

# YoungPeople@Work

Reg. nr: 2012/210099/08 NPC



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

## ANNUAL REPORT - 2019

Period: 1 March 2019 – 29 February 2020

Submitted to the Board of Directors



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## Introduction

Welcome to our annual report for the year 2019! In this report we share with you our programmatic interventions among unemployed youth, our successes and challenges. We begin this report with a brief overview of the external environment and how it may affect our work as well as our internal changes in response to external challenges and opportunities.

Overall, this reporting year has been one of our most successful, with most of our targets achieved in extremely difficult conditions. Our committed staff and support from the board allowed us to face these challenges. With our slight drop in overall income the previous year, we had a serious introspection to address this risk. I am happy to report that this challenge was successfully addressed and turned around with measurable results!

## External environment

The situation of unemployed youth in South Africa is progressively becoming worse. In short, it is a nightmare! Unemployment is increasing daily with many companies retrenching skilled employees. Unemployment is reaching record levels with the latest 29.6% according to the latest Quarterly Labour Force Survey issued by Stats SA. That covers the official definition of unemployment. The expanded definition hovers around 40% with over 56% for those classified as youth.

Due to huge debt levels, the state is currently implementing a programme of austerity to curb expenditure. Needless to say, social programmes always become the first casualty. Widespread corruption and looting of resources for the poor are exacerbating an already precarious situation. Organisations working with the poor and vulnerable are under serious threat, precisely at a time when they need maximum support to assist the poor. Already many NPOs some very reputable and highly professional, have closed shop. Youth based NPOs over the last 20 years are no exception!

On the educational front where we are active, the formal educational system is in meltdown with little prospect of recovery due to the high level of incompetence. Quantity is valued over quality. About half a million pupils starting school never completes matric. This trend is continuing year after year. Literacy levels are measured at almost the lowest in the world among middle income countries with South Africa second last out of 148 countries.

To make matters worse, we are currently grappling with a *Corona Virus*! All our societal systems - health, social, education, economic and political are currently being put on trial. Already devastating disruption has been caused with lock downs at various levels to protect people from the virus. As this report is prepared, we are currently in lockdown for 3 weeks until 16 April 2020. For the poor, vulnerable and unemployed, this is a perfect storm! Only time will tell how we will survive this crisis.

## Our internal programmes

### Computer courses

#### 1. Online job search training

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. Based on our number of 1147 participants reached last year, we set ourselves a target of 1100 this year. Based on our mid-year assessment in July, we were confident that we will easily surpass this target. This is due to the huge demand for these classes. We also targeted more communities never reached before.

#### Challenges experienced:

- Transport for trainers due to the taxi violence forcing us to use Uber which is more expensive and the resignation of one experienced computer trainer in March.
- We are forced to overbook due to cancellations mainly due to lack of access to transport.
- Two new trainers joined in March 2020 who had to be mentored and coached. Another trainer joined in September. His training and mentoring to become a full trainer is still in progress.

<b>Planned target: 1100</b>	<b>Target achieved: 1701</b>
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#### Support provided with:

Email accounts	337	Library cards issued to access free Wifi	199
Professional CVs	1701		

## 2. 6 week intensive computer course

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 training on a Saturday and charged R1400. The fees charged facilitate our income generation potential to alleviate dependency on external funding only. Our target is to train 110 participants. Enrolments have been slow due to the economic situation in the country. We introduced a new course over 3 months to allow a longer period to pay of the fee. One course was started in June and completed recently with 8 participants. Due to low interest we abandoned this course. We used the time slot to introduce a new course focusing on MS Windows and Preventative Computer Maintenance. We are in the process of accreditation of the 6 week computer course.

### Challenges experienced:

- Unemployed youth are hampered by financial constraints due to our current economic situation.
- Some participants drop out during the course when they access employment.

<b>Planned target: 110</b>
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<b>Target achieved: 120</b>
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## 3. Community Investment Programme (Changed to Windows and computer preventative maintenance training)

This computer course was initially aimed at individuals belonging to organisations as well as unemployed youth who cannot afford to pay for the 6 week intensive course. An admin fee of R150 was charged to cover our costs. However, the course duration was only over 8 sessions or two weeks and covered Intro to computers, MS Word, Excel and Internet and email. During our mid-year assessment in July 2019 we decided to restructure this programme and introduce a new training course from October 2019 focusing on MS Windows Operating System and Preventative Computer Maintenance and trouble shooting. The course was opened to all unemployed youth free of charge. The plan is to start charging from April 2020 since we were monitoring the demand first. The course was offered over 4 days with 2 hour sessions but was now reduced to 3 days. .

### Challenges experienced:

- Unpredictability of bookings and actual attendance.
- Access to transport for beneficiaries since the course is offered only at our training centre.

<b>Planned target: 50</b>
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<b>Target achieved: 120</b>
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## 4. Life skills training

Our life skills intervention is part of offering a holistic intervention to youth unemployment. Instead of just focusing on finding employment and keeping a job, the focus is on finding oneself. The aim is to develop a consciousness of self, understanding life in a rapidly changing and unpredictable world where the job market is in constant flux. This training has been running efficiently with at least 3 days allocated per month for a life skills course. Attendance has been very encouraging as a result of our increased marketing. We were also joined during these sessions by our partners such Harambee Youth Employment Accelerator, Ladies Own Transport, I-College and Department of Labour.

### CVs completed: 359

Covering the following libraries: Parow, Bishop Lavis, Bonteheuwel, Tafelsig, Elsie's River, Delft, Rocklands, Melton Rose, Khayelitsha, Bellville Regional, Bellville South, Whalemark Museum.

### Challenges experienced:

- Overbookings due unpredictability of attendance.
- Finding appropriate venues due to library renovations.
- Some partners not always being available to join the sessions.

<b>Planned target: 1000</b>
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<b>Target achieved: 1697</b>
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## 5. Community Information Sessions (also referred to as 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. The host organisation takes responsibility to organise a venue, date and participants. We assist with CV design and printing, and make referrals to existing opportunities by inviting our strategic partners to participate.

**Challenges experienced:**

- In one community (Grassy Park) we targeted, there was a lack of response and we had to postpone. This was mainly due to our inability to market in the area which was difficult due to a lack of a local partner to assist. Our low target achieved is due to our focus on the 3 day life skills workshops.

Planned target	Target achieved (6 months)
200	109

**6. Rural Outreach**

We managed to reach two communities including Hawston in November 2019 and Grabouw in February 2020. In Hawston we offered free computer training over 3 days with 1 day devoted to assist with planning and orientation. In Grabouw we focused on a Community Information Session or Open Day sharing information about our various programmes and those of our partners. We also made plans to host free computer training in April 2020. A whatsapp group of participants were created to facilitate communications.

**Challenges experienced:**

- This programme depends mainly on requests from rural areas for life skills training and a strong partner to assist with logistics. In the area targeted the partner was not very strong. Our team had to assist with marketing to mobilise unemployed youth.
- Accessing venues in the rural area at the right time to allow enough time for marketing.

<b>Planned target: 30</b>	<b>Target achieved: 33</b>
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**7. Master Train the Trainer**

5 courses over 3 days were delivered so far for about 47 participants. The training was followed by job shadowing of YP@W computer facilitators to combine theory with practice. Our tracking determined that participants who attend this course access employment much faster than others. The last two courses scored an average of 70% employment and placement rate. This includes self-employment.

**Challenges experienced:**

- A small fee is charged to cover catering expenses. Some participants are not able to afford this.
- Finding appropriate venues that are accessible is also a challenge. One course had to be postponed recently (Feb 2020) due to this problem.

<b>Planned target: 30</b>	<b>Target achieved: 43</b>
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**8. Office administration training course**

This is a new course we designed to accommodate participants who required practical office admin training and not just the 1 day awareness raising workshop focusing on theory. This is a 3 day course or 2 Saturdays over 3 hours per session. We were surprised at the huge demand. We are currently booked out (with 43 participants) until end of April. We are constantly monitoring this course. Feedback so far has been very positive. 8 participants have trained so far. Our aim is to train at least 12 participants per month.

**Challenges experienced:**

- Due to the huge demand for this course we had to restructure our internal systems to accommodate this. Weekly classes were supplemented with Saturday classes. Our operations manager was also pulled in to assist with training.

**9. Job placements, job shadowing, referrals and tracking<sup>1</sup>**

<sup>1</sup> The sharing of placement stats has been interrupted due to the lockdown that started on 27 March. Those partners referred to as “in progress” or “to be confirmed” were affected.

We have scaled up our tracking system by employing a tracking officer in this department. Here is a list of participating partners and current available statistics.

Organisation/Company	Type of placement/learnership	Nr referred	Nr placed
Cape University of Technology	Paid internship of R6000 p.p. p.m. in office administration over 10 months = 120 000 1 candidate referred did not have matric	3	2
Kolping SA	Hairdressing, office admin, home-based care, chef assistant	155	To be confirmed
Harambee Youth Employment Accelerator	Job placements	258	40
I-college	Referrals via email and during workshops	53	28
Vanessa beautician training	Beautician training course over 2 weeks (referrals via FB)	471	10
St Mary's Home and Zanele Women Development	Beading and sewing training (referrals via whatsapp)	121	74
Ladies Now driving school and NEAD (NPO)	Learners licence training (Facebook referrals)	152	71
Freedom SA	Clearing of criminal records (Facebook referrals) 3 campaigns run via Facebook	251	34 (expungements confirmed or in process)
Mfesane Skills Development Centre (Khayelitsha)	Welding, plumbing, bricklaying	14	In progress
Reach Make It	Plumbing and welding	1	1
New Day United	Work 4 for A Living Programme	4	4
Department of Labour and Employment	Security training, environmental practice and assistant chef	54	In progress
Hair Aid Academy	Hairdressing learnership (email referrals)	131	In progress
The Foschini Group	Uploading of CVs online	65	In progress
DreamXchange	Online job skills matching	255	In progress
George Driving Academy	Driving lessons in code 8/10 (FB referrals)	120	0
DYNA (Develop Your Natural Abilities) Nu Era Insurance, I-College, Ezra Brown, Helderberg Primary, libraries, self-employed, Hotel, Mediclinic, Sisanda	Employment opportunities and learnerships	12	12
YP@W and 3 libraries	Job shadowing of staff and placements (Includes 4 fulltime employment)	54	54
Adcorp Blu	Referrals for retail companies	10	To be confirmed

Planned target	Target achieved
Referrals 350 and Placements – 150	2184 and 330

**Please note:**

1. Referrals are made through 3 sites namely, our 6 weeks computer classes (including at the libraries), life skills workshops and our Facebook page. Our Facebook page is the most popular due to accessibility.
2. We still experience a few partners who are not very responsive to forward stats when requested. Changing of managers also present a challenge since it leads to delays in getting feedback.
3. We are sometimes overwhelmed with the number of youth who request referrals. This is due to the scale of youth unemployment.
4. We have scaled up our monitoring capacity by appointing a dedicated staff member to coordinate this function. Funding from KBF made this possible.
5. YP@W staff has to be job shadowed at least one person per month. The target for 2019 was 40 youth.



## Marketing and networking

From 25 000 Facebook followers in September 2018, we have now reached 47 000. This means over 22 000 more followers were recruited in 18 months! Various articles covering our courses were also covered in local newspapers. 3 electronic newsletters were circulated to a database of 4000 subscribers. A national TV station invited us for an interview on a popular programme called “Tussen Ons” with a large viewership. An exhibition planned at a local mall for November was postponed. We also reprinted 2500 copies of our brochure. Our team also attended a Department of Labour and Employment event on 28 September for employers and school leavers. Through our networking, partnerships were established with new placement partners such as Mfesane, Hair Aid Academy and Seven+ Matric Classes. A new banner used during online job search computer training was also printed. 2 telephone radio interviews were conducted on Radio 786. New t-shirts and branded cups were printed.

## Funding and finance

Funding was accessed from the following donors:

Donor	Items covered	Amount
Kerk in Actie (Holland)	Unrestricted funding	310 000 (until March 2020) New funding agreement confirmed until Feb 2023
Forza Foundation	Unrestricted funding	95 000 (until March 2020) Funding to be renewed for another year.
Dept of Social Development	Operational costs	138 000 (until March 2020) Funding agreement to be confirmed until March 2021
King Baudouin Foundation	Unrestricted funding	150 000 (until August 2020) Funding agreement confirmed until August 2022
Community Chest	Awards Ceremony	10 000 (once off)
Own income (include computer fees, certificates, CVs, manuals, interest earned, staff and board contributions, individual donations) see detailed budget further down.	Operational costs	307 790.99

## Own income generated

Income streams	Amount
6 week computer training fees, computer manuals – computer fees were increased from R1100 for the unemployed to R1200 and from R1200 to R1400 for the employed. Include Saturday computer classes and 1 course over 3 months.	<b>132 840</b> <i>(110 501 in 2018)</i>
4 days online job search training (include CVs and certificates) this fee was increased from R10 to R15 per copy. The increase reflects the increased nr of participants.	<b>55 838</b> <i>(26 459 in 2018)</i>
Workshop fees, manuals, CV typing, printing	<b>39 730</b> <i>(18 846 in 2018)</i>
Directors Fund and individual donations (Facebook appeals and monthly debit orders)	<b>25 400</b> <i>(6150 in 2018)</i>
Volunteer and board contributions (for daily tea and coffees)	<b>950</b> <i>(1220 in 2018)</i>
T-shirts and branded cups	<b>530</b> <i>(200 in 2018 )</i>
Interest from notice account	<b>28 168.99</b> <i>(23 313.15 in 2018)</i>
Office admin training (for 43 participants @ 250 pp who booked for training)	<b>10 750</b>
Windows training (for CVs and certificates)	<b>3334</b>
Master Train the Trainer course @ 250 per participant	<b>8750</b>
Facebook marketing @ 250 per placement	<b>1500</b>
<b>Subtotal</b>	<b>307 790.99</b> <i>(194 829.15 in 2018)</i>

<b>Total financial income</b>	<b>1 000 800.99</b> <b>(674 129.15 in 2018)</b>
<b>Material donations (and donations in kind) and estimated value</b>	
Mzansi Business Corner – outsourced (we only pay a donation of R350 p.m.) Fee remained unchanged for 2019.	Bookkeeping and accounting services @ a saving of 6000 p.m. x 12 = 72 000
Whalemark Museum	Negotiated a 6 month rental discount of R1000 p.m. x 6 = 6000 (includes a discount of 4000 from our previous rental at our Bellville office x 12 = 48 000 + 6000 = 54 000
Saving on director's salary (market rate is 28 500 p.m. but current rate is 8500 p.m.)	Saving made: 20 000 x 12 = 240 000
Access to community library halls for life skills training, online job search training, train the trainer and Community Investment Prog classes	Workshops x 500 per day x 186 days = 93 000
Lana Maart – professional HR officer at City of Cape Town	Free 90 minute session at Parow library on job seeking skills valued at R2000
Freda Camphor – Assistant Director at Department of Labour	2 free 2 hour sessions on Labour Rights in the Workplace valued at 4000 at Khayelitsha (Blue Room) and Parow library
Preparing annual financial statements	Saving 4000 based on a discount by our professional accountant
Staff salaries	Our staff are now earning at 75% of their market related salaries. Our salary bill is currently 36 000 p.m. but should be 50 000 as a true reflection of work output and competence. (excluding Director's stipend) Saving = 14 000 p.m. x 12 = 168 000
Cartridges donated	Cartridge Warehouse spouse 4 cartridges to the value of 2000 in total.
Brochures	Received 500 free brochures (double sided) from Long Design Print valued at 1000. 00.

### Funding proposals submitted and responses:

Donor	Response	Amount requested
HCI Foundation	Declined	100 000
Surve Philanthropies	Under assessment - a site visit was conducted in January 2020	90 000
National Lottery Council	Under assessment	250 000
Strategic Fuels Fund (A division of Petro SA)	Under assessment - a site visit was conducted in January 2020	Offer of IT support and hardware

### Challenges and opportunities experienced:

We experienced challenges last year to reach our target. Decisive steps were taken to address this situation keeping in mind our deteriorating economic situation affecting individual giving. We increased our computer fee with R100. We also maximised our income with the online job search training and due to bigger numbers of participants. Interest from funds invested was also maximised due to prudent financial planning and disciplined spending. We negotiated a 6 month discount of R1000 on our rental saving R6000. A Director's Fund was launched to mobilise individual giving. We decided to cut our operational costs by doing away with plastic files and refreshments during workshops. We acquired new Internet providers with reduced packages and the benefit of mobile Wifi for various departments.

Four new income streams were developed. This includes practical office admin training and an Ms Windows course. The office admin training is extremely popular and we had to restructure our admin to meet the unexpected demand. Saturday classes are now also offered. With almost 50 000 Facebook followers we decided to monetise the page by charging for placement of adverts @ R250 per placement. This is still a new initiative and we hope to maximise income this year. We also recruited more unemployed youth in our Master Train the Trainer course. We charge a small fee of R250 per participant to cover costs. A plan to sell biltong at various libraries to staff has been suspended for now. This was planned as another income stream.

## Music Academy for Rural Youth

This project was incubated by YP@W in January and launched publicly on 22 June. A donation of R15 000 was received from the King Baudouin Foundation to assist with expenses during the launch. The aim is to train children and youth in music instruments to develop their music talents since public schools do not offer music as a subject. So far about 52 members were recruited receiving music training 5 days per week at a local church who offered their space for free. On 17 August a music festival was hosted with the theme “Rock Against Women and Drug Abuse”. 200+ people attended. The group was also invited to perform at the Hawston Music Festival on 28 September. A parents meeting was hosted on 12 October and a graduation on 14 December. The group also performed voluntarily at the awards ceremony of YoungPeople@Work on 7 December 2019. We donated a laptop and printer to assist with their admin work. Funding of R100 000 for 2020 was confirmed by the King Baudouin Foundation.

## Staff development programme

Activity/Workshop	Staff members	Facilitator
Professional fundraising strategies	All staff	Frank Julie
Professional networking for NPOs	All staff	Frank Julie
Effective money management	All staff	Frank Julie
Effective client relations building	All staff	Frank Julie
Mentoring and coaching techniques	All staff	Frank Julie
Intermediate and advance MS Word and Excel	All staff	Shirley De Jongh
Work plan design and management	Shirley De Jongh	Frank Julie
Learners drivers	Chante Rass	N/A
Drivers training	Chanty-Lee Julies – in process	George Driving Academy
Windows and computer preventative maintenance	All staff	Quade Swartbooi
Mentoring – effective facilitation and key learning points	Chanty-Lee Julies, Quade Swartbooi, Chestlyn Draghoender	Shirley De Jongh/Victoria Petersen
Trainer evaluation	Victoria Petersen/Quade Swartbooi	Frank Julie
Annual staff performance evaluation	All staff	Frank Julie (for senior staff) Shirley De Jongh (for office admin and trainers)
Internal systems audits (2)	Office and finance departments	Frank Julie
Two strategic assessments of programmes and internal support structures	All staff in July and December	Frank Julie
Coaching to design the basic office admin and Ms Windows course	Chante Rass / Quade Swartbooi	Frank Julie

## Annual Award Ceremony and Day of Gratitude

This event was hosted on 7 December 2019 to celebrate our successes, honour some participants who secured employment and excel in their new jobs as well as thanking our partners and donors. We managed to access R10 000 from the Community Chest to cover the budget of this event. Approximately 50 guests attended. Live music was provided by Makena Sounds International and members of the Music Academy for Rural Youth.

## Admin support

Our office has provided continuous volunteer admin support for the work of the Fundraising Mentoring Network, People First Foundation and MARY. Our staff also volunteered at various events of these partners.

## Success stories:

**Trevor November (Director of Remax Real Estate in Steenberg) wrote:**





### **“Huge Shoutout to Lebumasil Lebumasilo.**

Lebu walked into our Office 2 years ago with only a dream of becoming a Property Professional in the Real Estate industry, without any experience, car or a laptop. My friend Frank Julie of YoungPeople at work, sent her to us, and begged us to give her an opportunity at our office, against our better judgment. So with all the odds stacked against her, she started from scratch, traveling by public transport, and walking the streets of Khayalitsha, in the rain and sun, without a car, and without any financial support. She now consistently brings in between 2 to 4 sales per month, and is strong on her way to achieving Silver status.

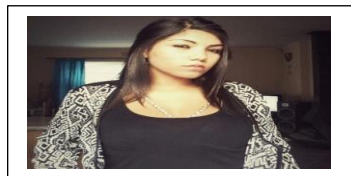
### **TODAY SHE PURCHASED HER FIRST CAR!!**

We want to Congratulate her on her achievement, and are inspired by her faith to believe that she will succeed, no matter what the cost. This is why we do, what we do..... We are Proud of you Lebu....”

### **Nabeelah Abrahams wrote:**

"Hi Frank

As you are aware I went for a interview at capitec bank on Friday i was appointed for the Delft Mall position which I applied for. I want give a huge thank you to YoungPeople@Work for the encouragement and effort you put in to assist me. It really change my world and with the skills i have learned in the Life skills courses helped me nail my interview. From the bottom of the heart, thank you. I am starting the 2nd December, excitement overloaded. And I will always remember you in my duah (prayers). New path new challenges ahead, and I hope everyone who reads this will remember, not everyone can start on top. Sometimes you need to make are those sacrifices to be on top. Rome was not build in one day. It took me almost 10 years to get employment in a different organization. Hou die blink kant bo en jy sal SKITTER... till we meet again and keep up the good work you are doing!" ♥



### **Story of Lee-Che Cloete!**

Lee-Che recently secured employment as a pre-primary school teacher after a successful interview at Helderberg Primary School in Bishop Lavis. She attended our life skills workshops at the local library and subsequently decided to participate in our Master Train the Trainer workshop at Bellville library. She was full of praise for YP@W in teaching her how to respond to interview questions. She believes this is what gave her the edge over the other applicants. She will be starting in January 2020 in her new job! Well done!

### **Conclusion**

As this report reflects, our team performed exceptionally well despite the external and internal challenges we faced. As director I want to salute them as well as the board for their support in the service of the unemployed. I also thank our reliable donors for their continued support without which all our plans will only remain beautiful dreams! We are confident that our organisation can only grow from strength to strength.

We have reached a stage in our 8 year development where we have achieved most our strategic objectives such as financial stability, reserve fund (9-12 months), staff competence and loyalty, programme coherence and integration, reliable donor and partnership network, sound tracking system, effective marketing strategy and stable and transparent financial system. Through hard work and sacrifice, a firm foundation was built over 8 years, preparing us now for a new phase of development and service to unemployed youth!

**Thank you**

**Frank Julie**

**31 March 2020**

## Photos from the various programmes



### From left to right:

1. Online job search training is progress at a local library.
2. Participants who completed the 6 week intensive computer course.
3. Participants during the MS Windows and Computer Preventative Maintenance Course.
4. Participants during a Community Information Session in Hout Bay.
5. Participants during a life skills workshop.
6. Rural outreach training in Hawston in progress.
7. Music Academy for Rural Youth members in action.
8. A participant during the practical office admin course.
9. Guests during our annual Award Ceremony and Day of Gratitude in December.
10. Participants referred by YP@W completing their hairdressing training.
11. Some staff members during a Rural Outreach Programme in Hawston.
12. Job shadowing our trainers after the Master Train the Trainer Course.

### Investment in our youth for 2019: (based on an average market related fee)

Online job search training (3days)	1500 x 1701 participants	2 551 500
6 week computer course (24 days)	2000 x 132 participants	264 000
MS Windows training (3 days)	1500 x 120 participants	180 000
Master Train the Trainer (3 days theory – 4 days practical)	1500 x 43 participants	64 500
Basic office admin training (3 days)	1500 x 43 participants	64 500
Life skills training (3 days)	1500 x 1607 participants	2 410 500
Community Information Sessions (1 day)	500 x 109 participants	54 500
Rural outreach (2 days)	1000 x 33 participants	33 000
<b>Total amount</b>		<b>5 622 500</b>