNERSHIP with youth, funders, host sites and employers, committing to collective engagement for change



COLLABORATION FOR DEVELOPMENT

”

**THE YES PROGRAM
ALLOWS FOR
VERSATILITY IN
MANY WAYS SUCH
AS THE TYPE OF JOBS
YOUTH PERFORM,
THE SECTORS THEY
WORK IN, AND THE
QUALIFICATIONS
YOUTH HOLD WHEN
THEY ENTER AND
LEAVE THE YES
PROGRAM.**

2021 AND 2022 STRATEGY FOR GROWTH

In 2019 and 2020 Youth@workK onboarded and managed between 450 – 600 youth placements per year. This significantly changed in 2021 and 2022 to close to 2000 youth annually. Since inception Youth@workK have placed over 5000 youth throughout eight of the nine provinces with a staff compliment of 45. We expanded our youth employment program to a variety of sectors such as science and research, accounting, and engineering. Recruitment became very specialised and included the

services of SAyouth.mobi to be able to place unemployed matriculants to graduates with a variety of specialised qualifications. The YES program allows for versatility in many ways such as the type of jobs youth perform, the sectors they work in, and the qualifications youth hold when they enter and leave the YES program. Youth@workK's specialisation as an organisation is to manage this versatility whilst ensuring that every youth receives a quality work experience year.



YOUTH STORIES

RESEGO FREDAH NTAKAILE

FUNDER ANGLO AMERICAN
JOB TITLE IT ASSISTANT
HOST SITE TSHWARA-O-DIRE PRIMARY SCHOOL
LOCATION NORTH-WEST

I found out about YES from a friend. The experience so far has been nothing but amazing.

The YES program impact in my life is impeccable. From giving me an opportunity to wake up and go to work to giving me a platform to express how I feel through the Youth@work support team, it really means a lot for someone to check up on your well-being. In addition, the YES phone also helps me to equip myself with a lot of skills. I have not faced any challenges so far.

The YES phone has a lot of modules that one can learn from and apply in real life. I have only completed a few modules so far since I recently received the YES phone. I was taught the importance of

understanding what work is and how one can make money without having sponsors but by starting small and using the skills that one already possess. This helped me to be open-minded and also find different ways of making money.

To every young individual, I urge you to not give up on your dreams and to always remember that there is always a light at the end of the tunnel. Therefore, look after your mind, stay positive, be kind and everything will be okay.

This initiative is one of a kind and I will forever be grateful for the opportunity. I hope, dream and pray that I will find a permanent job through this experience.

Thank you once again YES!



”

look after your mind, stay positive, be kind and everything will be okay.

YOUTH STORIES

LINDIWE ALICIA MABESA

JOB TITLE: CLUB FACILITATOR

HOST SITE: BOYS AND GIRLS CLUB SA

The below youth story was published in May 2022 and in March 2023 Lindiwe was one of the guest speakers at the Graduation Ceremony celebrating her new permanent job in a law firm. She is being personally mentored by the MD of Pizza Hut Ewan Davenport seen here at the Graduation Event.

This work experience has impacted me in a good way, financially I can now buy myself clothes, my essentials and save up for my fees for next year studies as I am studying law. Familywise, I can now contribute at home by paying my little brother's

COVID made our loved ones lose their jobs, so this job has really helped me and my family to get back on our feet. My computer literacy has improved, I could only use Microsoft Word but now I can also use Microsoft Excel, all because of the YES program & YUM as

I realised I go above and beyond at work

when we had one-on-one meetings, and my supervisor commented on the dedication that I have for my work.

As much as things may get difficult and overwhelming, I would like to encourage the youth to never lose hope, to never give up, as I believe we as the youth are destined for success.

[CLICK HERE TO WATCH LINDIWE'S VIDEO](#)



”

I believe as the youth we are destined for success

YOUTH STORIES

BETHUEL SAMUEL NKABINDE

JOB TITLE NATIONAL DIPLOMA EXTRACTIVE METALLURGY
HOST SITE CSIR

WHY AM I STAYING COMMITTED TO THE YES PROGRAMME?

- To learn and get equipped with the necessary knowledge and skills, and to demonstrate my abilities at the workplace
- To gain experience
- To establish work ethics

WHAT ARE MY DAY-TODAY RESPONSIBILITIES?

- Research
- Report writing
- Literature review writing
- Technical presentations
- ECSA Presentations and registration
- Draft test plan
- Laboratory sample preparation
- Writing minutes in meetings
- Provide assistance to senior engineer's projects
- Test execution
- How to write and submit journal articles

WHAT PERSONAL GROWTH AM I UNDERGOING?

- Learning to write a proper report
- Learning to write a test plan
- Learning to overcome procrastination
- Learning to overcome laziness
- Learning to be more polite and considerate

- Becoming a more responsible persona
- Learning new things such as Raman Spectroscopy
- Developing new skills

HOW HAS THIS CHANGED MY VIEW ON MY FUTURE?

- I'm looking forward to growing my skills in research and report writing
- I had grown a desire and passion to further my studies to Ph. D levels
- I'm looking forward to applying for opportunities in Metallurgy as I am confident about my competency
- I look forward to developing as a metallurgical intern at CSIR and mastering the technical skills necessary to move to become a more challenging position
- I have a great foundation of technical skills and work ethic
- I am also great with people and am confident I would easily fit into the organisation and contribute to your strong workplace culture
- I can single investigate a problem by identifying problem statements, drafting a test plan, analysing samples at the laboratory and writing a proper report hence I am so confident about my competency as a metallurgist.





To ensure a close working relationship with all host sites, supervisors and youth, Youth@work established satellite offices in Limpopo, Kwa Zulu Natal, Eastern Cape and the Western Cape. Youth@work’s HR strategy is to onboard YES youth into administrative and operational positions and on completion offer continued employment to key youth filling specific positions. Select YES youth became provincial co-ordinators to manage the provincial offices where attendance is tracked. Host site visits and collection and reviewing of weekly attendance registers enhances the overall program and significantly increases the chances of sustained employment beyond YES. They expanded service offering from both head office as well as the provincial offices to include:

- Bi-weekly phone calls
- Psycho-social support
- Attendance registers weekly tracking
- Free access to over 4500 online learning courses
- Entrepreneurial Mindset interventions such as TechStar weekend
- Engagement with community partners
- Host Site visits
- HR and IR support, guidance and interventions
- Collaboration with key sector stakeholders
- Monthly intervention to all youth and supervisors to guide the youth journey

MONTH 1	Induction Session (mandatory to all youth and supervisors)Critical information and compulsory session relating to how, who and what – so that we are all aware of the channels of communication and the basic operations of our business
MONTH 2	HR Basics and Employee Relations - Employment GuidelinesExplaining the basic expectations relating to huma resources and guidelines of behaviour, expectations and regulations that you need to be aware
MONTH 3	Best Practice Session (1) Exciting session where your colleagues share their success stories, what is working for them and feedback from supervisors and funders, great tips and tools shared
MONTH 4	App Activation Session & YES Supervisor App ActivationCompulsory session, cell phones have been issued and this session helps set up your phone with the relevant YES apps that need to be used, study courses and expectations
MONTH 5	The Power of Resilience - Examples of people who did not quit - local heroesMotivational session showcasing important tips and tools for success, youth gain insight into what is needed for success
MONTH 6	Best Practice Session (2) Follow ups from Best Practise (1), adding further insights and success stories from your colleagues, supervisors and funders. Youth are given the opportunity to be motivated by the successes showcased
MONTH 7	The Value of a Side Hustle or Entrepreneurship Entrepreneurship highlighted by successful youth who have made a difference in their communities and their own lives, this session aims to inspire and give the youth ideas for side hustles to enable their success
MONTH 8	YES Offboarding SessionReviewing the study modules that need to be completed and the start of the wrap up of the 12 month journey
MONTH 9	Best Practice Session (3)Final session for the youth to gain knowledge, tips and tools in what it takes to be a great success in their chosen field, inspired by the accomplishments of colleagues, with contributions from supervisors and funders in ascertaining what has worked well
MONTH 9	How to market yourself and stand out in the job market Potential collaboration with Youth Capital, giving the youth critical advise and mentorship in the next steps in their career journey, helping them stand out in the crowd in the current job market
MONTH 10	Paying it forward - The YES model and others like Ubuntu making the point of sharing your successes Ubuntu includes our essential compassion and humanity, this session is about creating awareness of our advantage of being given this opportunity and sharing it forward within the youth’s own community by sharing knowledge, or even mentoring another youth
MONTH 11	Exit / Absorption Strategy SessionCompulsory session for the youth and supervisors, this session wraps up the 12 month journey, we highlight next steps, tips for CV creation, reference to LinkedIn profiles and job portals so that the youth can maximise the opportunities available to them
MONTH 12	Graduation CeremonyOur final intervention with the youth and supervisors, a graduation of the youth and their 12 month journey with Youth@Work and YES
	Think Tank Thursday Session - Every first Thursday of the month(Active YES youth & Alumni) These sessions offer speakers to mentor and showcase valuable tools and behaviours to ensure success



LISTEN TO ANY OF THE RECORDED SESSIONS



DATE	TOPIC	GUEST SPEAKER
11-Mar-21	TAKING THE LEAD: UBUNTU - A KEY PILLAR OF THE NEW ECONOMY	Manoko Ratala
01-Jul-21	DEVELOP MARKETABLE SKILLS & FLEXIBLE THINKING TO ACHIEVE SUSTAINED INCOME	Atul Padalkar
21-Jul-21	EFFECTS OF TRAUMA ON OUR BODY & MIND (YOUTH IN EDUCATION ONLY)	Drama4Life
26-Aug-21	TACKLING YOUTH UNEMPLOYMENT	Youth Capital
14-Oct-21	SUCCESS DEGLAMMED	Andile Kwakweni
21-Oct-21	SHARING IDEAS & EXPERIENCE TO INCREASE YOUTH EMPLOYMENT	Youth Capital
09-Dec-21	SKILLS TO LEARN TO ADVANCE YOUR CAREER & LEARN DIFFERENT WAYS TO STAY PRODUCTIVE	Youth Capital
03-Feb-22	SETTING GOALS	Mr ZL Kunene
03-Mar-22	SMME DEVELOPMENT SESSION	youth@WORK
10-Mar-22	MAKE THE CIRCLE BIGGER - VALUE OF SOCIAL NETWORKS	Youth Capital
07-Apr-22	THE HABIT OF PERSISTENCE IS THE HABIT OF VICTORY	youth@WORK
12-May-22	OPPORTUNITIES IN 4IR	Bilal Kathrada
02-Jun-22	DISCOVER YOUR LIMITLESS SELF	Andile Kwakweni
07-Jul-22	THE SEED OF GREATNESS	Nontsikelelo Eliphant
04-Aug-22	CREATION & PURSUIT OF YOUR DREAM CAREER IN THE TECH SPACE	Chantel Botha
01-Sep-22	EFFECTS & CONSEQUENCES OF DRUG ABUSE	Nompumelelo Mokhine
06-Oct-22	IDEATION - FROM INNOVATION TO DEVELOPMENT TO ACTUALISATION	Gary Smith
10-Nov-22	INTRODUCTION TO JOB STARTER	Nomfundo Calana
06-Feb-23	FUTURE PROOFING YOURSELF	Faith Mneni
02-Mar-23	CHAT GPT	Bilal Kathrada
06-Apr-23	MAKING A MINDSET SHIFT THAT FOSTERS GROWTH	Unathi Thango

Youth@work diversified its YES offering in the education sector to youth placements in automotive, financial and accounting sector, science and research, transport, engineering, manufacturing and agriculture. They successfully recruited youth for host sites both in urban surroundings as well as rural establishments. Their differentiation to other Implementation Partners is the fact that they manage the YES program in a number of sectors, can split cohorts for in-funder placements and/or community nationally and manage payroll in a variety of ways to meet the needs of the funder.. Their vast network of collaboration partners allows them to action extremely short onboarding times to accommodate funders BBBEE audits – all of which they have successfully passed.

Tracking and managing the youth is done through TIMU and PSiber (CRM and Human Capital Management System) and 1Stream, which is bespoke to Youth@work.

Despite fast and substantial growth Youth@work managed to maintain a very high YES score-card rating of 86% average whilst maintaining a retention rate of 92% and meeting all B-BBEE absorption targets. As one of the first and largest YES Implementation Partners, Youth@work is audited monthly in terms of administrative systems, quality work experience, absorption of youth into permanent employment, social impact and youth stories of changing lives and livelihoods. Youth@work is constantly innovating and share their strategy with other Implementation Partners through presentations delivered at the IP engagement sessions.



Overview of Performance for the Month			
Implementation Partner Scorecard			
Criteria	Score	Score Allocated	
Administrative Systems	40	39	
Quality Work Experience	20	16	
Absorption	20	16	
Social Impact	10	10	
Youth Stories	10	10	
Total score	100	91	91%



Webinar: The power unleashed by female creativity

Date: Tuesday, 30 August 2022
Time: 10:00-11:00 (SAST)



Thithi Ntete
Creative Industry
dynamo



Farai Mubaiwa
CPO
YES



Alexis Searle
Head of stakeholder
engagement & partnerships
Metropolitan GetUp



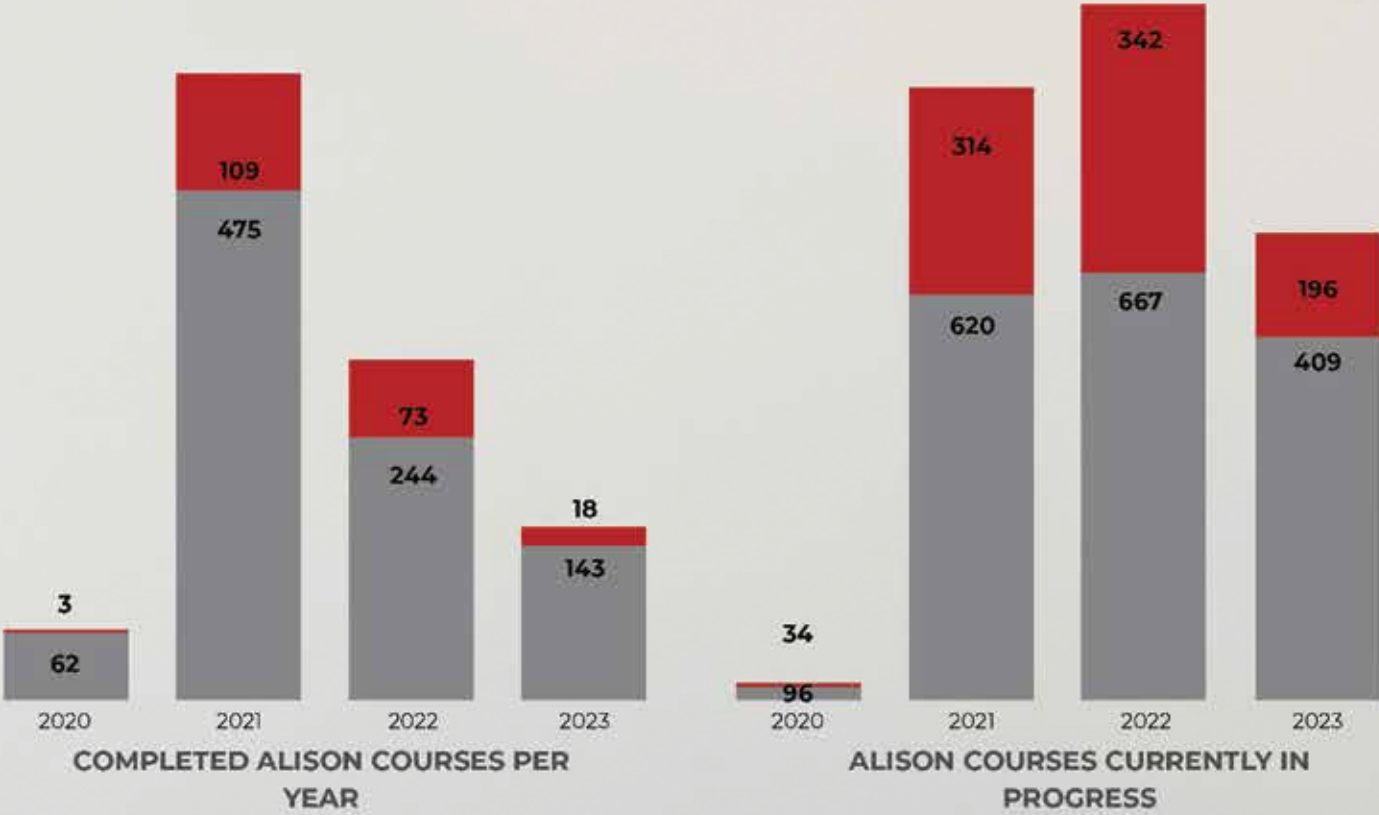
Erica Kempken
Director
Youth@Work

YOUTH@WORK PARTICIPATING IN YES WOMEN’S DAY DEBATE

VALUE ADD FOR YOUTH

Another major leaver for change is youth upskilling themselves through the two free online learning platforms. Through Youth@work website anyone has access to HP and Alison online learning portal free of charge. On HP the certificates are also zero rated, but on Alison the youth need to pay for certificates. Youth@work buys these in bulk and resells them to youth at much reduced costs. Over the last two years hundreds of youth have increased their qualifications.

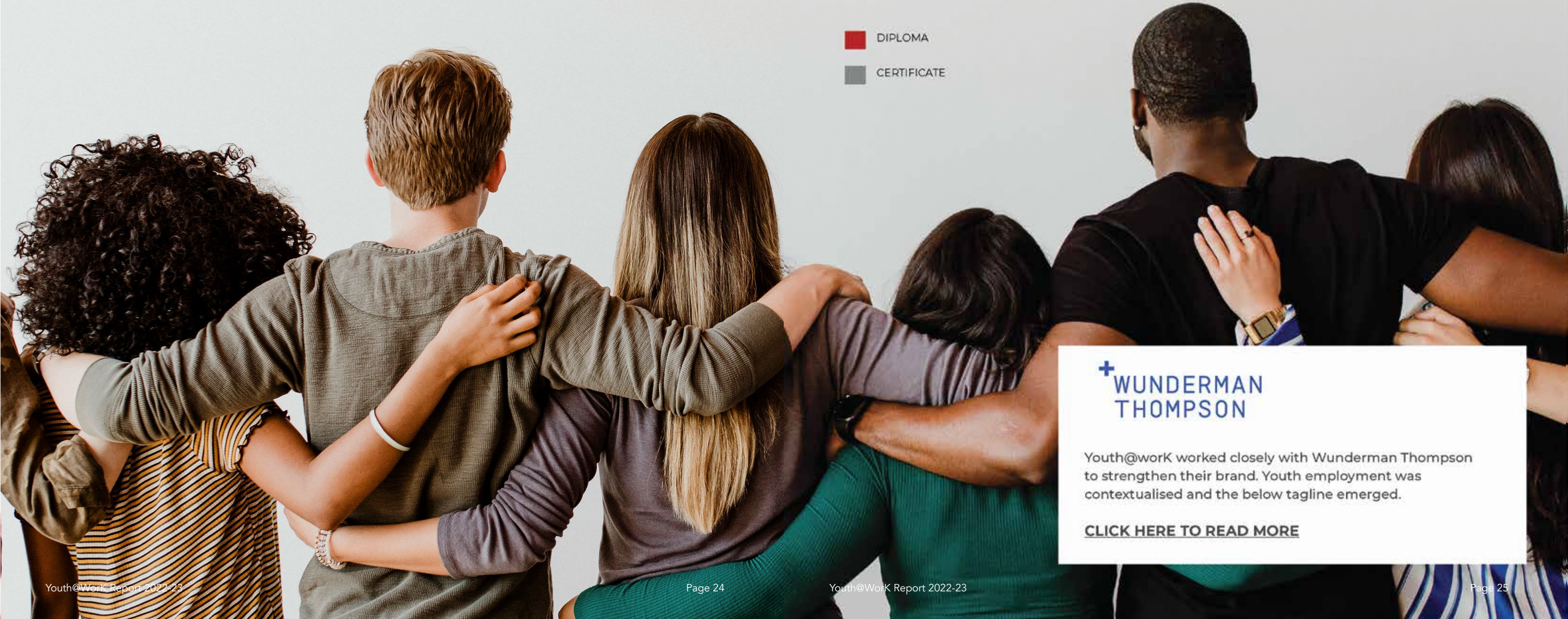
Nkhululekhu Bengu placed at Homes Car Clinic shares how the Alison modules have assisted him in advancing his career as a mechanic. [Click here to view.](#)



DIPLOMA
CERTIFICATE

Youth@workK worked closely with Wunderman Thompson to strengthen their brand. Youth employment was contextualised and the below tagline emerged.

[CLICK HERE TO READ MORE](#)



**Youth@Work has the
HUMILITY
to see things as they are, the
COURAGE
to imagine how they could
be and the
TENACITY
to make that a reality**

Values amongst the youth are very aspirational, with many stating that financial security and being successful are their biggest drivers.

They have an ambitious and open-minded attitude towards life. However, harsh realities (such as not finding work) can lead to depression and feelings of hopelessness.

Top 5 values

- Being financially secure
- Being successful
- Learning new skills
- Having a positive attitude
- Spending time with family and friends

Overall online conversations relate to high unemployment rates, especially amongst the youth, many of whom are educated but jobless.

There is however some positive sentiment toward learnerships and internships offered by NGOs/NPOs with many people making use of social media to share these opportunities and encourage those searching for work.

Top reasons for using the Internet

- Finding information
- Researching how to do things
- Education/study related
- Finding new ideas or inspiration
- Staying in touch with friends and family
- They convenience provided by tech sees the youth segment make use of this platform to conduct product and education research.





UNLOCKING OPPORTUNITIES FOR YOUTH EMPLOYMENT IN PARTNERSHIP WITH YOUTH CAPITAL

Youth@work endorsed the Action Plan presented by Youth Capital prioritising ten systematic challenges that need to be addressed to ensure that young South Africans have the skills, opportunities, and support to get their first decent job. We hosted several engagement sessions facilitated by Youth Capital to broaden the awareness of the plan, encouraging youth to mitigate the roadblocks and increase their skills through free online training programmes, consciously broaden their network of potential employers and investing money into data to be active on LinkedIn and other social media platforms.

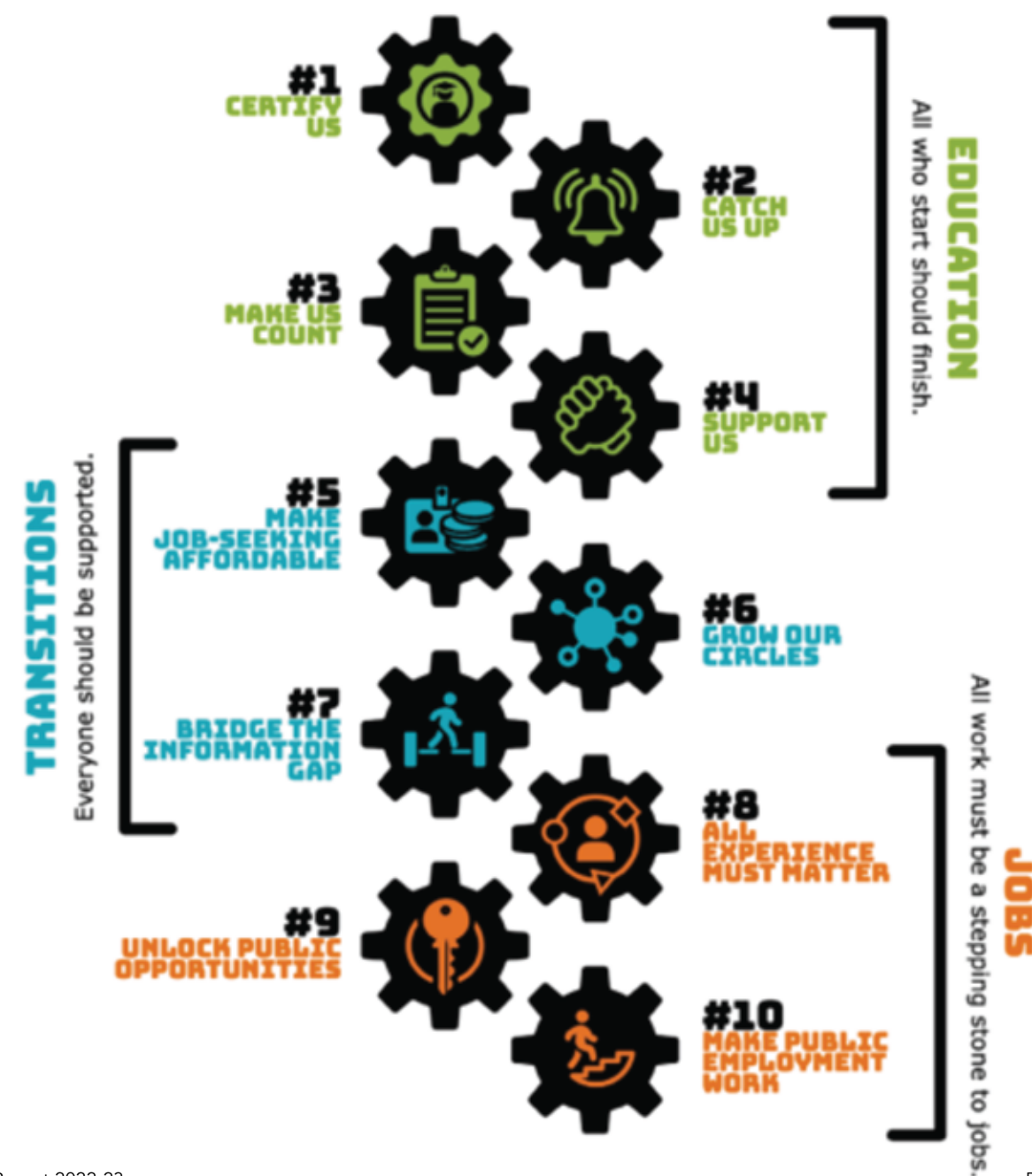
Due to our extensive experience in recruiting, training, and placing young people in schools in the role of assistants Youth Capital asked us together with other YES IP's to carry out research to understand the impact of public employment programmes that employ young people in schools through short term work opportunities. This report looks at the experience of nearly 3 000 school assistants, most of whom formed part of the over 320 000 young people who participated in the first phase of the Basic Education Employment Initiative (BEEI), to derive experiential insights for the design and implementation of these types of public employment programmes. The insights were invaluable in both the design of the research survey, and the recommendations put forward in response to the survey results.

HOW YOUTH CAPITAL AND YOUNG PEOPLE INFLUENCED THE NATIONAL YOUTH POLICY 2020-2030.

#SHIFTGEARS

1. While reviewing the policy in order to make comments on changes, Youth Capital used the Action Plan to identify the gaps in terms of the policy's solutions to roadblocks young people experience on their employment journey.

AN ACTION PLAN TO SHIFT GEARS ON YOUTH UNEMPLOYMENT.



MASTER CLASS

WEDNESDAY SEPT 8th at 19:00 CAT

The Ubuntu.Lab Alumni warmly invites you to join our next Master Class.
Listen to Youth@work's prototype journey, and share ideas as to how it can take the next steps.



Youth@work's vision, is for South Africa's youth to be equipped with the **mindset and skills** to take **ownership and responsibility** for their own futures, allowing them to **live fulfilled and economically self-sustained lives** - within thriving communities.

The question remains as how to create the **most impact, change and economic inclusion** for youth to **gain access** to opportunities, start more businesses and become empowered. Erica Kempken is excited to share her story and the journey. We look forward to further co-creating together.



We will meet using this link: <https://zoom.us/j/7553206128>

We encourage you to arrive 10 minutes earlier so that you can have enough time to test your connectivity.

RISING STRONGER TOGETHER

YOUTH IN ENTREPRENEURSHIP

In August 2021 together with Bizfarm Youth@work hosted the largest online TechStar weekend in Africa with ... participants. Due to this success this was repeated with a second online weekend hosted in December 2022. The winning team members each received an HP laptop to enable the youth to implement their idea and really start the business they envisioned.



TECHSTARS Startup Weekend Winners

Johannesburg
Youth
2-4 DECEMBER 2022 ONLINE



The Lifestyle Mag

Online Magazine
Aims to create content & advertise Local businesses to bridge the gap between Entrepreneurs and customers using social media.

Green House Calmy

Creating opportunities through the school programs to help the next generation of youth who might find themselves unemployed after high school to be more self-employed and reliant. Also to create the opportunity for mentally healthier communities not geographically but digitally.

Eketsetse Car Wash

It is a technologically advanced 5-bay coin operated wash facility available. It will include 3 self-serve bays, two touchless automatic bays, and a mobile wash.

DONATIONS AND SPONSORSHIPS

HP LAPTOP DONATIONS

Together with Symphonia for South Africa and Citizen Leadership Lap, Youth@work received a generous donation of laptops from HP. Youth@work sent these laptops to selected schools, youth run businesses and partner organisations to enhance their operations. The below tables illustrate a summary of the laptops that HP has donated and the total impact they have had on individuals in South Africa.

On behalf of all partners and youth we would like to express our sincere gratitude to HP.

	2021	2022
laptops donated	61 laptops donated	36 laptops donated
11 478 people impacted	5 816 people impacted	2 216 people impacted
Batch 1: 23 Nov 2020	Batch 2: 13 Aug 2021	Batch 3: 20 Jun 2022
Total impacted individuals		
19 510		



MTN YOUTH ENGAGEMENT SESSION – YOUTH DAY

Youth@work was invited to be part of the MTN Youth Engagement Session which took place on the 15th of June 2022. The overall objective was to empower youth, upskill them, help them keep their job and teach them how they need to behave around the work environment. They were various

guest speakers from MTN. Youth@work invited youth from BGCSA all branched, Bluespec & Eazy Parts to be part of this wonderful event.



LEADERSHIP PROGRAM

The passionate Pizza Hut Senior Management Team has demonstrated its commitment to youth employment with a focus on young woman aged between 18 – 25. The Leadership program was a combination of the YES program plus a number of other activities and events such as the Exit Strategy Session where the ladies shared their YES journey with the Pizza Hut Team and had an opportunity to discuss their dreams beyond YES and steps to reach these dreams. Pizza Hut stand for an Equal Slice for Everyone!

NEW PRODUCT DEVELOPMENT

2023 AWAITS THE LAUNCH OF THE YOUTHPROFILER

The youthPROFILER is a computer-based literacy and numeracy evaluation system, providing parents and teachers with a clear understanding of the underlying individual and group weaknesses that inform classroom teaching. It was created to help fill that gap between what parents and teachers know and what they need to know to maximise the impact of their teaching.

The unique environment of South Africa, where multilingual environments and poor teacher training, combined with problematic but improving technical infrastructure have all led to the creation of a tool that identifies needs at the pupil level as well as fulfil government requirements.

With youthPROFILER we are revolutionizing learning in South Africa by delivering innovative evidence-based monitoring and evaluation of literacy and numeracy that can be used in the home and in the classroom, thereby empowering the conscientious parent and teacher.

By creating a low-cost and easy to use tool which offers guidance and support, we are providing parents and teachers with key knowledge to improve classroom learning and help fulfil government and parent expectations without increasing their workload. This product will be going live early in 2023

youthPROFILER was born from the research conducted by Erica Kempken who compiled an Action Learning Project (ALP) as part of her studies at the Gordon Institute of Business Science (GIBS) to explore how to best support youth employment now and in the future. The below are excerpts from the ALP. This has led to the development of a new product called youthPROFILER.



EXECUTIVE SUMMARY

Youth@work's core business is to place unemployed youth into a 12-month work experience programme with the aim of transitioning into permanent, fixed-term or self-employment beyond the funding allocated to each person. Its core value proposition was to place youth into under-resourced schools to provide capacity, whilst gaining meaningful work experience and skills to improve their chances of sustainable employment. The success of this model was negatively impacted by Covid-19 due to many parents being unable to pay for school fees which could be used to fund additional teachers or assistants. The Department of Education is also not employing youth in schools beyond the mass short term employment programmes rolled out by the Presidency as a response to Covid.

The schools are however facing increased challenges and the need for additional support young people offer to teachers and learners has increased. The problem Youth@work is trying to solve through this Action Learning Project [ALP] is how to generate income to continue funding youth in schools beyond the short-term programmes. They are exploring whether parents and teachers will pay for a youth led, technology driven diagnostic assessment service which could assist to increase literacy and numeracy skills in foundation phase learners. The theoretical literature focuses on gaining insight into the current state of literacy levels pre and post Covid, the response and effectiveness of the mass scale youth employment programmes in schools and the reasons for annual national benchmarking tests. The practical research explored whether parents and teachers in Gauteng and Limpopo are willing and able to pay for a youth led technology driven diagnostic assessment service.

Theoretical research reveals that 78% of Grade 4 learners cannot read for meaning and South Africa has the 2nd lowest literacy levels in the world. President Cyril Ramaphosa announced "reading for meaning" as a key priority for government as the evidence reveals that children who cannot read by the age of 10 are more likely to lead a life of poverty [Spaull & Jansen].

Further research confirmed the need for youth placements in schools with some Education Districts attributing increased marks of learners to the engagement of the youth. It also indicated that teachers felt supported, but recommendations suggest that youth need to be trained to add more value and the duration of the placement should be extended from 4 months to 12-months as currently is the case on the Youth Employment Services [YES] programme.

Despite a relatively high early adoption rate evident from the practical surveys conducted in Gauteng and Limpopo, 47% of parents and 33% of teachers indicated that they would support a youth led assessment service. This method of sales is however slow, complicated, and difficult to oversee and implement. Another approach is to provide this service to parents through a digital online diagnostic assessment platform and by working in partnership with the Presidency and regional Education Departments. Although the online platform does not increase youth employment it would generate funds for Youth@work to cross-subsidise the youth salaries in marginalised schools. Further revenue streams such as branding opportunities are being explored to create income that can be used to fund

There were many learnings from working through the ALP process such as conducting the research, applying, and then integrating the learnings for new approaches to be developed that have the potential to create meaningful impact at scale for both youth employment in schools.

This project provides a compelling argument for youth to be employed in schools through funded programmes and to remain employed in schools beyond the initial funding. This would be strengthening youth employment as well as provide much needed capacity to increase literacy and numeracy skills of learners. "Reading for meaning" at the age of 10 is essential for children to break the poverty cycle. Youth@work has developed three interventions that if successful – will provide the necessary funding for youth placements in schools beyond the initial short term youth employment programmes.

BACKGROUND

Youth@work was established in 2019 for youth to find meaningful, sustainable employment in education whilst providing much needed capacity in administration, IT, sport, and psychosocial support in local schools. Since the onset of the Covid-19 pandemic schools and NGO's working in schools are less able to permanently employ youth beyond the 12-month work experience programme. Further employment is a key outcome Youth@work needs to achieve for repeat funding to occur. It is also desirable for youth who are familiar with the working environment and the teachers to continue their work to expand the value they offer to the school. Youth can create positive role-modelling to the learners and offer much needed peer support. There is greater merit in familiarity versus starting again and again with fresh intakes.

PROBLEM STATEMENT

The problem Youth@work is trying to solve is for youth to remain meaningfully employed within schools beyond the current 12-month programme funding, to contribute significantly towards youth employment.

Currently the Department of Education cannot employ youth who have completed the YES programme. For youth to remain employed in the schools, Youth@work needs to find an alternative income stream to finance youth employment in schools. We are researching whether parents and teachers see value in a diagnostic assessment service and whether they would be willing and able to pay for this service which assists in closing the reading and numeracy skills gaps.

The intention is for Youth@work to find out if parents or schools will pay for this specific service which could allow Youth@work to secure funding for the youth salaries beyond the YES funding.

INTEGRATION

Youth@workK applied the learnings and findings of the theoretical and practical research to define exactly what it wanted to measure; this being increased youth employment within the education sector. It defined which activities to manage to achieve the desired outcomes by using methodology presented and discussed in the measuring impact lecture. The outcome of this activity is a clearly defined impact framework measuring both primary and secondary impact.

Over the past few months, Youth@workK has redefined its organisational goals by using the design thinking canvas and goal setting tools. Youth@workK explored a variety of approaches for the assessment tool and service to access the market. The branding and marketing lecture offered information that has been adapted to our service. Although a lot more research and engagement is needed to maximise this opportunity, we are aware of its potential and will follow up.

The lecture on B-BBEE (Broad-Based Black Economic Empowerment) emphasized the opportunity to present a value proposition to companies that used CSI spend to create impact and change in sectors aligned to the organisations values. Education is often mentioned, and our service can offer wide ranging impact which could be tracked and linked to their SDG goals.

A key outcome of the ALP was for Youth@workK to review and diversify its income streams to be able to fund youth salaries in education beyond the initial short-term programmes. Through the ALP process it has changed its thinking from being grant or program funded to creating new B2B income that has the potential for high income generation. This is a complete change from its very specific focus on people and community development.

The newly identified services have significant ability to scale and could therefore be attractive to substantial retail and financial service channels. It has high potential for licensing and branding rights and can be bundled into financial services.

The ALP program has given Youth@workK knowledge, increased its network and allowed it to showcase and present itself with confidence to a far greater audience. The investor pitch exercise further honed the skills of providing short, targeted information to new possible investors.

Youth@workK utilised the pitch methodology to pitch the inclusion of technology driven, youth implemented diagnostic assessments to the Presidency and has been invited to a further round of discussions.

A lot of time was spent reviewing how best to manage its rapidly increasing staff complement to manage not only the youth placements but also the partners for the diagnostic assessment service and tech development team. It utilised the information presented on staff performance management and how best to maintain a motivated and engaged workforce which has the resilience to scale, diversify and manage change.

Youth@workK has been placing youth into schools since inception, but only now has it reviewed and developed measurement tools to track first and secondary impact of its work. For example, how youth placements and specifically the assessment service has the possibility of creating change in teachers. This topic has not been discussed in this project, but teachers are ultimately critically important in this specific intervention in education as almost all children learn to read and do maths from teachers in school.



This project in any form of intervention could impact the skills levels of teachers in future if the youth selected for the service are interested in becoming teachers or currently studying teaching.

If Youth@workK trains these youth on gap analyses and places them into schools to run this service, they will gain valuable knowledge and skills of foundational literacy before they qualify.

Positively impacting teacher training will create a major change for the education sector and support improved literacy and numeracy levels in the coming years. Once children do well at school, they are more motivated to complete school. For our economy to grow more children need to complete school and choose maths and science as a core subjects. This might sound over ambitious, but Youth@workK has reason to believe that this one intervention does have the possibility for large scale impact on youth employment now and in the future!



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