

YoungPeople@Work

Reg. nr: 2012/210099/08 NPC



We live to work – We don't work to live!

ANNUAL REPORT

Period: 1 March 2020 – 28 February 2021

Submitted to the Board of Directors



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Introduction

This is our annual report from 1 March 2020 – 28 February 2021 which will cover the following:

- Our programmatic interventions
- Achievement of targets
- Challenges experienced
- The impact of our programmes on beneficiaries
- Feedback from beneficiaries
- Opportunities during a time of disruption
- Marketing and networking
- Funding and finance
- Food relief intervention and school gardening project
- Youth Business Network
- Staff development
- Conclusion and photos of organisational activities

As is commonly known now, the entire world was engulfed by the Corona virus in 2020. South Africa was no exception. We went into a hard lockdown to contain Covid-19 from 27 March 2020 until 17 August 2020. During this time our entire planning for programme implementation during 2020 was totally disrupted and we were forced to design and host online training via WhatsApp. It took at least 4 weeks since the hard lockdown was declared to reorganise ourselves and redesign our programmes to be hosted online. We developed PowerPoint slides accompanied with WhatsApp voice notes to deliver our computer and life skills programmes. What initially started as huge challenge turned into a major opportunity. Our achievements must be viewed in this context.

1. Programmatic achievements:

(a) CV Outreach Campaign

Our first intervention which started in May 2020 was to launch a CV Outreach Campaign. This involves unemployed youth requesting a CV template from us and completing it with the relevant information. We will then complete the CV in a professional format and return it. The campaign was briefly suspended in August to deal with the demand and resumed in September 2020 until 29 January 2021.

(b) Online job search training/Free computer training / Ms Windows and Preventative Computer Maintenance

This training is aimed to empower participants to use a computer, teach them word processing to design and update their own CVs and use email and Internet facilities to search for employment and training opportunities online. From September 2020 this training happened only online. Since 2 February 2021 we started in-person training in partnership with members of the Food Relief Alliance of South Africa (FRASA) who offered free physical space to host training in their communities.

(c) 6 week intensive computer course

As reported before, this course covers Intro to computers, and the MS Office package including MS Word, Excel, PowerPoint and Access, Internet and email over 4 days per week, 2 hours per session over 6 weeks. We increased the fee from R1100 to R1200. Employed people are trained on a Saturday and charged R1400. Due to Covid-19 and the need for social distancing, this course could only take place when the level 5 lockdown was relaxed to level 3. We were then allowed to host this course under strict health protocols. We had to slash our number of participants from maximum 10 to 5 per class.

(d) Life skills training

This training was only offered online via WhatsApp due to Covid-19 restrictions. 5 workshops were prepared and offered on a weekly basis since June 2020. We covered professional job seeking skills, effective customer relations, effective money management, personal development and leadership and basic office admin skills.

(e) Community Open Days

This is a rapid response to address the need for more information about our services. Youth are informed about our various projects and how they can benefit immediately. Once again due to Covid-19 we were not able to host this programme during the lockdown. We hosted one session in partnership with I-College on 5 December 2020 to register unemployed youth for an accredited academic courses in 2021 when the lockdown level was reduced to level 1.

(f) Rural Outreach

This programme had to be abandoned due to Covid-19 restrictions. We only visited 3 rural areas when the lockdown level was reduced to touch base with partners.

(g) Master Train the Trainer

Since September 2020 when the lockdown levels were relaxed, we hosted 4 Master TTT courses, i.e. in September, October, November 2020 and February 2021. The training was followed by job shadowing of YP@W computer facilitators to combine theory with practice.

(h) Practical office administration

This a 3 day course over 2 hours per session or 2 Saturdays over 3 hours per session. This course resumed in September 2020 under strict Covid-19 protocols after a break between April – August 2020.

(i) Referrals, job placements, job shadowing and tracking

This department of our work was seriously disrupted due to Covid-19 restrictions, especially the closure of businesses during the hard lockdown between 27 March and 17 August 2020. With businesses closed we could not refer and place. We decided to focus

more on online referrals of opportunities. We also increased our online exposure for youth based businesses and started a separate Facebook page called YP@W Youth Business Network to provide permanent exposure to youth based businesses. In December 2020 we partnered with I-College to refer unemployed youth for accredited academic courses in February 2021 with bursaries worth R42 000.

2. Targets achieved

Programme / Activity	Planned target	Target achieved
CV Outreach Campaign	500	734 (done electronically only)
Online job search computer training	1000	1012 (online) 44 – in person training
6 week intensive computer training	120	10 (in person training)
Life skills training (include: job seeking skills, customer relations, money management, personal development, basic office skills)	1200	7624 (online training via WhatsApp only)
Community Open Days	150	19 (in person)
Rural Outreach	45	0
Master Train the Trainer	40	45 (in person)
Practical office admin	80	52 (in person)
Job shadowing	50	34

Referral opportunity/placement	Planned target	Target achieved
Facebook referrals to SEDA, YP@W, driving classes, matric classes, ECD training, etc.	100	166
Facebook business promotion and advertising (Market Mondays)	100	109
Department of Employment and Labour/Adcorp Blu, Shoprite, Pep Stores	30	20
Free electronic copy of an entrepreneurship manual worth R150 per copy	30	102
I-College registrations	30	65

3. Challenges experienced and our interventions

- All the above programmes were negatively affected by Covid-19. In person training was not allowed forcing us to go online.
- One of our major challenges was the increase in data usage for our trainers and admin staff. We managed to access more data for staff members who were forced to work from home.
- Our target group was also challenged to access all the online presentations due to data limitations. Fortunately our presentations can be accessed whenever data is available at a later stage. They can be revised as often as is necessary to deepen understanding and be shared with friends and family.
- Due to the deterioration of the economy with increased unemployment due to business closures, our ability to place and refer candidates was seriously constrained. We decided to use our Facebook page with 53 900 followers to assist youth owned businesses with marketing exposure as well as make referrals to further training and educational opportunities.

4. How did our achievements change the living conditions of the beneficiaries?

- Our move towards online training made our programmes more accessible unemployed youth beyond our operational area. We registered participants from all over the country.
- Online training could be accessed in the comfort of the homes of participants eliminating the need for travelling and making it more safer.
- Participants referred to I-College for accredited academic courses accessed bursaries worth R42 000.
- They access decent jobs enabling them to become economically independent.
- Being economically independent means they are less vulnerable to abusive relationships.
- Their dependants (average 4) also benefit from their income.
- Joining our programmes make our beneficiaries part of our follow up and after care system where strategic information is regularly shared via Facebook (53 800 followers in Feb 2021) and our WhatsApp groups (over 12 000 followers).
- By reaching out to beneficiaries in their own communities we save them transport costs as well safety due to high levels of crime and gangsterism.
- We launched an online Youth Business Network to provide more exposure to youth businesses active on our Facebook page. An in-person workshop attended by 40 entrepreneurs already took place on 6 March 2021 with a follow up workshop planned for 8 May 2021. This workshop is already booked out.

5. Feedback from participants:

Online office admin course: "Thank you to Shirley and Chante the admin class went really well especially the way you guys explain everything. You make it seem really easy to get through the training. I would definitely recommend this to people who would want to do admin in the future I can't wait to finish the training and I am learning so much you guys are really awesome! Once again thank you Quade, Chestlyn, Victoria, Shirley, Chante and last but not least, thank you to Frank Julie for making this happen. We appreciate you guys." (**Fatima Williams**)

Online computer course: "I want to thank Quade, Victoria and Chestlyn for giving up their time to help us. The courses are awesome, informative and I have learned a lot in the two weeks. I can't wait to start a new course to improve my skills. Thank you to everyone at YoungPeople@Work for your dedication." (**Ingrid Snyman**)

About effective money management: "Yoh I really don't know where to start but to say it was informative and I have learned a lot especially on money problems and personal problems, the difference of the two and to budget on paper not in the head. That is what I was doing. I also learned what is a good debt and a bad debt and oh I can go on oh and the part of the principles of budgeting wow...thank you so much it has changed me on how to spend, save and make more money. Lastly the poem was great I'm really out of words. Now I'm just waiting for my updated CV. May the Lord above keep people like you YoungPeople@Work. I love you all." (**Elizabeth Phama**)

CV Outreach Campaign: "Thank you for all your help with my CV. I do appreciate your efforts and I believe I will be successful this time when I apply for vacancies. I had a look and I am impressed about the lay out of the CV and it is short. That's very good compared to my previous CV. Thank you again for all your help." (**Percival Pretorius**)

6. Opportunities in a time of disruption

- Our online training created a massive increase in our participant base. We plan to keep this training even after Covid-19 has ended. It has also opened up a new income stream since participants are paying for PDF certificates.
- We incubated the Food Relief Alliance of South Africa (FRASA) due to our involvement in food relief interventions in our local communities.
- FRASA members in their respective communities have availed training space to us to continue with our free computer training and assisting unemployed with their CVs. Training has already been conducted in areas such as Hanover Park and Kraaifontein, Belhar and Bishop Lavis with more training to be rolled out in areas such as Uitsig, Manenberg, Delft, Wesbank, Khayelitsha, etc.
- A potential donor in The Netherlands (Wilde Ganzen) have expressed interest in our Master Train the Trainer Course and will be funding it for 2021.
- Funding has finally been confirmed by the Department of Social Development for another 3 years after an external evaluation.
- We have set in motion a process to accredit our computer course. This has been delayed due to Covid-19.
- We hosted a combined celebration on 27 November 2021 with the launch of FRASA of our annual achievements.
- We partnered with the Department of Employment and Labour to upload CVs of unemployed youth onto their database for future employment purposes and referrals.
- ITEC printing company donated two large printers with ink and paper. This will be replenished for free. The toner capacity is 75 000 sheets. Our 20 FRASA Food Fund members also benefited from this donation. The combined monetary value is about R200 000. Toner will be replenished permanently.

7. Marketing

During this period our main marketing tool was via Facebook. We reached over 50 000 followers (currently 54 000). This proved to be a major strength with the recruitment of participants for our various programmes. Articles were also featured in various newspapers such as Tygerburger, Athlone News, The Daily Voice and City Vision. Radio 786 and Radio KC requested interviews. Self-printed pamphlets were distributed in various communities. We also produced seven special Covid-19 edition newsletters.

8. Networking

We networked with the following organisations:

Organisation	Value added
Department of Employment and Labour	Capturing and uploading participants CVs
Food Relief Alliance of SA (FRASA)	Avail training space, marketing of programmes and referrals
Master Fundraising Network	Members refer participants
I-College	Offer free academic accredited courses
ITEC printing company	Donation of printers and laserjet toner
CHOC and Rainbow of Hope	Donation of office furniture
Harambee Youth Accelerator	Referrals for employment
Seven Plus	Referrals for matric classes
Ladies Own	Referrals for driving lessons
Hair Aid Academy	Referrals for hairdressing courses
Adcorp Blu	Referrals for entry level jobs

Funding and finance

The following donors invested in our organisation this year:

Donor	Focus	Amount
Kerk in Actie	Unrestricted funding	365 222.20
King Baudouin Foundation	Unrestricted funding	173 737.20
Forza Foundation	Unrestricted funding	170 000
Department of Social Development	Programme funding	157 560
Total amount		866 519.40

Own income generation

Computer training	31 261.25
Online job search training fees (only pdf certificates)	21 783.23
Sales of life skills manuals/workshop certificates	See under online job search training
Typing and printing of CVs/computer certificates	0
Fundraising events	0
Staff and board fees	620
Individual donations (Directors Fund)	23 802.85
Placement fees from partners	0
Interest earned	27 923.97
Windows training	Included under online job search training
Office admin training	6350
Master Train the Trainer	15 950
Facebook advertising	0
Sale of T-shirts and branded cups	0
Total amount	127 691.30

Total income: 994 210.70

Please note:

1. Our own income took a major knock due to the restrictions on in-person training. We were forced to reduce the numbers attending our computer training sessions to observe Covid-19 regulations.
2. Since most of our training went online the income was grouped under “online job search training”. This included certificates issued in PDF format.
3. Two new income streams were developed namely, practical office admin training and Master Train the Trainer. During the months when in-person training was allowed, both courses were fairly popular with participants with an unexpected demand.
4. Due to the effects of Covid-19 on many businesses, we decided not to charge for Facebook marketing on our Facebook page with a following of 53 900.
5. Staff and board fees were lower since the contribution by the director goes straight into the director’s fund.

9. Food relief intervention

With the start of the lockdown on 27 March 2020 we launched a food relief intervention strategy based on a 4 phased approach premised on supporting existing food relief structures on the ground.

Phase 1: Mobilising of financial support to access food resources.

Phase 2: Building strategic partnerships to increase the access to food resources.

Phase 3: Building the internal capacity of food relief projects to become compliant and sustainable.

Phase 4: Building an alliance of food relief projects as a permanent structure to address mass hunger.

Phase 1: Mobilising of financial support to access food resources.

Since April 2020 the following donors provided financial support distributed to 52 projects in 42 communities. Since July 2020 we reduced the number of beneficiaries to 20 and started a Food Fund in collaboration with Lemosia based in Delft, delivering food donations on a bi-weekly basis to selected beneficiaries. A monthly report is prepared by Lemosia with relevant stats of food distribution. An average of 20 000-30 000 meals are distributed on a monthly basis.

Donor	Focus	Amount
Community Chest	Capacity building	20 000
SPZA	Food relief and capacity building	75 000
Balwin Foundation	Food relief	10 000
Board and staff of YP@W	Food relief	20 000
Kerk in Actie	Food Relief and capacity building	166 978.10
King Baudouin Foundation	Food relief, capacity building and admin	328 713.53
Forza Foundation	Food relief and capacity building	50 000
Friends from Utrecht	Food relief and capacity building	35 574.77
Total amount		706 266.40

Phase 2: Building strategic partnerships to increase access to food resources.

A number of food relief agencies were accessed during this period by our beneficiaries on the ground. They include:

Food relief partner	Nature of food relief support
Agri-SA	Once off 500 boxes of vegetables and other food stuffs
Food Flow	Food donations
Food for Life	Food donations
Ladles of Love	Food donations
Souper Troopers	Food donations
Alcardo Andrews Foundation	Food donations
Rise Against Hunger	Food donations
Food Forward SA	Food donations
Circle of Compassion	Financial donations to purchase food
Shoprite	Soup and bread
Lunchbox Fund	Food donations

In addition to the above, members are also engaged in continuous intra-organisational sharing. See our special Covid-19 newsletters for details. The Mayor's office in Cape Town has recently responded favourably to our request for material support with a site visit to our office.

Phase 3: Building the internal capacity of food relief projects to become compliant and sustainable.

A programme of capacity building was launched from September which involved the following:

Activity	Facilitator/s
Train the Trainer Course	Frank Julie
Job shadowing in organisational management	Frank Julie, Shirley De Jongh
PFF Donor Forum and Mini Conference + 7 workshops (From Aug, Sept, Oct, Nov, Dec, Feb) on various NPO related topics such as a proposal writing, marketing, networking, etc.	Frank Julie, Lorenzo Davids, Prof Eric Atmore, Freda Camphor, Moefedah Salie-Kagee, Jayson Magooda, Abdul Ryklief, Titania Fernandez, Deborah Dreyer, Asavela Peko, Marlene Jameson
Coaching session on completing a Department of Social Development funding application Coaching session on completing an Embassy of Japan funding application and a food gardening demonstration by Sprightly Seed	Frank Julie Sher'Neil Savel Jade Orgill
Site visits to Vegkop Farm, Where Rainbows Meet and DSD NPO Helpdesk Site visits to members of FRASA to monitor action plans being implemented.	Nazeem Sunday, Mymoena Scholtz Nomzi Bukani, Frank Julie
Donation of books on NPO leadership, management and professional fundraising	Frank Julie
8 online fundraising lectures via WhatsApp	Frank Julie
35 Wonderbags (5 donated) for FRASA members to reduce gas and electricity usage.	Mondeka Mabibini
22 printers donated to FRASA members + toner cartridge	ITEC Printing Company
Free gas delivery for all FRASA members and monthly gas donations for 6 FRASA members	Yaseen Johaar (gas delivery) Gas donations (various donors)

Please note: Members are also constantly engaged in their sharing of capacity through own site visits to each other's projects. Assistance is provided with referrals to food resources, legal compliance, sharing of implements, etc.

Phase 4: Building an alliance of food relief projects as a permanent structure to address mass hunger.

The Food Relief Alliance of South Africa (FRASA) was launched on 27 November 2020 uniting 22 food relief projects. Membership at R300 per annum was opened to other food relief projects. At 28 Feb 2021 we recorded 64 members. The aim of FRASA is to avoid duplication and competition for scarce resources. FRASA also increases the leverage of food relief projects to access resources. New membership was suspended until 1 July 2021 due to the rapid increase and our ability to service members.

10. School food gardening project

In line with our focus of facilitating a sustainable food relief intervention, we launched a partnership with various schools with access to large tracts of vacant land, to launch food gardens. 5 schools have already agreed with 3 other schools in the process of considering our proposal. FRASA members have been encouraged to approach local schools to partner with us.

11. Youth Business Network

With the decimation of many businesses during the hard lockdown and 2.2 million people added to the unemployment statistics, job placement and referrals have become challenging. We decided to shift focus slightly to assist youth already in business but struggling to grow and sustain it. An entrepreneurship manual was developed and shared with youth businesses and our director mentored a small business, Brown Girl Creations (BGK) for 10 months with very good results (see our special Covid-19 newsletters: <http://youngpeopleatwork.weebly.com/quarterly-newsletters.html>). A business workshop was recently hosted with 40 participants in partnership with BGK with a follow up one planned for May 2021 in partnership with the Department of Employment and Labour. We hope to use these businesses as sites for placement of graduates from YP@W.

12. Staff development

The following staff development activities were engaged in:

Activity	Staff involved	Facilitator
Training in networking, fundraising, money management, mentoring and coaching and customer relations	All staff	Frank Julie
Driving lessons	Chante Rass, Shirley De Jongh, Victoria Petersen, Chestlyn Draghoender (members have since acquired their learners licences and applied for dates to pass out)	Quade Swartbooi
Staff management readings and discussions on Fridays (3)	All staff	Frank Julie
Mentoring and coaching	Chante Rass (mentored by Shirley De Jongh) in office admin, Excel training for trainers Shirley De Jongh mentored in work plan management TTT coaching of computer facilitators	Shirley De Jongh Frank Julie Victoria Petersen
Site visit to Khathalelana Feeding Scheme and Where Rainbows Meet	All staff	Frank Julie Shirley De Jongh
Coaching for online programme design	Quade Swartbooi Chante Rass Chestlyn Draghoender	Victoria Petersen Shirley De Jongh
Staff evaluation (July and December)	All staff	Frank Julie
Staff teambuilding at Spice Route	All staff	Shirley De Jongh

13. Conclusion

The Covid-19 pandemic was totally unforeseen and caused havoc in many communities. All plans for 2020 had to be abandoned and reviewed by many organisations. Everything became uncertain as we had to negotiate our way through the crisis. Many organisations did not survive the ensuing disruption and were forced to close down or cut their operations. YP@W was an exception. We emerged from this crisis (which is far from over) much stronger! This is thanks to our reliable donor partners and committed staff and board.

A huge thanks to all of you for carrying YP@W during this difficult time. Our impact with empowerment of our beneficiaries during this time is immeasurable!

**Thank you,
Frank Julie**

Photos of organisational activity



From left to right: Chante Rass, office administrator, working from home busy designing her online slides and voice notes during the hard lockdown; Chante Rass busy with practical office admin training; Our mid-year programme assessment in progress.



From left to right: Our first Open Day in partnership with I-College to register unemployed youth for bursaries; A group of unemployed youth from Valhalla Park community invited by a FRASA member, Chanel Bergman (3rd from right) to attend the Open Day with I-College; We meet with representatives from I-College to plan the Open Day.



From left to right: Our external evaluation meeting in September with Mtutuzeli Sitinga from government Department of Social Development, 2nd from left; Shirley De Jongh, our operations manager, facilitating a MS Excel session in November; The final Master TTT workshop hosted in February 2021.



From left to right: Our first in-person training in partnership with a FRASA leader based in Hanover Park; ITEC printing company donated two of these printers to us and for 20 FRASA members including ink and paper; Our first 6 week intensive computer course which started in January 2021 under strict Covid-19 health protocols.



From left to right: Food distribution by FRASA members, FRASA members discussing their action plans, FRASA members during the PFF Donor Forum and Mini-Conference in November 2020



From left to right: Agri-SA food donation, Site visit to Vegkop Horticulture Farm, Food garden by FRASA member in Scottsdene