Infinite Family

Video Mentors Who Inspire Black Teens to Education and Life Success

October 2019
Video mentoring ignites and inspires South African secondary students to create life-long opportunities through choices, actions and hard work.
25 Years post-apartheid, most black South African teens are still growing up surrounded by constant toxic stress created by violence and poverty.

96% Township teens are personally assaulted

40% Township teens that have experienced 5 or more forms of violence by age 22

2 out of 3 South African children live on less than $3 a day

65% South African teens live in a household missing one or both parents
Decades of research confirm that the most common predictor of overcoming childhood adversity and learning to manage stress is “at least one stable and committed relationship with a supportive adult.”

Students with high life stress often project **avoidance** actions that reinforce **expectations of failure** and **learned helplessness**. By sharing life experiences, **Video Mentors influence students to initiate approach actions and own their performance.**

**Example Avoidance Actions of Students Living in Stressful Conditions**

- Misses class
- Stays very quiet / keeps to her/himself
- Rarely asks or answers questions
- Appears bored, not engaged
- Maintains minimal eye contact
- Does not attend extra classes
- Regularly involved in physical or verbal conflicts

**Educators’ Comments About Changes In Net Buddy Mentees’ Approach Actions**

- Consistently arrives on time to class
- Is more confident
- Participates in class
- Asks questions
- Shows increased engagement
- Works better in groups
- Discusses assignments outside class
- Plans and prepares ahead
- Attends extra classes

According to a worldwide study of millions of 15 year olds since 2000, student mindsets – *i.e.* motivation and self-belief – is the most important indicator of education success.

**How to Improve Student Educational Outcomes: New Insights from Data Analytics**

*McKinsey & Company, September 2017*

The diagram illustrates the percent of predictive power by category of variable, with different regions and their respective predictive factors.
In 2018, 100% of Infinite Family’s video mentored 12th grade students qualified for college or university, compared to the national average of 61%.

Since 2013, our cumulative tertiary qualification has been 93%, vs. the national average of 58%.

Without my Video Mentor, I would have done what I thought was good enough.
-Net Buddy Alumni Andrew Johns, Senior at St. Michael’s College, Connecticut
South African students who achieve Diploma or Bachelor’s degrees earn a lifetime average of five to eight times that of a secondary school dropout.

Average Monthly Income by Education Level
South Africa, October 2016

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Average Monthly Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Schooling</td>
<td>R1,704</td>
</tr>
<tr>
<td>Primary School</td>
<td>R1,946</td>
</tr>
<tr>
<td>Secondary Incomplete</td>
<td>R2,660</td>
</tr>
<tr>
<td>Grade 12</td>
<td>R4,977</td>
</tr>
<tr>
<td>Grade 12 + Certificate</td>
<td>R8,326</td>
</tr>
<tr>
<td>Grade 12 + Diploma</td>
<td>R13,378</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>R21,527</td>
</tr>
</tbody>
</table>

Estimated Lifetime Income by Education Level

R1.0M  R1.2M  R1.6M  R3.0M  R5.0M  R8.4M  R12.9M

Elsina: Alexandra to Engineer
The LaunchPad inspires respectful attitudes and planning ahead.
Developing core skills and strengths is tracked by our Net Buddy Performance Report and their quarterly school grades, which also instill planning, responsibility, initiative, and resourcefulness.

### Core Skills and Strengths Mapping

**CORE FOCUS AREAS MAPPING**

- Educational
- Career Preparation
- Technology
- Life Skills
- Communication
- Resilience
- Responsibility

**SAMPLE MONTHLY MENTEE MONITORING REPORT**

<table>
<thead>
<tr>
<th>Core Focus Areas</th>
<th>8.20.17</th>
<th>9.2.17 (school holidays)</th>
<th>10.2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>x x x</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Career Preparation</td>
<td>x x x</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>x x x x</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Life Skills</td>
<td>x x x x x</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>x x x x x</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Resilience</td>
<td>x x x x x</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Responsibility</td>
<td>x x x x x</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

### Sample Monthly Net Buddy Performance Report

**Net Buddy Performance Report**

- **Expected Actions**: 20
- **Expected Actions Measured**:
  - Attending weekly VCs on time and prepared: 6
  - Sending weekly thoughtful emails to Video Mentor: 2
  - Writing weekly blogs in English: 2
  - Doing homework or research sessions online weekly: 3
  - Reading and reviewing digital books: 0
  - Setting school subject goals and sharing results each term: 0
- **Total Expected Actions Earned**: 13

**Extra Credit Actions Measured**:

- Working in computer lab when Video Mentor is absent for VC: 0
- Participating in IF workshops or extra activities: 0
- Completing Steps to Self-Reliance modules: 0
- Receiving lab manager special recognition: 0
- Receiving community special recognition: 0
- **Total Actions Earned**: 13

**Deductions Tracked**:

- Disrespecting computer lab manager or IF staff: 0
- Missing the computer lab or local partner property: 0
- **Total Deducted Actions**: 0

**Score**: Actions Earned / Expected Actions = 65% / 80% = 81.25%

### School Grades By Class and Quarter

**Site Name**: Neoel’s Haven - Village
- **Active As Of**: 20-Mar-18
- **IF NB Length (months)**: 20
- **Grade Level**: OR 2 Skills

**Full Name**: Denzel Masna

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Afrikaans</td>
<td>79</td>
<td>84</td>
<td>65</td>
<td>70</td>
</tr>
<tr>
<td>English</td>
<td>56</td>
<td>79</td>
<td>65</td>
<td>70</td>
</tr>
<tr>
<td>Information Communication Technology</td>
<td>63</td>
<td>70</td>
<td>81</td>
<td>77</td>
</tr>
<tr>
<td>IsiZulu</td>
<td>64</td>
<td>60</td>
<td>75</td>
<td>70</td>
</tr>
<tr>
<td>Life Skills</td>
<td>75</td>
<td>84</td>
<td>79</td>
<td>65</td>
</tr>
<tr>
<td>Mathematics</td>
<td>92</td>
<td>75</td>
<td>92</td>
<td>75</td>
</tr>
<tr>
<td>Natural Sciences and Technology</td>
<td>64</td>
<td>60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OR 2 Skills</td>
<td>80</td>
<td>40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal and Social Well-Being</td>
<td>57</td>
<td>70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical Education</td>
<td>93</td>
<td>63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>84</td>
<td>73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Sciences</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
59% of mentee monthly scores for 2018-2019 have been Outstanding, or Meritorious.
More than half of our mentees return after the first year, the greatest “fall off” time for mentorships- 18% of mentees stay on for more than five years.

As of EOY 2018: 33,000+ video mentoring sessions provided to 600 mentees.
44% of Video Mentors serve longer than twice their initial one-year commitment, 39% mentor more than one mentee.
South Africa Needs All Teens to Own Their Education and Life Success

Twenty-five years post-apartheid, the majority of Black South African teens make short-term, bad decisions because they make sense in their worlds. Infinite Family’s teens make different decisions because they see themselves in different worlds.

Nokalunga lives in a shack in Phola, Mpumalanga where planes only fly overhead. Via Infinite Family, she was inspired to set her goals unusually high.
Mentee alumni, called “Net Blazers,” continue working together and with professionals worldwide via Saturday skills development video workshops.
Infinite Family agrees with the NDP 2030 that sustainable change starts with increasing collective capabilities to support good jobs, which in turn reduce poverty and improve individuals’ health and well-being.

**Sustainable Development Goals**

#1 No Poverty  
#3 Good Health and Well-Being  
#8 Decent Work and Economic Growth  
#3 Economy and Employment  
#9 Improving Education, Training and Innovation
Infinite Family is a Level 1 BBBEE company with ICT Sector credentials. Working with us qualifies our partners for CSI, Skills Development or Black Ownership points.

**Youth Host Partners**
- Alexandra Child Care and Support Centre
- Nkosi’s Haven
- Velokhaya Life Cycling Academy

**Mentor Network Partners**
- ForGood
- National Mentorship Movement
- VolunteerMatch
- Volunteer New York

**Corporate Partners**
- Adobe Systems
- BT
- Clarix Technologies
- Dial-a-Nerd
- Holiday Inn Sandton
- Internet Solutions
- Patterson Belknap
- Pick n Pay
- Salesforce.com
- Webber Wentzel
Video mentoring is driven by an all Black South African staff from the communities where our Net Buddies live. We learn from everywhere and have proven we can deliver in extremely challenging environments:

- Overcoming poor Internet connectivity and repeated cable theft to bring video conversations to isolated teens in 7 township and rural communities;
- Working with Video Mentors in 17 countries;
- Maintaining corporate and community partnerships that have endured since 2007;
- Repurposing shipping containers into low environmental impact, safe, clean and professional LaunchPad computer labs;
- Creating two cloud-based platforms and numerous online interactive learning resources;
- Meeting the highest financial transparency and regulatory requirements for non-profit corporations in two countries; and
- Repeatedly improving monitoring and tracking performance systems until they deliver consistent, dependable, and reliable results.
You are a wealth of life experience and professional expertise, a role model for self-reliance - just the kind needed by most teens growing up in South African townships today. You can support our work by:

**Corporation/Foundation**
- Starting an employee video mentoring program.
- Sponsoring a class of Net Buddy mentees or LaunchPad video mentoring computer lab.
- Helping us as we build our South African management team and expand capacity to serve more teens.

**Individual**
- Becoming a Video Mentor for 30 minutes a week, 32 weeks a year (just two days a year total), to ignite, influence and inspire a South African teen to exceed all expectations, especially their own.
- Sponsoring a New Buddy video mentoring scholarship.

Please, follow and engage with us and share our work
We Thank You
Amy Conrad Stokes  
Founder, President and CEO  
Infinite Family USA  
475 Riverside Drive, Suite 1372  
New York, NY 10115  
United States  
T +1 212 400 7446 x11  
T +27 (0)11 560 7997 x11  
Land lines ring to cell.  
amy.stokes@infinitefamily.org

Zoleka Petse  
Program Director, South Africa  
Infinite Family South Africa  
Albury Park, 192 Magaliezecht Ave.  
Dunkeld West, Johannesburg 2196  
South Africa  
T +1 212 400 7446 x15  
T +27 (0)11 560 7997 x15  
C +27(0)82 314 1968  
zoleka.maphalala@infinitefamily.org

Infinite Family Website  
CNN 2011 Top Ten Hero  
Christina’s Story – An Orphan’s Exit from the Poverty Pipeline  
Video Mentoring–It’s an Amazing Team