



**enke**

MAKE YOUR MARK

2017-18  
ANNUAL  
REPORT



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## Our Mission

### Connect. Equip. Inspire



**Connect** people across diversity, creating valuable networks and building understanding.



**Equip** people with social and emotional skills – real world skills that unlock opportunities for future success.



**Inspire** a bias toward action, increasing both personal and national development aspirations.



# About enke

enke: Make Your Mark (enke) is a leadership development organisation that generates and incubates youth-led social impact and enterprise. Our name “enke” is from the SeTswana word for “ink,” which reflects our philosophy and work that empowers people to become the authors of their futures by leading change in their own lives and that of their communities.

We focus on developing the skills of youth to increase their effectiveness as leaders and their ability to contribute to a positive future. We do this by connecting, equipping, and inspiring young people to implement social impact projects that tackle issues that affect their communities. This contributes to developing effective young leaders – youth who have the desire and capability to access post-school opportunities, whether that’s an internship, employment, entrepreneurship, or civic leadership.

Our leadership development programs for high school youth, for post-school youth, and specialised services provide people with theoretical and practical skills that make it possible for them to become effective leaders in their communities. We have been incubating youth-led social impact projects since 2009 and our expertise is in capacitating youth towards social innovation, social cohesion and social responsibility.



# Introduction

The past 2 years have been a time of organisational renewal, growth, dreaming and making magic happen. With this report (covering January 2017-June 2018), we reflect with pride on our past successes and leverage the many valuable lessons we learned. Our work and achievements in 2017-18 are the product of hustle and focus to overcome a difficult 2016, a year in which we made the tough decision to scale down so that we could focus on improving fundraising, repositioning our programs and service offerings, diversifying our income mix and implementing lean operations. In 2017 - 2018 we achieved a 194% increase in impact, 48% increase in income, and, through our Bespoke services, were able to engage with many more projects and opportunities. All this has been made possible through the tireless efforts of our wonderful team, the guidance of our board of directors and the amazing support of our partners.

While achieving impact and growing, 2017-18 was also a time for operational adjustments as we navigated changes in the team and board. Special thanks for the strong foundations in operations and programs laid by Kingsley Kipury (former Chief Operations Officer) and Natasha Asbury (outgoing Chief Programs Officer) who moved on in 2017 and 2018 after being with enke since 2012 and 2013 respectively.



In 2016 we set ourselves an audacious strategy and targets to have directly enabled thousands of effective young leaders, generated 3,000 social impact and enterprise projects, and be a financially sustainable social enterprise by 2020. We continue to work hard to make this a reality, while also dreaming bigger and innovating to make a substantive contribution to national, regional and global development goals.

enke turns 10 years old in 2019! As we approach this significant milestone we remain firmly grounded in our values, mission and purpose. We look forward with confidence in the knowledge that our work transforms lives and continue to connect, equip and inspire many more people long into the future.

Rufaro Mudimu  
CEO

Freddy Makuwa  
Head of Operations

Skhumbuzo Moodaley Mpisane  
Head of Programs

## Here are some of our proudest achievements from 2017-18 reporting period:

1. **Growing the reach of Trailblazer and Ignition Programs** with expansion to the Free State, Limpopo and Northern Cape through a 3-year grant from the European Union.
2. **enke research paper** "Mechanisms for inspiring action in South African youth" by Cara Waller, Natasha Asbury and Pip Wheaton was officially published in peer-reviewed journal African Evaluation Journal.
3. **The 330 learners in the Trailblazer Class of 2017** had an impact on **17,633 people** through their community action projects, an impact multiplier ratio of 1:54. (*see page 12*)
4. **First results of the Catalyst Program** with 74% of youth 141 youth registered in the program completing it and 80% of them becoming economically active within 12 months. (*see page 16*)
5. **Growing the impact of our Specialised Services / Bespoke** through curriculum development and program design with Media Monitoring Africa's Web Rangers Program, Bumb'ingomso and more. (*see page 34*)
6. **Receiving 3-year grant from E<sup>2</sup> Investments** to continue growth of the Catalyst Program to 2020.



Rufaro Mudimu, enke CEO (left)



## Our Values



This is not school



Get Your Hands Dirty



Respect Each Other



We Are There With You



Truth & Transparency



Create Your Own Path



Make it Happen – Make it Better.

***We envision a world that is an enabling environment for young people to recognise their own value, thrive and mobilise for meaningful change.***

## Our Strategy

We are driven by the desire for all young people to have the self-belief, freedom and ability to create a positive future for themselves and with other people. **Our goal is to enable thousands of effective young leaders through our products and services and incubate 3,000 social impact projects by 2020.**

Strategically we aim to do this by:

- Continuing to provide innovative, scalable, tangible, measurable solutions that leverage the inherent assets of youth to effectively define and achieve their goals
- Celebrating and supporting youth to lead change in their own lives and that of others and their communities by sharing stories of youth-led change and building supportive networks for the youth in our Programs.
- Actively working towards financial and operational sustainability to innovate and have sustainable long-term impact
- Applying an ecosystem approach in our work to contribute to the achievement of national and global development goals
- Actively working to partner and collaborate with organisations, institutions, and companies to add and share value where possible



# Impact

## Highlight

Since 2009

3 325

People trained in enke programs and bespoke projects 2009-June 2018

61%

of program participants are Female

736

People directly trained by enke facilitators through Bespoke Projects

90%

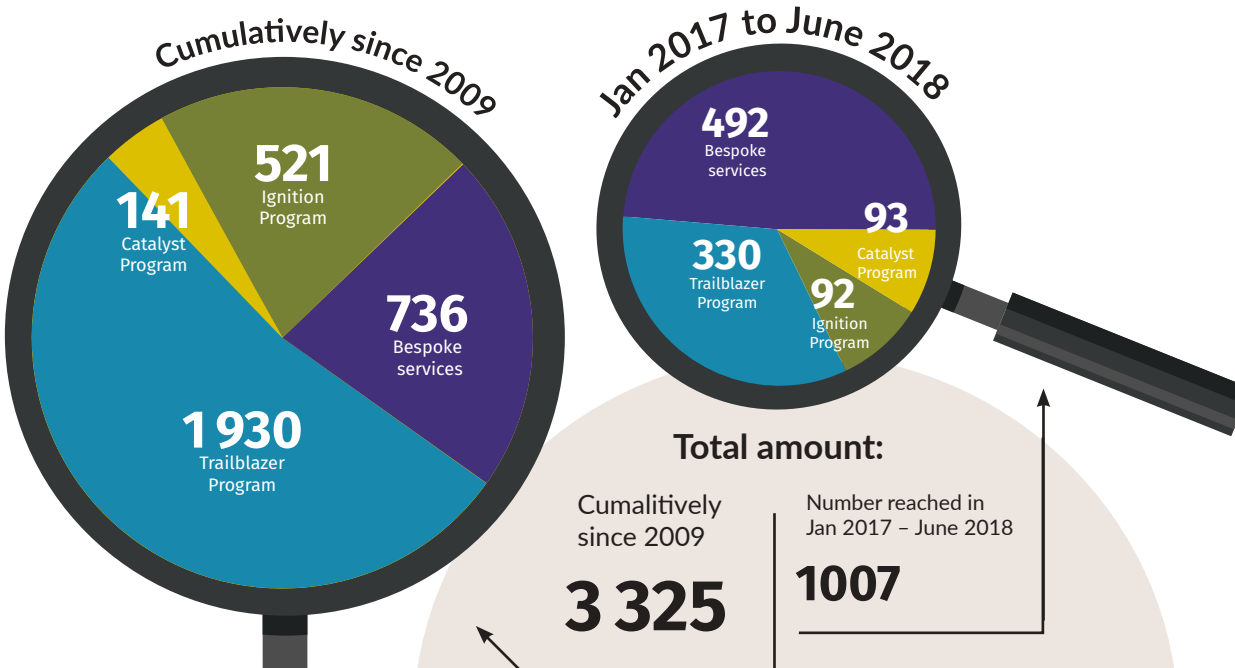
of program participants are from low-resourced/ disadvantaged communities

90%

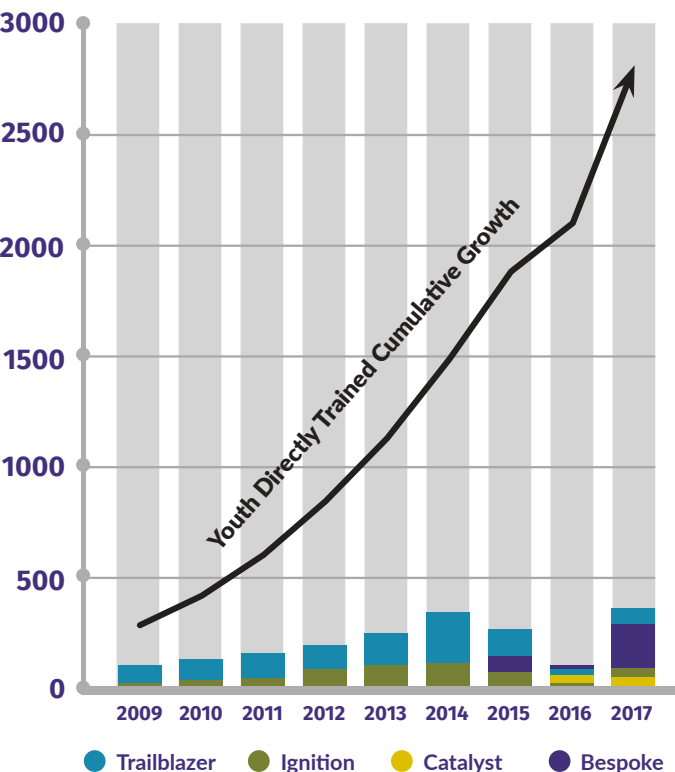
of program participants are Black

# Impact Summary & Stats

Number of people reached by each program:



Participants Trained Per Program Annually



### enke: Trailblazer Program

This is our flagship leadership program for Grade 10 and 11 learners. It is a 9-month experience in social action and community leadership where learners are trained, inspired and supported to create real change in their communities.



### enke: Ignition Program

This is a volunteer program for post-secondary youth where participants are connected to a diverse, active network, equipped with skills and experience that increase employability and work-readiness, and inspired towards entrepreneurial endeavours.



### enke: Catalyst Program

This program is for unemployed, out of school youth (18-35 years old) and is a 6-month experience in social enterprise and guided coaching for professional development to increase the likelihood of conversion to employment, enterprise, education or training.



### Bespoke Services

We provide specialised services to other organisations and companies where we deliver projects that are tailor-made to our clients needs and outcomes, applying experience and knowledge gained in running our core programs. Thus, our bespoke projects extend our reach.





# Trailblazer Program

## Trailblazer Definition: Bold self-starters setting the path ablaze for their peers.

The enke: Trailblazer Program inspires and supports young people to create real change in their communities. Participants design and run projects to address the social issues they feel passionate about. Through this experience, participants increase their grit, social responsibility, self-efficacy and social capital, while gaining practical experience in leadership, active citizenship, and entrepreneurial experience.

In Trailblazer, we introduce high school students to other like-minded, passionate and enthusiastic young people. Participants learn skills that will help them achieve their dreams and use these skills to design and run a project in their community. Participants walk away from the experience having made an impact on their communities and inspired to continue to make change happen.



There are 3 key components that unfold over the 9 months of the Program:

1

**Training at the enke: Forum:** Participants attend the enke: Forum – a 5-day-long, residential training retreat. Participants develop leadership, communication, and critical thinking skills; hear from inspirational speakers and experts in fields such as entrepreneurship, technology, media and the environment.

2

**Social Action:** Running a Community Action Project allows participants to learn by doing (experiential learning). Through this process, participants develop key skills in project design and management. Over the 9 month period, enke provides technical and emotional support for participants through our trouble-shooting hotline and monthly SMS reports.

3

**Recognition:** We recognize the effort that all participants put into the program – even where a community action project isn't completed. All participants who start a project are invited to regional celebration events. In addition, top projects are awarded prizes and all participants receive a certificate and letter of recognition.



Each cohort of the Program is called an "Intake". We host 1-3 intakes of the Trailblazer Program each year, with each intake accepting 125-140 youth per intake depending on funding. Program intakes run as follows for the 9 month Program:

- Winter Intakes: July - April (Celebration event held in May)
- Summer Intake: December - August (Celebration event held in September)

Each 9-month cohort starts with training at an enke: Forum in July (Winter intake) or December (Summer intake). Participation is by application only. Youth may independently apply, or can apply through collaborative and recruitment partners (community organisations or schools) that we work with.



## Key Trailblazer stats from 2017/18

**330**

The number of people trained in the Trailblazer Programme 2017-18

**54**

The average number of people who benefited from each youth-led project

**20**

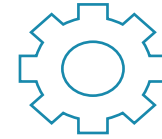
The number of schools and community organisation partners

**6**

speakers inspired Trailblazers at 2017 enke: Forums

**3**

enke: Forums held in 2017



**313**

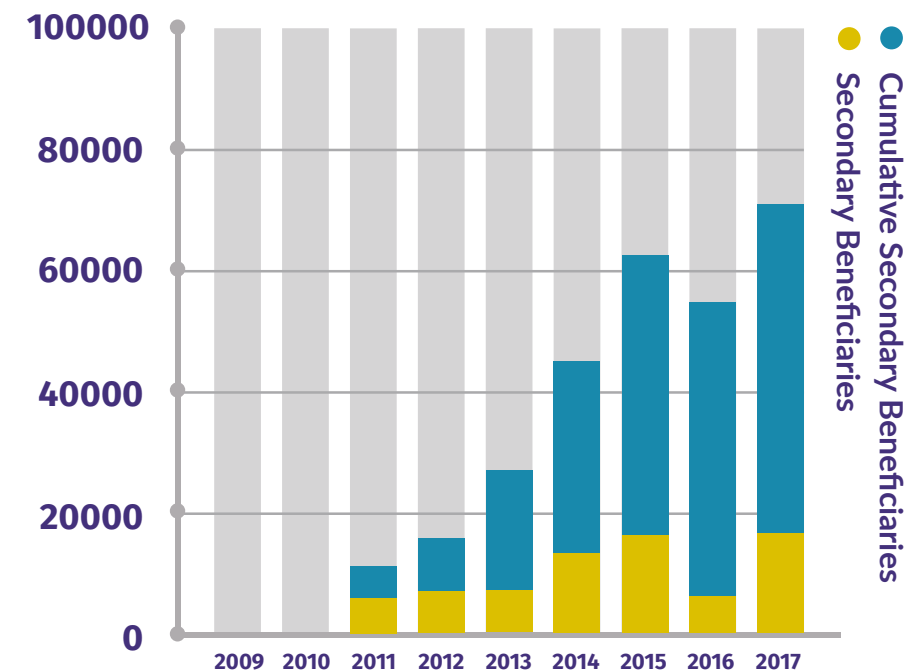
Community Action Projects started by Trailblazer Class of 2017



**17633**

The number of people in SA communities positively impacted by participants' Community Action Projects in 2017-18

### Trailblazer Program Secondary Beneficiary Impact



When we started enke in 2009, we were responding to the inequality that we were experiencing around us and determined to challenge negative narratives about youth in South Africa. We were young (all co-founders were in their early-mid-twenties), determined and driven by this crazy idea that bringing young people together would create magic. What was beyond our imagining was how long that magic would last and how substantial it would become. When I left enke in 2015, I knew that the next phase of growth would be phenomenal; but what has been achieved and sustained by Rufaro and the team was beyond what I (and the other co-founders) had thought possible. Looking at what enke has become now, the impact that it has, it just shows the power of being young, crazy and taking action on the ideas we have.

– PIP WHEATON, CO-FOUNDER

Pip is now based in England and works as the Director of Ashoka UK and continues to contribute to enke as part of our Advisory Council.





# Collaboration in Action

## Building Financial Literacy with Operation Hope South Africa

In 2015 we identified the need to actively collaborate to bring other skills that were not in formal education to youth in the Trailblazer Program. An important gap in terms of life post-school is around financial literacy, and our research showed that many young people are not exposed to this beyond commerce subjects in school. Thus, we partnered with Operation Hope South Africa, which is part of Operation HOPE Inc., a global provider of financial dignity education and economic empowerment programs for low-income or moderate-income youth, individuals and families in underserved communities. Our partnership with Operation Hope SA has been so strong because of both organisations' common motivation of building a society that is more socially and economically inclusive.

In our partnership, Operation Hope South Africa implements a modified version of their Banking on Our Future Program at the enke: Forum. Banking on Our Future is focused on building financial knowledge and money management skills to give economically disadvantaged youth the ability to take positive steps towards improving their lives through financial skill-building and small business development.

“

*Thank you for giving me insight on how to best save my money. That was one question I really wanted answered. So I say to you to continue to do the great work you do and this also goes to the rest of your team.*

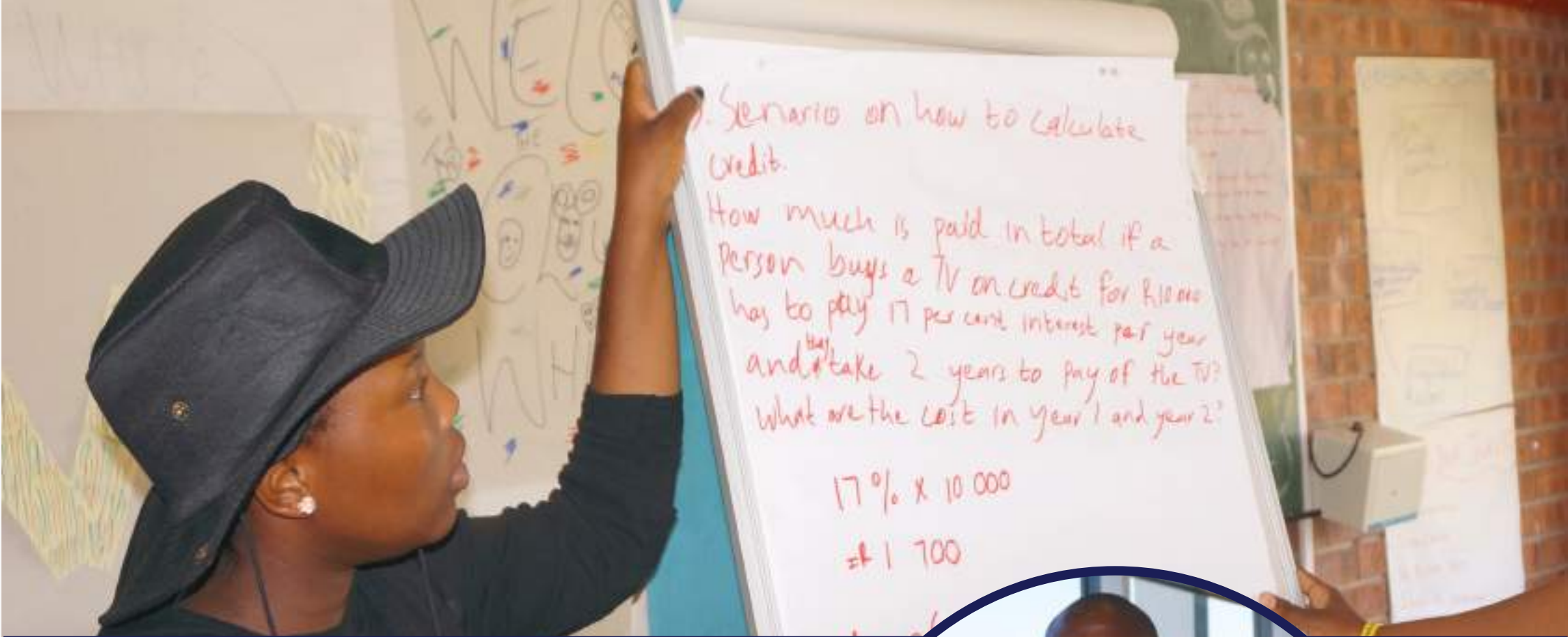
**Chris Phalane, Trailblazer Class of 2017**

”

The financial literacy topics covered at the enke: Forum are:

- Wants, needs and maintaining a budget
- Beliefs about money
- Basics of money and banking
- The power of credit

Pre- and post-training assessments show marked improvement in financial literacy of participants. Additionally, there has been consistently positive feedback from Trailblazers, Igniters and staff about the impact and mindset change around money and financial awareness, particularly in helping Trailblazers better manage their resource mobilisation in CAP implementation overall. **The partnership with Operation Hope South Africa shows the power and effectiveness of collaboration to improve outcomes in our Programs.**



“

***Program participants often came to our classes not sure what to expect, and nervous about discussing money matters in an open forum.... By the end some of the participants wrote songs about financial literacy.***

**Zviko Mudimu**  
*Managing Director, Operation Hope South Africa*

”







## ALUMNI SPOTLIGHT MARANDELA MARLENE HLONGO

Trailblazer 2017

Founder of Heartistic Publications

*Marandela is a fiery, determined young woman from Polokwane and in her Grade 10 year, participated in the 2017 enke: Trailblazer Program. For her community action project (CAP), she started a publication company called "Heartistic" with the aim of publishing stories and poetry from the youth perspective. Marandela, now in Grade 11, is continuing with Heartistic Publications, building her business while being focused on completing matric (in 2019), and hopes to study law.*

**Any highlights from your experience in the enke Program?** enke has shown me that ambition is the best motivation and that I as a young person have the power to be a participant in the economy of South Africa. The experience has made me see that in me there are a whole lot of successful ventures waiting to happen.

*"The experience has made me see that in me there is a whole lot of successful ventures waiting to happen."*

**Any highlights from your experience in the enke: Program - for example, inspiring facilitators/speakers/fellow participants, lightbulb moments that made you realise what you wanted to do beyond school, or lessons that have stayed with you?** Meeting Seth Mazibuko changed the way I viewed life. Also, the counsellor at the enke: Forum helped me overcome a lot of sadness from my past, which gave me some closure before starting my project. I feel free to be me and I do that through Heartistics. I also hope that Heartistics Publication is a company that can I can continue running until I grow old.

**Would you recommend young people participate in enke Programs? If so, why?** Yes most definitely, enke changes the way you see the world. You start seeing the world clearly and how broken it is and you find your own piece of the pie that you want to work on. Also, enke is like a parent who is always there and giving you advice.

**How might people support the work that you currently do?** [People could support my work through] funding, mentorship, entrepreneurial networking sessions, [introductions with] bookshops willing to sell my work and also people who are willing to publish books at affordable prices and on a budget.







## ALUMNI SPOTLIGHT OTHUSITSE PAUL MOETI

Trailblazer 2015

*Chairperson of Ignite Kuruman*

*Othusitse was already a leader in his school as part of a winning team at the national Empowerate Youth Citizens Action Program (YCAP), which is how he heard about the enke: Trailblazer Program. For Othusitse, being part of the Trailblazer Program was an opportunity to further learn and develop himself. Although his community action project failed, he stayed engaged with enke, continuously going back to the lessons gained at the enke: Forum. In 2017, he faced many challenges as a first year university student, which prompted him to start Ignite Kuruman which equips young people from Kuruman, Northern Cape, to be better prepared for tertiary studies and life in university.*

**What do you currently do?** I am currently undergoing ukutwasa, which is a spiritual training that finishes in December 2018. [In addition to this] I run “Ignite Kuruman” as the chairperson, and I [have also started up] my company – “Given Confidants”.

*"Investing in young people is really the greatest gift we can give the world, because it is the one thing that will stay alive even after we have left this world."*

**Did your enke experience have any impact on who you are and what you're doing today?**

My enke experience has definitely had an impact in who I am today because it has grown my light and equipped me with better skills and knowledge to bring change to the lives of others. The organisation, experience, advice and resources I have shared with other young leaders I met through enke has helped me a lot.

**Would you recommend young people participate in enke Programs? If so, why?**

I would, I have actually recommended it to 2 of my mentees last year from Kuruman, who participated in the 2017 Trailblazer Program, started their own Community Action Projects and completed the program in April 2018. 8.

**How might people support the work that you currently do?** With Ignite Kuruman, we are currently trying to grow and be as effective as possible, so any help or support from other organisations that can give insight as to how we can better our current systems would be awesome. Building and growing our brand is also a challenge as it needs some financial injections.

<http://bit.do/IgniteKurumanFacebook> | [ignitekuruman@gmail.com](mailto:ignitekuruman@gmail.com)







# Ignition Program

**Ignition Definition:** the action of igniting - sparking or setting something in motion.

This is a volunteer program for post-secondary youth where participants are connected to a diverse, active network, and equipped with skills and experience that develop facilitation and innovative problem-solving capabilities. Selected youth from the Ignition Program go on to deliver the leadership development curriculum in the Trailblazer Program. This is an exclusive avenue to impact the future of South Africa while gaining skills and experiences that will set participants apart from their peers in the job market. Through the Ignition Program, participants have the opportunity to:

- Meet and be inspired by their peers who are driving change in their communities.
- Learn and get practical experience of advanced facilitation skills and youth coaching.
- Gain key skills such as leadership, self-awareness, presentation, communication, and facilitation
- Mentor high school learners to develop projects of social action to improve their communities.
- Accumulate volunteer hours (minimum 140 hours). Provide mentorship and guidance to high school learners developing projects of social action to change their communities.
- Exposure to professional and personal development opportunities through enke's extensive network.



There are 4 main components of the Ignition Program:



“enke equipped me with skills that have given me confidence to implement projects effectively. Through the enke I was empowered to believe that I can make an impact in the world no matter how small.

*Delphino Machikicho*”

**1400**  
The cumulative **number of volunteer hours** participants Ignition Program contributed at the enke: Forum

**92**  
The number of **people trained in the Ignition Program 2017**





## ALUMNI SPOTLIGHT DELPHINO MACHIKICHO

Ignition 2013-2014

Founder & Chief Programs Officer, Waumbe Youth Development

Founder & CEO, Delphino Machikicho Consultants

*Delphino has always been passionate about youth development, which is why he joined the enke: Ignition Program. At the time, the program included a competition, the Social Innovation Challenge, where participants were tasked with creating a social innovation and pitch for a cash prize. The social innovation he and his team pitched was called Waumbe. Although they did not win the prize, the process allowed Delphino to think through how to implement an already nascent idea, which, in 2015, he registered as Waumbe Youth Development.*

*Now, Waumbe is an established organisation working with youth in the farming community of Fisantekraal, Western Cape. Waumbe Youth Development Centre, in line with its mandate to equip the youth, believes that the window to economic freedom lies in education and mental empowerment. Waumbe has gained significant traction and accolades in the Western Cape, most recently as a finalist in the 2017 Western Cape Department of Social Development Ministerial Youth Excellence Awards.*

**What is your greatest accomplishments (both personally and professionally)?** Starting Waumbe Youth Development, which has grown to be an award-winning organisation transforming lives in the farming community of Fisantekraal.

*“The youth are the soul of our continent. We have ideas that can fix the world problems we face today. With skills and resources to scale these ideas this world will be a better place. It is time we look to the youth for fresh, innovative ideas. Youth led transformation is the new revolution.”*

**Did your enke experience have any impact on who you are and what you're doing today?** Definitely, yes. I always had a passion of empowering youth. I would go and speak in multiple schools and youth centres. Through enke I managed to harness all that passion to start Waumbe Youth Development. Additionally, I have a deeper understanding of who Delphino is and what factors influence who I am. This is central to my success. Thank you enke.

**What do you enjoy most about your work and what are the biggest challenges?** Development work is tough but knowing that you are making a lifetime transformation makes it worthwhile. For example, Waumbe had their first College Graduate this year, which was emotional for me knowing that his life will never be the same again and Waumbe was part of the reason for that. One challenge is leading a growing organisation and managing that growth while making sure that we attain the impact desired. Another challenge is making sure that Waumbe is financially sustainable.

**What do you believe enke: Make Your Mark has shown you/given you as a person?** First, to have a deep understanding of myself as a person, which created a paradigm shift in the way I lived my life. Secondly, enke equipped me with skills that have given me confidence to implement projects effectively. Through the enke I was empowered to believe that I can make an impact in the world no matter how small.

**How might people support the work of Waumbe?** As Waumbe we are looking for young people who are passionate about empowering disadvantaged communities. Youth that want to volunteer their time to tutor high school students, to mentor high school learners to get over the hurdle of high school. For university students that want to get community development hours Waumbe is the place to effectively achieve this.

[www.waumbe.org.za](http://www.waumbe.org.za) | [info@waumbe.org.za](mailto:info@waumbe.org.za)

Twitter: @DelphinoTaona | Facebook: <http://bit.do/Waumbe>







# Catalyst Program

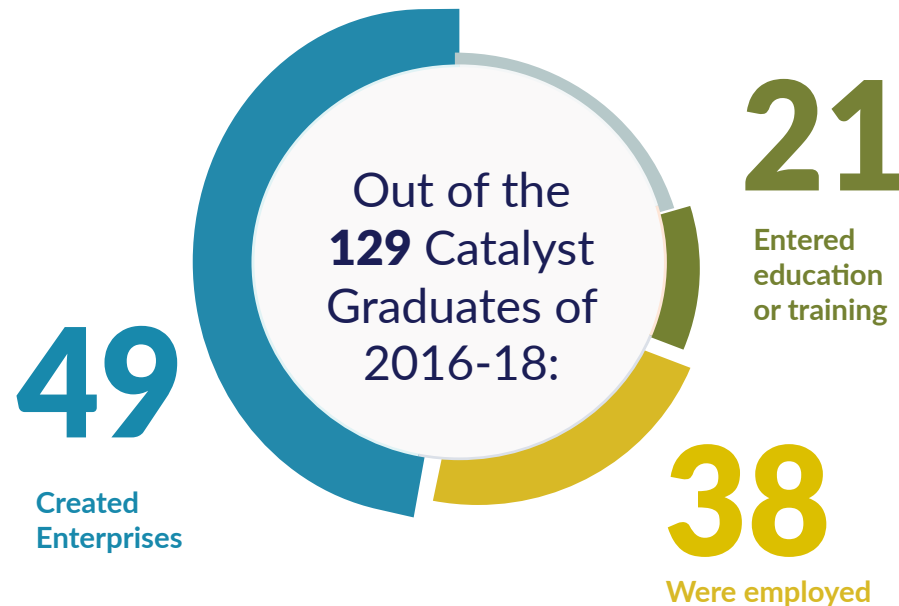
**Catalyst Definition: a person or thing that causes a change to happen.**

Almost 7 million youth (15-35 years old) in South Africa are classified as not in employment, education or training (NEETs), and youth make up the largest proportion of discouraged work-seekers. Through the enke: Catalyst Program, we are contributing to reducing the numbers of youth who are NEET by bringing them into a space that allows them to rediscover and develop themselves personally and professionally, enable them to determine the targeted life outcomes they want, and actively work towards achieving those outcomes.

Catalyst is a holistic and comprehensive solution to meet the challenges that youth NEET face before entering the job-market or entrepreneur incubators, thus ensuring that they are empowered to seek and drive change for themselves. The main impact of Catalyst has been to successfully convert youth from being discouraged work seekers, to being encouraged and motivated youth, equipped with the essential soft and practical skills necessary to succeed in changing their socio-economic situation, thus becoming economically active citizens.

The 6-month program is for 18-35 year olds who have been NEET for 20-40 weeks, with selection based on expressed interest in personal and professional development, ability to communicate and interact in English, and commitment to program engagement. It is an experience in personal development, social impact and guided coaching to increase the likelihood of conversion to being in employment, education or training.

Catalyst was launched in October 2016, and we have implemented 3 cohorts of the program, continuously learning and iterating for maximum impact. To date, 141 youth started the program, 129 completed the program, and 113 (80%) became economically active by either finding employment, starting social projects or enterprises, returning/starting further education, and/or entering training such as SETA-accredited learnerships. Thus, 80% of the Catalyst participants were inspired to identify and achieve their target outcomes in EEET.



## How Catalyst Works:

**The program is made up of 3 core modules and has been delivered as a mix of residential and non-residential training with youth between the ages of 18 and 35 as follows:**



**Personal Development Skills:** Participants are taken through rigorous personal development training focused on rebuilding self-belief, self-confidence and essential social skills to succeed in a professional setting.



**Life Outcome / Pathway Training:** Over 3 months, participants engage with information and resources to guide them through navigating the obstacles they will face around access to education, employment and training.



**Entrepreneurial Development** Participants learn and apply Human Centred Design methodology and SETA-accredited New Venture Creation while building essential entrepreneurial skills.



## Catalyst Program Objectives:

1

**Break the continuum** of hopelessness by working with post-school, unemployed youth to rebuild their self-belief and resilience through training, practical experience and inspiration



2

**Inspire and support** a bias toward entrepreneurial thinking and innovation by helping young people develop the skills, networks and desire to identify and access opportunity.

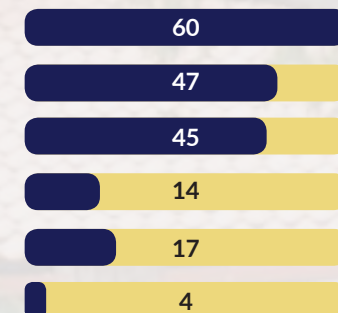


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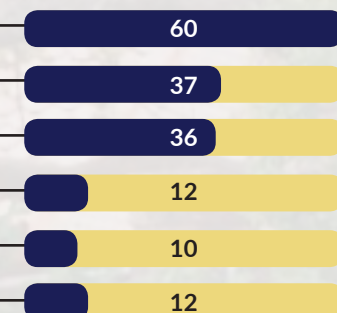
**Help youth place** and sustain themselves into employment, education or enterprise

## Key statistics

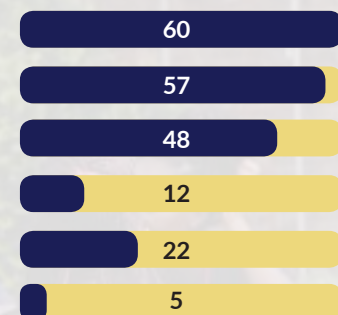
Cohort 1 (2016)



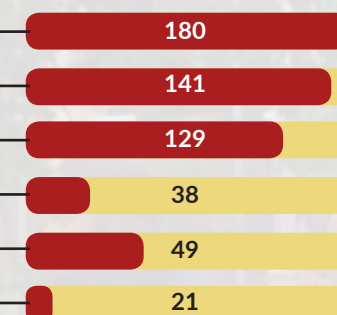
Cohort 2 (2017)



Cohort 3 (2018)



Total



## Catalyst Stories of Change

### Katlego Llaale

*Catalyst Cohort 1*

Katlego joined the enke: Catalyst Program at a point where nothing seemed to be going right in her life. Having always been a top achiever, she was not prepared for when she was financially and academically excluded after her first year of university. Lumped with a year of debt, little/no job prospects due to not having a degree, and a deep sense of hopelessness, she signed up for the Catalyst Program to see if it might help her envision a new life and path. Through Catalyst, she reconnected with her passion for writing and editing. She re-established her blog "The Fertile Wound" which grew to having over 4000 subscribers by the end of 2017. Upon completing the program, Katlego decided to actively work on finding a job where she could pursue her passion for writing. She currently works for a start-up literary editor as a Junior Editor, and hopes to return to university to complete a writing degree. Katlego has also been trained as an enke: Igniter and Catalyst Facilitator, where she assisted in delivering our Trailblazer and Catalyst intakes in 2017.







## Kgomotso Moletsane

*Catalyst Cohort 1*

Before Kgomotso started in the Catalyst Program in October 2016, he had just been sitting at home with an idea to start his own business but no idea and little motivation to start. Through Catalyst, he learned communication, entrepreneurial and leadership skills, applying the tools and lessons in the enke curriculum to shape his life. He also shares that through Catalyst, he gained a new confidence and belief in his abilities. For his Enterprise Action Project, Kgomotso started the business that he had held as an idea for so long - a clothing label called “Scrap” which makes T-shirts and caps to generate an income. In addition to the clothing label he applied and successfully secured a job at a skills development centre (where the Catalyst Program workshops were held), which he held for 18 months. In 2018, Kgomotso left the skills centre for full-time employment as an administrator, while continuing to grow Scrap which now has 2 part-time employees.



## Mpho Mosome

*Catalyst Cohort 3*

After completing her Diploma in Accounting in 2016, Mpho was eager to start building her career, but failed to secure the opportunities she wanted leading to ever-increasing hopelessness. She joined the Catalyst Program hoping to learn and have something to do whilst job hunting. She was amazed at the amount of self-awareness and development she experienced in Catalyst, which gave her a better idea of her social capital and strengths to stop job hunting and, instead, start her own business. She is now developing her business Elegance, a luxury hypoallergenic skin care range for low-income people. In addition to her skin care range, Mpho and two other Catalysts, **Bonginkosi Msomi** and **Sarah Mbongane**, started a Youth Development Club called Ikageng Harbour, providing entrepreneurial workshops to young people in Kagiso. In January 2019 they provided workshops for the “Mayor Skeem SA Youth”, which is an initiative by the Mayor of Mogale City municipality. Asked what the biggest change that she experienced was, she stated: “The world is full of so many opportunities that a lot of young people are not aware of. From [Catalyst] I knew that what I wanted to do from now on is to help young people who are going through the same challenges as I did to know it’s not the end of the world.”



# Alumni Network

The Alumni Network is a mechanism for continuous engagement, professional opportunities and personal development for past participants of the Trailblazer, Ignition and Catalyst Programs. The purpose of the Network is to continue to build an active community of youth leaders who share a desire to continue their engagement with social action and personal development.



# 2589

Number of youth eligible for the alumni network  
June 2009 - June 2018



# 660

Number of Alumni registered on Facebook  
Group



# 481

Number of Alumni registered for  
Newsletter





## ALUMNI SPOTLIGHT COURTNEY CUPIDO

Ignition Program 2015 & 2016  
Forum Program Delivery Support Team 2018

*Legal Intern at ProBono.Org  
LLB, University of the Western Cape (2017)*

**Courtney is a positive, driven and determined person. Inspired by her experience in the 2015 enke: Ignition Program, she started Students Helping OUT (SHOUT) - a volunteer club and platform for University of Western Cape (UWC) students to actively engage with individual and community issues while also gaining skills through various trainings hosted by offices within the university. Now, SHOUT has grown beyond UWC, working with students and recent graduates across the Western Cape to channel their desire to volunteer and positively impact others. Beyond SHOUT, Courtney works full time as a legal intern at ProBono.Org in Cape Town where she channels her passion for social justice through the law.**

**What do you enjoy most about your work?** Being able to empower previously disadvantaged communities and marginalised groups of people with the knowledge of their rights, court procedure and processes, which laws protect which rights and the various organisations who can assist them.

*"Young people are the best group to target as they have no fear, many have been through the most and are angry, they want to see change. Anger can be a great tool to drive change if used correctly. The youth are fire, they are power, they have the passion and the drive to keep projects going despite facing many rejections they will keep going."*

**Any highlights from your experience in enke: Programs?** The speakers at the enke: Forums that I have been a part of definitely are highlights. The speech by Pip Wheaton (enke co-founder) at the 2015 enke: Forum Cape Town, where she spoke about being ok with not knowing what the next step is in your life. In that year she had stepped down from her role as enke's CEO and was honest about having a little fear about her next chapter but being okay in that uncertainty. This meant so much to me as 2015 was a weird and fuzzy year. It was the year was I meant to complete my studies, but due to having to undergo a procedure to stop the progression of my eye disease, I had to split my year and complete my studies in 2016.

Then, there are the enke people who have become family. My enke baby brothers - Thamsanqa, Nkosana, Itumeleng and Busani - who encourage, inspire and force me to continue to challenge the status quo. They have taught me to question everything and to never allow my circumstances to

dictate which path I should follow. Also, my crazy sister Natasha (former enke Chief Programs Officer) who has taught me to love people again despite being disappointed numerous times. She has encouraged my dreams and supported me throughout the three years that I have known her and enke.

**Did your enke experience have any impact on who you are and what you're doing today?**

enke has made me stronger, more courageous and humble. enke opened by mind, my eyes, my entire being to accepting people for who they are, understanding the events and actions which assisted in shaping the person they are today.

**How can people help Courtney and SHOUT?**

People can assist SHOUT by providing donations of stationery, clothing, toiletries and money for petrol for travel (the dream is to have a SHOUT vehicle of our own). You can also help by volunteering as a tutor or mentor for learners, funding bursaries as well as hosting workshops within communities. SHOUT is also looking for companies who offer bursaries to get in touch as we have a database of Grade 12 learners that we help apply for university and bursaries.

**Instagram:** [www.instagram.com/studentshelpingout](https://www.instagram.com/studentshelpingout)

**Facebook:** <https://www.facebook.com/shoutuwc/>





## ALUMNI SPOTLIGHT KIARA RAMKLASS

Trailblazer 2010

Founder of Marimba Jam

*Kiara Ramklass was part of the 2011 Trailblazer Program, where, for her Community Action Project, she decided to share her love of music through the Marimba Jam. With Marimba Jam she organised workshops to give disadvantaged youth exposure to the marimba instrument, a means of expression through rhythm and music, and, through it all, promote cultural and social harmony.*

*Now, Marimba Jam is a thriving and dynamic organisation! This social enterprise is currently teaching over 350 Cape Town high school learners on a weekly basis, as well as having a professional Marimba Jam Band that plays at events. Kiara built her business while studying and graduated from UCT in 2018 with B.A. Film and Media Screen Production. Kiara was listed in News24's 100 Young Mandelas – recognising her as one of a new generation of leaders that embody the spirit of Nelson Mandela.*

*"enke has shown me that young people are capable of achieving amazing things right now - not 'in the future' - but right now. Remembering that there is a network of young people doing big things in their community helps me put aside any self-doubt I have (especially when people gasp at my age)."*

### **Any highlights from your experience in the enke: Program?**

The entire experience helped me understand that the hard work our parents did in fighting to end apartheid was only the first step in attaining freedom for our country - my generation has our own post-apartheid mission to fulfil. I was inspired to play an active role rather than an apathetic role in creating a more equal society. It was also a huge inspiration and motivator to be surrounded by like-minded young people who also wanted to make a change - knowing I wasn't alone in this mission to drive positive social change made the journey a lot less daunting and lonely.

### **What do you enjoy most about your work and what are the biggest challenges?**

It makes me incredibly happy to see the impact our marimba teaching has on our learners - this year, we teach over 350 learners on a weekly basis. The organisation has been growing exponentially over the

past 3-4 years and I really enjoy the task of coming up with innovative and exciting ways of growing the organisation and keeping our learners interested.

### **Did your enke experience have any impact on who you are and what you're doing today?**

Definitely. I always say that enke changed my life, because I came back from the enke: Forum (in Grade 11) with a completely different world view that has stuck with me until now. I came back with a passion-fuelled drive to be an active part of driving social change. enke taught me the value of social entrepreneurship and helped me find the confidence to start something myself and continue to grow that project to heights I never dreamed I would.

### **How people can help Kiara and Marimba Jam?**

We would love to impact more underprivileged schools through our Outreach Program; in order to do this we require more marimbas. We would also like to put out a call for any schools that may want to join the Outreach Program as a host school (already has marimbas and would like to join our network of host schools in the Outreach Program). There is also the option of sponsoring an Outreach Band or providing monetary donations towards instruments.

**Website:** <https://marimbajam.wordpress.com>

**Facebook:** <https://www.facebook.com/MarimbaJam/>

**Instagram:** @marimba\_jam

**Twitter:** @MarimbaJam





# Bespoke services

## Bespoke Definition: made for a particular customer or user.

Our bespoke services leverage the knowledge, resources and experience gained from our core programs to deliver programs, projects and services that are tailor-made to an organisation or company’s needs.

We have been running bespoke services since 2015, consistently receiving wonderful feedback from our clients (non-profits, institutions and corporates). Bespoke services are our independent income generation stream to help us increase our financial sustainability and decrease reliance on exclusive donor funding to innovate.

### Benefits of Bespoke Services to enke

- **Growing our impact:** through bespoke projects we are able to extend our reach beyond our core programs.
- **Paid opportunities / micro-jobs for enke Alumni:** We provide facilitation services, for which we hire past Ignition Program participants, who form our facilitator pool. Apart from keeping
- **A testing ground for innovation:** Our bespoke work has enabled us to run tests and to try new methods before infusing these into our main programs and vice versa. We have been able to show

that elements of our programs can be implemented in different configurations to achieve defined outcomes.

- **Enabled contribution and collaboration to the youth development ecosystem:** Bespoke work continues to help us create mutually beneficial collaborative spaces and extend our impact.

Within this period we had the privilege of working with the following clients:

- **Small Projects Foundation and Bumb’ingomso** - curriculum design and development (developed participant and facilitator manuals, lifestyle guide, mentorship guide and trained SPF staff for the implementation of the Bumb’ingomso Leadership Network).
- **Investec Soccer League Beyond the Field Community Outreach Projects** - With our program design and training we increased the implementation of community outreach projects from 1 out of 6 school teams running projects, to 5 out of 6 teams running projects. This shows how focused investment of time and support can get most youth, regardless of perceived ability, to lead positive change.
- **FirstRand Volunteers Bursar Mentorship Program** - providing training for staff from the Firststrand group to be more effective as mentors.
- **Charities Aid Foundation Southern Africa (CAF-SA)** - delivered a 3-Day Work-Readiness Program at the American Corner Pretoria
- **Motheo WaMoruo** - their preferred training service provider for implementing client projects, including leadership training at the SAICA Student Leadership Summit.

6

Bespoke projects in 2017

15%

Of organisational budget raised through earned income in 2017

492

People trained directly through Bespoke Projects in 2017-18

736

Cumulative number of people trained through bespoke programs



# Bespoke service offering

## Full-service Leadership Development Agency

enke Services offers a broad spectrum of options to meet diverse client needs. We:

- provide leadership training and strategic oversight at the project kick-off
- facilitate meetings with key stakeholders
- assist in moving the project through execution
- monitor and evaluate for lessons learned



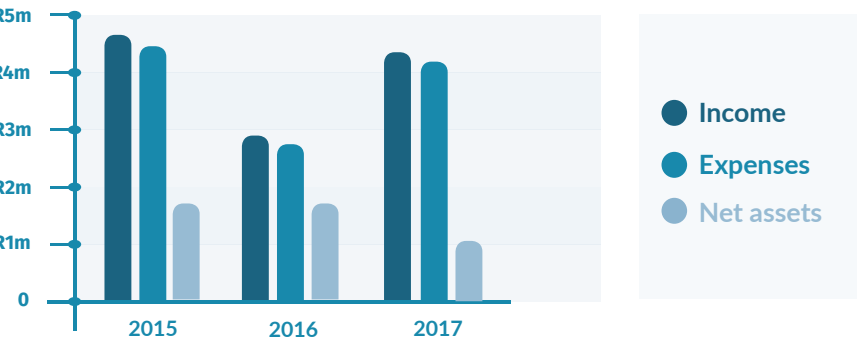
# The Bespoke Process





# Financials

## 3 Year Financial Analysis



## Audited Statements

### Balance sheet

ASSETS	2017	2016	2015
<strong>Non-Current Assets</strong>			
Property, plant & equipment	27,006	10,830	-
<strong>Current Assets</strong>			
Trade & other receivables	441,539	835,473	84,146
Cash & cash equivalents	2,236,830	3,196,831	1,961,506
	<strong>2,678,369</strong>	<strong>4,034,304</strong>	2,045,652
<strong>Total Assets</strong>	<strong>2,705,375</strong>	<strong>4,045,134</strong>	<strong>2,045,652</strong>

EQUITY & LIABILITIES	2017	2016	2015
<strong>Equity</strong>			
Retained Income	1,647,727	1,664,670	999,672
<strong>Current Liabilities</strong>			
Trade & Other Payables	110,818	69,231	99,029
Deferred Income	946,830	2,311,233	946,951
	<strong>1,057,648</strong>	<strong>2,380,464</strong>	1,045,980
<strong>Total Equity &amp; Liabilities</strong>	<strong>2,705,375</strong>	<strong>4,045,134</strong>	<strong>2,045,652</strong>

## Statement of comprehensive income

REVENUE	2017	2016	2015
Value of Donations in Kind	246,332	240,943	266,522
Donations/Grants	3,764,209	1,807,072	3,405,093
Earned income (from bespoke projects)	439,662	679,845	420,946
<strong>Total</strong>	<strong>4,450,202</strong>	<strong>2,737,860</strong>	<strong>4,092,561</strong>

OPERATING EXPENSES	2017	2016	2015
Accounting & admin fees	44728	52666	40556
Media, communications & advertising	9382	49422	3013
Audit fees	4530	18397	32040
Bank charges	12387	10418	12473
Loss on exchange differences	-	3500	-
Computer expenses	13735	15509	86330
Office supplies – consumables	13257	13863	
Office equipment	20720	(32)	1859
Consulting & facilitator fees	251769	74390	21595
Courier & postage	3330	6066	10992
Team building & staff development	42916	23869	25487
Insurance	27376	19962	19816
Printing & stationery	73418	62933	64095
Rent	212504	192281	184415
Cleaning, repairs & maintenance	10650	10300	27215
Program Equipment	86947	40968	199950
Telephone & internet	47634	52745	49467
Program Transport & travel	442406	181458	459022
Program Food, venues & accommodation	1205670	441459	898679
Employee costs	1781886	1448379	1772429
Grant expense	58745		
Other	12825		
<strong>In kind Expenses</strong>			
Media, communications & advertising			9200
Rocketseed	6332	5943	
Audit fees	240000	226840	214000
Legal expenses		8161	43322
<strong>Total</strong>	<strong>4623147</strong>	<strong>2959497</strong>	<strong>4175955</strong>

## Collaborative Partners

Thank you to the following community-based organisations, schools and other partners that assist us with recruiting and supporting program participants:

Operation Hope South Africa, Infinite Maths Hammanskraal, Junior Achievement South Africa, Kutlwanong Centre, Thokozani Zuke, University of the Free State (UFS) Schools Project, Bophelong Young Art & Mentoring Centre, Nkarabeng Secondary School, Mosamaria AIDS Ministry, Africa Accelerate Group, Hope2Educate Ubuntu Education, My Sister My Keeper, Ga-Mokaba Reading Room, Mr Mashile Phalane, Bathlabine Foundation, Dendron Secondary School, Manoe Secondary School, Derek Kobe Senior Secondary School, Glen Cowie Secondary School, George Tladi Technical High School, Bokamoso Secondary School, Batswana Commercial Secondary School.

## Pro bono / advisory support

PwC, Norton Rose Fulbright, Rocketseed

# Partners

## 2017-18 Funding Partners







# What's next?

At the end of 2015, the enke team, board of directors and selected alumni came together to define our “Why” or organisational purpose. Defining our organisational purpose was essential at a critical inflection point in the organisation’s growth and development after Pip’s departure, ensuring that we were clear about what internally motivates and drives us in our work and strategic decision-making.

Our organisation’s purpose has been defined as the desire for all young people to have the self-belief, freedom and the ability to make a positive future with each other. The reflective process of defining and orienting our work to our “why” informed our overall organisational activities and strategic plans to 2020. Having a clarified organisational purpose really helped us focus on the activities and decisions that ensured that our work was fit for purpose, relevant and responsive to the needs of youth. Thus, 2017-18 has been a watershed period in which all the work and our why came to life, evidenced by a 194% growth in impact from 2016, showing how, with focus and a lean approach we could build and grow.

As we look to the final stretch of our 2016-2020 strategic plans, our “NEXT” is informed by the lessons learned and stabilising our exponential growth as we approach our 10-year anniversary in 2019.

Specifically, we’ve got some cool and exciting things coming up in the rest of 2018 and into 2019:

- Running Trailblazer and Ignition Programs in new provinces and continuing to build strong partnerships that help Trailblazers implement more effective and sustainable CAPs (...we are excited to be well on our way to hosting the first enke: Forums in Upington and Polokwane in July 2018)
- Continued development and growth of the Catalyst Program - In early 2018, we started testing a non-residential version which is better able to scale and reach hundreds if not thousands more. Our partnership with E2 gets us well on the way (target to reach 360 youth by 2020). The potential and relevance of Catalyst is massive and we are excited to continue iterating and innovating.
- Running an external impact assessment of Catalyst to make sure that we are effective in reaching the desired outcomes for ourselves and for the youth we’re working with.
- Testing a school-based version of the Trailblazer Program to help with mainstreaming the building social and emotional competencies in the formal education system.
- Further investment in the training and development of team members to continue to grow, innovate and deliver our work at high quality
- Reviewing our organisational vision and theory of change to make sure they are aligned with our purpose and current work
- Establishing a hybrid social enterprise to generate greater independent income and opportunities for participants and stakeholders to further plug-in and benefit beyond core programs.

It is only possible to make all our plans and dreams possible through a strong team and community. For us, our team is beyond the enke staff and board; it is the extended enke community. Our community is all the supporters, the donors, the volunteers, the advisors; it’s the people who say yes to coffee with us when we ask to pick their brains, our friends and family who cook us dinner when we’re stressed from pushing ourselves to the limit, the participants and alumni who remind us of why we do what we do.

So, we just want to say THANK YOU for your support so far and ask you to join us on the next stage of the journey as we build to the next decade of enke. It is shaping up to be an exciting one!

**“Leadership needs to be nurtured and programs such as enke are a necessary and effective way of growing responsible leaders. Key to enke’s offering is social consciousness, which stimulates a solution-seeking mentality for everyday ordinary challenges. The program not only focuses on thinking, but encourages and supports action aimed at ensuring that young people become the change they would like to see in their communities – this is a very important ingredient in a vibrant society.”**

Setlogane Manchidi, Head of CSI, Investec



# Get involved

At enke: Make Your Mark, we empower young leaders to make their mark on their community, their country and their world. Our partners work with us to provide leadership and entrepreneurial training programs for young people. The result? Meaningful opportunities and impact in South African communities and the lives of youth. We offer a number of exciting ways for individuals and businesses to maximize their impact on communities and youth.



## Volunteer

### Participate in Forum

Participate as a Panelist or Speaker at enke Training events such as the enke: Forum.

### Mentor

You can volunteer, or donate your time at enke by advising a program participant (providing guidance to Ignition and/or Catalyst Program participants by sharing business knowledge, advice, direction and stewardship necessary to enable the participants to focus on their full abilities.



## Donate

### Sponsor youth to be part of our Programs

Selecting and funding senior high school learners to be part of the enke: Trailblazer Program will empower them to harness their potential while also challenging them to inspire and empower others in their own community to do the same.

### Fund a Community Action Project

Support youth-generated grassroots solutions to serious social issues by supporting participants' innovation and resourcefulness in making a real impact on their communities. Donate to the enke: Incubator Fund, from which we draw seed-funding to support the projects developed by participants.

### Sponsor essential materials for enke major events and programs

enke major events include training retreats and events to recognise and celebrate the achievements of our program participants. Help us make these possible with in-kind or financial sponsorship of enke: Forum, Ignition Project Training Retreat and other events. This could be anything from stationary to transport and anything in between.

### Nominate youth

If you know schools and/or students that would benefit from enke's unique programs, nominate their participation. We're always looking for new partnerships with schools, organisations and community programs to identify participants for our programs.

## Help us continue our work

enke: Make Your Mark is a non-profit organization. Our work is made possible through the support of individual and institutional donors. If you are passionate about entrepreneurship and youth leadership development in Africa and would like to support the organization, please contact us [partnership@enke.co.za](mailto:partnership@enke.co.za).



# Team

## Name

Freddy Makuwa  
Natasha Asbury  
Ngata Holele  
Nosipho Mabaleka-Nongogo  
Prudence Erens  
Rufaro Mudimu  
Skhumbuzo Moodaley Mpisane  
Tidimalo Moeketsi  
Zamokuhle Dlamini  
Linda Gabela, Monde Mkhonza & Tebogo Peega

## Position

Head of Operations  
Chief Programs Officer (outgoing)  
Program Coordinator  
Business Development Manager  
Catalyst Program Manager  
Chief Executive Officer  
Head of Programs (incoming)  
Trailblazer Liaison  
Office Coordinator  
Trailblazer Support Team (part-time)

**Previous team members who were part of making the 2017-18 programme happen:**  
Athini Nyatela, Kingsley Kipury, Lettie Makola, Londiwe Khuzwayo, Ndumiso Caba,  
Nic Borgese, Prince Mokoena

## Board Members & Advisory Council

**Board of Directors:** Chrischar Rock, Laureen Rwatirera, Lungile Mahluza, Wayne Moodaley  
**Advisors:** Graeme De Bruyn, Pip Wheaton  
**Other board members who were part of making 2017-18 great:**  
Gugu McLaren-Ushewokunze , Palesa Mabidilala, Joe Maseko



## Thank you to our Supporters and Friends

There are so many people behind the scenes helping us learn and grow; giving us the ideas, feedback, time, space and resources we need to keep making our programs impact the lives of so many young people. In particular we'd like to give a special shout out to all the coordinators, administrators, interns and support staff that have represented our funders and implementation partners for being the superstars they are.



“

*I am continuously excited at collaborating with like-minded individuals to engage, inspire and connect young people to their inherent potential as active citizens. We have much to do to ensure that our youth are equipped to embrace the future. Through the work of enke and its strategic partnerships we will continue to do our part in offering programmes to aid youth led community projects, entrepreneurship development and creating spaces for positive social change.*

”

Chrischar Rock, enke Chairperson





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