



# Conquest For Life

## Improving the Quality of Life For All

### NEWSLETTER VOL 1 ISSUE 1

"... A self sustaining youth organization run by young people, empowered to become agents of change by developing their identity, self worth and a sense of community. ..."

Out of a place riddled with crime, violence, substance abuse, unemployment and poverty due to many years of apartheid oppression and discrimination emerged a young man, Glen Steyn, who single handedly initiated innovative approaches to the complex problems facing his community of Westbury.

In the year of 1995, Conquest for Life was born.

Over the past 12 years, Conquest for Life has made a difference not only in Westbury but also in the other disadvantaged communities, of Soweto, Ennerdale, Orange Farm and now Reiger Park.

Although the young people of these varied communities represent different cultures, the disparities are prevalent cross-culturally. The lack of supportive role models has led to relationship problems. The youth have to cope with life coming from dysfunctional homes and families.

Many of the young people have difficulty adjusting to school and drop out before matric. As a result they lack the life skills needed to adjust to structured environments and to develop positive relationships.

**Conquest For Life empowers the youth through the following programmes:**

- Youth Enrichment Programme (YEP)**  
Safe after care environments for children aged 5-14yrs; holiday camps;
- Just for kids (JFK)**



### CHRONICLES OF CONQUEST

Life orientation courses run in the local schools.  
**Youth At Risk (YAR)**

Three week camps where the participants are offered mentorship programmes, diversion projects and activities that help them focus on goals that they are motivated to meet.

**Men for life:** Creating a better environment by working alongside young men giving support where needed.

**Young Mothers Project (YMP)**  
Empowers and supports young women and their families

**Computer Training Centre:** Certificated course in Computer literacy.

**Reathusana Child Youth Justice Project:** Targeting under 18 awaiting trial young offenders with the aim of rehabilitating the

Incarcerated.

**Siyasizana Project**

Focusing on the arts and culture for all the youth and children in the communities

**My Father's House:**

Instilling a sense of responsibility in the young men by enriching their lives through education and self empowerment. These young men run a home for HIV/AIDS orphans and vulnerable children.  
Exchange Programme (see volunteers)

**Conquest for Life's target group includes the unemployed, out of school youth, youth in conflict with the law, parents, and mentors who are caring people in the community.**

August 2007

*"Children are not born bad, they are made bad and can be unmade. Young people must take responsibility. Given responsibility, they can be taken to the limit. They do not have excuses."*  
CFL director Glen Steyn



### Calendar of Events

27th - 29th July 2007.	YMP Camp
24th Aug 2007.	Diversion Camp
2nd Sept 2007	YAR Camp
Date t.b.a	Banquet
8th Sept 2007	JFK celebration
7th - 9th Sept 2007	YMP Camp
26th Oct 2007	Diversion Camp
1st Nov 2007	YAR Camp

## Westbury Head Office

The driving engine – Established in 1995 with the inception of Conquest For Life. The branch moved to larger premises in Newclare in 1999.

As the hub of CFL, it is where the action never stops. Day by day, there is a continual flow of people through the office including the children who attempt

to take over in the afternoon before settling down to a structured aftercare programme including arts, computer training and assistance with homework.

All the administration is controlled at the Head Office and our Mexican Volunteer – Carlos is implementing an intranet network where all the reports will be

easy to be produced and information readily available.

The whole team gather weekly for meetings and workshops where the ongoing programmes are assessed and evaluated. These weekly meetings motivate and unite the team in working towards the fulfilment of Conquest for Life's Goal.

Sincere thanks to our loyal donors:





## Ennerdale Branch

*"I think I can make it in life with the help of CFL and it is all up to me to (...) start showing my strength and to realize what is within me and focus on my goals. All will happen when I have a positive attitude(...). The plan is to be positive. I will try to be myself at all times."* Fernando Boesat (15 years old), Diversion

The Ennerdale Branch was established in August 2002. It started as a small office at the civic centre and since then we have worked hard and have managed to secure bigger premises.

Conquest For Life has a partnership with various organizations including the Jo'burg Social Development. Under the leadership of Branch Manager Lefa Ramakgula, we have seen major new developments as the team strives for success.

It makes us happy to see the children interacting and playing.

Worth mentioning is the change in a very quiet, shy 11 year old girl, Clarice into a vivid and happy young lady. Since attending the Aftercare programme Clarice started to interact far more, communicate freely and now even dances with the children.

Her mother came personally to thank the team for their support and positive development.

## Soweto Branch

The Soweto branch was launched in February 2003. In the early stages of establishment, the branch ran three programmes, Just For Kids Peace Games, Aftercare Program and Youth At Risk.

Our biggest challenge in Soweto was to find appropriate space. During March 2004, through engaging in various meetings with role players of the different communities in Soweto (the council, the schools, Gauteng officials etc) we

managed to secure office space in the Meadowlands Zone 10 Community Multi Purpose Hall.

In 2007, we moved to a house in Meadowlands Zone 9. The advancement of this programme is due to the dedicated staff under the able leadership of Bafana Nkosi.

Today Computer Training, Diversion for the young criminals and the Young Mothers programme has been added to their list of commitments.



Participants during Peace Games at the Diversion Camp

*"Just For Kids helps the youth. We have fun and celebrate. We learn life skills. I enjoy it."* Mtshazo Happiness (12), Seville Primary School, Soweto



The launch of the Orange Farm branch on 03 March 2007

## Orange Farm Branch

Conquest For Life had a partnership with the Masibambane College and used to run its operation from the college at the Vienna Centre.

The latest achievement of Conquest For Life was the opening of our own office in Orange Farm.

Situated in the heart of Orange Farm, an informal settlement about 55km south of Johannesburg, the office runs almost all the Conquest for Life projects.

All the Conquest for Life projects are run at Orange Farm. The offices have been plagued by robberies where the computers, office equipment and even the food have been taken which has set the continuity of the projects back.

Conquest For Life is going to market its identity, set its own track record focusing on its own corporate identity as well as the brand of the Organization. We hope that this will expose to the community the good work done at the centre and that they will support and protect the branch from further robberies.

## Reiger Park Branch

Our newest project is our fifth office on the East Rand in Boksburg. The different programmes will be run from a double store house. We are presently enrolling children for the Aftercare and the Just For Kids program is being introduced to the local schools.

We foresee that as these projects get up and running, we will recruit more staff and eventually be able to run all the other programmes as well.



**IF IT IS to BE  
IT IS UP TO  
ME**





# Going Global

Hello my name is Robert and I am one of 14 youth workers who came over from Northern Ireland or as we like to pronounce it "Norn Iron" for 3 weeks as part of an exchange programme, we have been here for two weeks now and it's been great .

Each one of us has experienced different things and got to know different people. We got here on Tuesday 11<sup>th</sup> of July and there was a lot of travelling - I think it was about 15 hour's altogether.

We have all been given work placements at Conquest for Life branches in Westbury, Soweto, Orange Farm and Ennerdale, for each of us it's challenging mentally and physically, and we have realized that back home we take things for granted and over here everyone makes the most of what they got and we respect that. Also we didn't know what to expect when we arrived . We're still learning new things about the culture from the children as well as the adults.

We visited a few places on our first week here e.g. Kruger park the animals were amazing and if you like impala, I would recommend going because you will see a lot of them, but its a very long drive and we well never forget Gods window the atmosphere was WOW! It was beautiful. What we hope to achieve while were here is make new friends, learn new things as well as teach something from our experience from home and most importantly enjoy the trip.



## The Volunteer Programme



A new volunteer opportunity in my life has just begun with CFL. I like to give my time and knowledge to contribute in the process of making other's life's better and at the same time enrich my life with the understanding of new cultures, people and places.



This is my third time in South Africa but the first

time with CFL. This country is so diverse - every time is a totally different experience. I guess I fell in love with this place.

Conquest For Life offers young people from all around the world to join the organization and experience not only a new life style, a new city, a new language and a new country but furthermore to explore South Africa by getting involved with its people. Seeing how they live and struggle, smile and cry is a challenge worth taking.

Equally so, our local youth are offered the opportunity of living in Northern Ireland and the USA where they experience a way of life that will motivate them to change their lives, reach their own potential by receiving training in Colleges and Universities like the University of Ulster in Ireland. Returning equipped as fully fledged Youth leaders.

At present the two very skilled and hardworking volunteers supporting us are: Luisa from Berlin, Germany and Carlos from Veracruz, Mexico

Sincere thanks to our loyal donors



ENJOY EVERY MOMENT.



"There is no place like this place anywhere near this place so this must be the place."

## How can you help us?

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SOCIAL ENTREPRENEUR ON THE BRINK: WINNER - GLEN STEYN



The First Lady, Glen Steyn and Mrs Zohra Darwood

Social entrepreneurs were questioned in some depth as to whether they go through phases in their lifecycle. From this, we were able to deduce with confidence that there is an initial phase which comes with the birth of the idea; a second phase that involves drawing human and financial resources to test what has become the plan and a third phase in which the social entrepreneur enjoys a level of success and recognition. At this point, we believe the SE is on the brink of taking his/

her organization to the next level through replication strategies and significantly expanding the base. GIBS wished to award an "SE on the brink" because we realized that this can be a watershed moment in the lifecycle of an SE and we were satisfied that both the idea and the organization would benefit from appropriate recognition and further growth in this juncture.

The resources required to successfully run a concern such as Conquest for Life are many and varied. The following list are suggestions for you to choose a particular way that you could assist:

- A monetary donation of R 500, R1000, R10 000, R100 000 or any other amount you feel drawn to donate.
- A monthly commitment of R100; R1000; R10 000 which we will use towards meeting our regular monthly running costs.
- Specific donations towards the cost of producing our newsletters and brochures.
- Donations of household and office furniture, equipment, stationery — including paper, printers, faxes, carpets, crockery and cutlery, curtaining, linen and accessories. We will gladly come and collect.
- Computers and equipment will enable us to meet the growing needs in our Computer Training programme as well as running our programmes and administration efficiently.
- Hardware supplies like paint, tools and garden equipment will assist us in maintaining the buildings and gardens at each of our branches.
- We welcome anyone who would like to share their time, talents and skills with us that will enable us to meet all our objectives.

Please feel free to call us and discuss other ways not mentioned above that you see will assist us in reaching our objectives.

### BANKING DETAILS

**Account Name:** CONQUEST FOR LIFE  
**Bank Name:** NEDBANK  
**Branch:** INDUSTRIA  
**Account Type:** Current  
**Account Number:** 1963 297 113  
**SWIFT ADDRESS:** NEDSZAJJ

Visit our website:  
[www.conquest.org.za](http://www.conquest.org.za)

## The Founder Director - Glen Steyn

After 12 years of incredible work with astounding results visible in the community, Glen Steyn is still sensitive to the unfortunate growing problems in his community of Westbury, in the other communities where Conquest for Life is now operational and in the whole of South Africa.

"I want to take the organization to the next level. Conquest for life needs to become a household name in order to achieve our goals and remain sustainable." says Glen. Conquest for Life is a vehicle that can implement change right through South Africa in a unique way because it is "run by the youth for the youth".

Glen's business strategy is one of a social entrepreneur. Proof of this is not only evident in his work but also in the recognition he has received from GIBS and his position in Ashoka Fellows. The Schwab Foundation for Social Entrepreneurship have selected Glen Steyn as one of ten semi-finalists for the Social Entrepreneur Award 2007 in South Africa. Through the award, The Schwab Foundation for Social Entrepreneurship and Ernst & Young seek to recognize and encourage the spirit of social entrepreneurship.

He has turned down help and donations where he felt there were unreasonable conditions attached. Thus he has established a reputation of responsibility and efficacy.

Glen's business plans have involved investments in property which have resulted in available funds being reinvested in Conquest for Life thus assisting in financial sustainability. There are already a number of Corporate companies who see Conquest for Life as one of the most exiting community projects in South Africa and promise to continue to support it in the years ahead.

*"Job creation is only part of the problem. More jobs can mean more alcohol abuse. Social work is the answer. Giving money can destroy people. The other part is the solution of the crime problem."*

Glen Steyn CFL



The successes and expansion plans of Conquest for Life make it a win-win situation for all companies to meet their corporate social investment responsibility objectives by supporting Conquest for Life."

Glen is very aware of the competition out there for funding. "All the NGO's are fighting for the same funding, so its about producing and its about delivery". Producing and delivering is what happens at Conquest for Life; with the staff, the projects and the beneficiaries. Glen's unique leadership technique where his encouraging manner is sensitive yet firm and his determination to always be a step ahead of the rest, even if the results are not always visible are mechanisms that inspire and empower everyone.

Glen Steyn and Conquest For Life have featured in two programs on television this year – "The Learning Channel" and "Its my Life" on SABC 1.

**"Many people think that young people are the leaders of tomorrow. We don't believe that. We believe that young people are the leaders of today."**

**Glen Steyn,  
Director of CLF**