

YoungPeople@Work

Reg. nr: 2012/210099/08 NPC



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

ANNUAL REPORT - 2021

Period: 1 March 2021 – 28 February 2022

Attention: Board of Directors



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Introduction

This is our annual report from 1 March 2021 – 28 February 2022. This report will cover the following:

- Our achievements
- Who has benefited from our programmes
- Challenges experienced
- The impact of our programmes
- Feedback from beneficiaries
- New partnerships, innovations and support
- Marketing
- Staff development
- Funding and finance
- Conclusion
- Photos of programme activity

Programmatic achievements:

Based on our annual plan, we implemented the following programmes:

Programme	Content and duration	Nr of participants
Online job search/Ms Windows (via WhatsApp)	Intro to computers/Ms Windows, 3 days	3439
Online job search/Ms Windows (in-person)	Intro to computers, updating CVs, 3 days training	996
Intensive computer course	6 weeks covering Ms Office	66
Life skills course (via WhatsApp)	Office admin, money management, customer relations, personal dev, job seeking skills – 5 days	14121
Job shadowing	2 days covering trainer techniques, org management	60
Practical office admin training	Office management over 3 days training	63
Practical organisational training	Organisational management over 2 days	18
Master Train the Trainer course	Facilitation skills, theories of adult learning – 3 days	71
Youth Business Network	Business related topics – 1 day	112
Youth Open Day	Replaced with Youth Leaders Lunch – 1 day	19

CV's completed	543
Email accounts opened	100

Job placement, referrals and tracking

Due to lockdown regulations most of our partners were closed which impeded our ability to refer and place. Hence we decided to focus on online referrals using our Facebook page with 65 400 followers. The following referrals were recorded during this period:

Referral opportunity/placement	Nr.
Facebook business promotion and advertising	66
Department of Labour support with unemployment insurance fund and Temporary Employment Relief Scheme referrals	34
Partner referrals via in-person training	808

Partner referrals breakdown:

Harambee -113	Nasfas - 37	George Driving School – 26	Dept of Labour - 115 (CVs)	Dream Worker - 106
I College - 49 Keep Healing Massage Service – 2	Ladies Own Driving School - 110	Mfesani -11	Dino Truck Service – 2	NASFAS – 37 (bursaries for tertiary education) Kolping – SA recently reopened after being closed – referrals to start again soon.
Seven+ -55 (assistance to complete matric)	Wayne Driving School - 12	Reach Make it Welding and Plumbing Academy 23	Hair Aid Academy -82	Freedom SA -30 (to remove criminal records)

- **Our beneficiaries**

Our main beneficiaries have been unemployed young black women and men aged 18-35 with women constituting about 90%. Most have completed matric but lack post school education and has no or very little working experience. They come from economically deprived communities (or townships) on the Cape Flats. About 40% of beneficiaries failed to complete high school and make use of our referrals for bursaries for further studies.

- **Our challenges**

We experienced no major challenge during this period. Our data challenge was resolved last year with the acquisition of a new uncapped data contract. This has allowed us to Zoom and use MS Teams more often with partners. It also allows us now to share some of our programmes online much more cheaply and accessible to beneficiaries.

Our fulltime staff member who went on maternity leave last year also returned to the office in January 2022. Due to the huge increase in online traffic with our training via WhatsApp, we decided to employ an assistant administrator on a part-time basis. She is responsible mainly for social media management and responding to bookings for online courses.

A challenge we have is the increased costs of our transport due to the fluctuation of our currency. It has become a major cost factor with our outreach work in various communities since public transport is in shambles and we are forced to use Uber transport as an alternative. Despite a huge interest displayed on our Facebook page for evening computer classes for employed people and as a new income stream, we had to cancel due to a lack public transport for prospective students.

The impact we made on our beneficiaries:

- 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.
- Access to bursaries for further training and studies allow entry to higher education institutions.
- Joining our programmes make our beneficiaries part of our follow up and after care system where strategic information is regularly shared via Facebook (65 400 followers) and our WhatsApp groups (over 11 000 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.
- Since most of the programmes are free most youth can benefit and have access, hence the increase in our intake over the last 3 years.
- Access to training at the libraries provide youth with professional CVs and email accounts as well as access to free Wifi to pursue their search for employment online free of charge.
- With the launch of our Youth Business Network, our beneficiaries are exposed to expert business advice and assistance to develop sustainable businesses.

- **Feedback from beneficiaries**

The reaction has been extremely positive. We receive regular feedback from previous participants on the positive impact of the courses they attended.

Giovanni Martin wrote:

"I am currently working in Facility and Events Management. I am working as a Senior Site Supervisor for Take Note SA at the City of Cape Town's Safe Space. I have a part time job where I am a COVID-19 Compliance Officer at Siyamed. I am also a Senior Officer at Disaster Risk Management Volunteer Corps and received my 5 year service award this January 2022."

Mandilakhe Songelwa wrote:

“My name is Mandilakhe Songelwa. My journey with YoungPeople@Work started in 2012 when i attended one of their workshops which was held in Lwande near Strand. At that time i was working as a Pre School teacher and i was not happy because i always felt like i want to do something that involves working with the community. After the workshop i followed up with YPW as to how can I be part of what they were doing, In 2013 I started as a volunteer.

Though there was no income but I did not mind because i was enjoying what i was doing and what was really great for me was the opportunities i was exposed to, the learning and I found myself doing things that i only thought I would never do like: Job shadowing at Radio 786 and attending courses at RLabs. I attended all the workshops including Train the Trainer. I then discovered myself and my abilities. Unfortunately in 2015 I had to move to Qumbu in Eastern Cape where I was born. I am now working for one of the biggest Liquor distributing companies in Eastern Cape. Though the job I am doing is different from what I was doing at YPW I did not struggle at all thanks to the workshops I attended at YPW.”

Feedback from a Train the Trainer student

"At first I was very shy to talk to the youth.. Well I wouldn't say shy, just uncomfortable but as time went on it became easier and easier and it was easy to open up to them. Now I can stand in front of a room and speak with confidence!" (Weedaad Petersen)

About our online training via WhatsApp:

Melissa Hendricks wrote:

“I'm doing all these courses as refreshers and also helping with time gaps on my CV. It's informative and easy to follow also sharing it with all matriculants to help them get a kick start on their CVS and learn new skills... excellent work YP@W!”

Tamlin Muller wrote:

“The sessions are easy to understand and very informative. It really helps a lot with the visuals of the information as well as the voice notes. I will definitely be sharing the information. Thank you for the work you guys do.”

Jacoba Hamman wrote:

“This business mentoring programme has opened my mind to a lot of new possibilities. I have met such lovely people and made connections in these groups, which soon I will make use of myself, and that is the beauty of such groups. We feed off each other's energy, motivate, share and support each other. Lastly I'd like to say, this Business Mentoring Program cannot stop! Imagine how many lost 40 year olds struggling with a business are out there? This program can be a beacon of hope to them.

During these sessions, we had to really be open and confront our inner selves and struggles. We had to take a really hard look at our lives and decide where we are heading and what our goals are. I have learned through these sessions, how to have and maintain multiple income generation streams, so that your business do not die on you when the one avenue dies. I took this very seriously and have implemented it successfully in my business! I always look for innovative ways in relation to food, to generate more income. I started out with catering and baking, and now do veggie processing and frozen fruit smoothie packs and re-sell. Through this I also generate employment opportunities for women, thus it has always made sense to combine the two, my baking and catering experience with the need to serve others.”



Above: Giovanni Martin, Mandilakhe Songelwa, Radical Car Wash Banner, Weedaad Petersen, Jandre Alexander, car wash management team member who joined the Youth Business Network.

New partnerships, innovations and support

- The Strategic Fuel Fund pledged 10 laptops to be handed over on 13 February 2022 but had to postpone the event.
- FRASA members continued to provide free space for computer training in various communities.
- Community libraries started to open again and we already hosted computer training at Kraaifontein, Parow and Elsie's River libraries. Other libraries have already requested sessions to be hosted.
- We launched our Youth Business Network and already hosted 3 workshops with 112 participants attending. We managed to recruit 5 specialist guest speakers focus on labour legal compliance, online businesses, accessing government tenders, tax compliance, networking and building a business during Covid-19. We also recruited 3 renowned entrepreneurs running their multi-million rand businesses as advisers, namely Colin Daries (Nu Era Insurance), Vincent Fredericks (ETE Marketing) and Trevor November (Remax Real Estate). All these advisers had collaborated with YoungPeople@Work in the past in terms of placements.

- We conceptualised a have launched a Radical Car Wash project on 11 March 2022. Forza Foundation based in The Netherlands invested R50 000 in the project whose aim is to create employment for school leavers. The focus will be to use the project as entry and exit point for unemployed to pursue their careers. The project will provide guidance and build the capacity of its members to achieve their dreams. Recruitment of clients based on a cluster strategy will start in after the launch. The guest speaker was a director from the government Department of Employment and Labour.
- Kerk in Actie from The Netherlands has informed us that our two year funding contract will be renewed in March 2022.
- Our director went on a rural road tour in Western and Northern Cape from 1-12 February 2022 and visited various organisations working with youth such as Nelspoort, Kimberley, Upington, Keimoes, Touwsriver, Beaufort West and Citrusdal. Over 300 unemployed youth were subsequently signed up on online training via WhatsApp.
- We met with 4 directors of ITEC printing company via Zoom who promised to renew their sponsorship of printers to YP@W. 8 more printers were subsequently donated with free maintenance and cartridges and donated to members of FRASA.
- A 12 minute YP@W TV documentary was produced with various stakeholders. It will be shared with TV channels soon for broader consumption. Cape Town TV will be first one to broadcast since we are a member.
- We partnered with the Department of Employment and Labour to assist unemployed people with accessing their Unemployment Insurance Fund and Temporary Relief of Distress Fund benefits. This happened via WhatsApp. We also forwarded CVs of unemployed youth to the department to upload on their database for employment opportunities.
- Community libraries have now reopened for the community and we started receiving requests to host computer training again.

Marketing:

Our programmes were marketed using the following platforms:

Facebook – 65 400 followers (sharing of job and training opportunities, motivational messages, competitions, business promotions, referrals, etc.)	Radio (Interviews on Radio 786, Cape Pulpit, Radio Koinonia)	Newspapers (News24.com, Tygerburger, Die Son, The Daily Voice, City Vision)
12 minute TV documentary to be broadcast on various channels. We renewed our membership with Cape Town TV.	Design of new banners, displayed on various occasions	Printing of posters, pamphlets and brochures.
WhatsApp groups are opened as beneficiaries register for various programmes	Electronic newsletter with 3800 subscribers	Website updating

• Staff development

Our staff members engaged in the following staff development activities:

Activity	Facilitator
Mentoring and coaching of computer trainers	Shirley De Jongh
2 evaluations of computer trainers and submission of evaluation reports	Yolanda Van Steer
Management discussions focusing on organisational standards, accountability, customer relations	Frank Julie
Work plan evaluation and mentoring of staff	Frank Julie
Staff performance appraisal (July and December)	Frank Julie
Office audit and feedback on systems to staff	Frank Julie
Learner driver licence by Chante Rass, Shirley De Jongh and Victoria Petersen	Quade Swartbooi
Staff appointment and induction of Amy-Lee Julies	Frank Julie, Chante Rass, Shirley De Jongh

• Funding and finance

The following donors deposited funding during this period:

Donor	Type of funding and contract period	Amount paid
Forza Foundation	Unrestricted (until 28 Feb 2022)	150 000
Kerk in Actie	Unrestricted (Until 28 Feb 2022)	339 362
Department of Social Development	Restricted (Online job search training project) (until 31 March 2024)	270 000
Wilde Ganzen/SPZA	Restricted (Youth Business Network and Master TTT) (until 30 July 2022)	128 984.17 /133 398.60
King Baudouin	Unrestricted (until 30 Sept 2022)	155 531.82

Foundation		
Total amount		1 117 276.59

Own income generation

We generated income from the following streams:

Own income			
Item	Quantity	Planned	Actual
Computer training (Include Train the Trainer)	60 participants x 1000 per participant	60 000	79 280
Online job search training via WhatsApp (include CVs and certificate printing)	3000 p.m. x 10 months (include in person training) Include Windows training	30 000	44 841.14
Sales of life skills and computer manuals	1000 per life skills workshop x 10 workshops	10 000	0
Fundraising events	3 events @ 1 000.00 per event	3 000	0
Staff and board fees	Monthly voluntary contributions	1 200	6150
Individual donations (Directors Fund)	60 people @ 250.00 per person (average)	15 000	28 056
Placement fees from partners	100 placements x 100.00	10 000	0
Interest earned	2000.00 pm x 12	24 000	35 125.01
Practical office admin training	40 participants x 300.00	12 000	22 160
Practical organisational training	20 participants x 250.00	5000	500
Total amount			213 112.15

Please note:

1. Our computer training fees is still down from pre-Covid levels but slowly recovering. Due to social distancing we had to downscale from 120 to 60 participants.
2. Our online training via WhatsApp is increasing due to the increased number of participants. We foresee this as a potential growth area and has developed strategies to maximise recruitment of participants.
3. We started to charge again for certificates and CVs from August 2022 for in-person training.
4. We decided to scrap Facebook advertising and sales of t-shirts as income streams. T-shirts are now used as prizes when we run Facebook competitions on our page.
5. We launched a Directors Fund consisting of monthly donations from the executive director and friends of the organisation allocated to individuals who are in desperate need of resources but which fall outside our normal budget.
6. Due to Covid-19 we stopped charging for placement fees and Facebook advertising.
7. Due to restrictions of Covid-19 we stopped with fundraising events. This will be reassessed going forward.
8. Since our printing facility is sponsored by ITEC, we scrapped sales of manuals.
9. Generally, our own income is again slowly picking up and we are moving back to our pre-Covid-19 levels.

Conclusion

From the above information it is clear that we have made a substantial impact in the lives of thousands of young people. Despite the many challenges presented by the Covid-19 crisis, we have grown much stronger and more relevant with our programmatic focus. Our influence in the youth sector has grown with leaps and bounds and we have become a port of call for many organisations seeking advice, guidance and partnerships.

The roll out of our online training via WhatsApp has opened up new opportunities as we are now able to reach youth in any part of the country and even the world. The numbers speak for themselves. The launch of our Youth Business Network and Radical Car Wash is testimony to our determination to creatively respond to external challenges. I wish to thank all our supporters, donors, board members and staff for their dedication towards YoungPeople@Work. Without your support and dedication we will only be dreaming. Your unselfish support allow us to turn dreams into reality.

Thank you!

**Thank you
Frank Julie,**

14 March 2022

Photos of organisational activity



Above: Frank Julie discuss business ideas with rural youth in Nelspoort, Free computer training in progress at Elsie's River library, Jandre Alexander busy job shadowing Frank Julie.



Above: An on-site inspection during the Youth Business Network workshop, Trainer the Trainer participant after their course completion, Job shadowing in practical office admin.



Above: A participant presenting during a TTT course, Participants after free computer training, Participants receive induction at a community library during their training.



Above: Freda Camphor from Department of Employment and Labour at the Radical Car Wash launch, Members of the audience at the Radical Car Wash launch.



Above: A student busy with practical admin, A youth business mentoring session in progress, a free computer session and updating of CVs in progress at Kuilsriver library.