



# generating & incubating social impact

## 2014-15 Impact Report

### About enke: Make Your Mark

We are a youth development organisation that generates and incubates youth-led social impact. Our mission is to connect, equip and inspire youth to take action on the social issues they are passionate about. Our work contributes to creating 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.

Since 2009 we have trained over 1300 youth, whose social impact projects have benefitted over 25,000 people in communities across South Africa. Through this experience we have become specialists in capacitating youth towards social innovation, social cohesion and social responsibility.

This report is a snapshot of our work and key results achieved in the 2014-2015 programmatic year.

### Trailblazer Program

Our flagship, the enke: Trailblazer Program inspires and supports Grade 10 and 11 learners 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 project management and leadership. These are skills proven to be critical for future success, at school and beyond. Participants walk away from the experience having made an impact on their communities and inspired to continue to make change happen.

### Ignition Program

The enke: Ignition Program is a specialized volunteer program designed for young adults (18-30 years old). We work with exceptional youth, connecting them to a diverse, active network of change-makers, and equipping them with the skills and experience to increase their employability. Core skills built through the Ignition Program are servant leadership, self-awareness, presentation, communication, facilitation and conflict management. Participants leave the Program transformed with the skills, experience and self-belief to achieve their goals as well as the networks, connections and capacity to progress into the workforce.

### Alumni Network

The Alumni Network is a mechanism for continuous engagement, professional opportunities and personal development for past participants of the Trailblazer and Ignition 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.

**2014-15**  
at a  
**glance**

Here are some of our favourite stats from our programs in 2014-15.

**411**  
young people

Trained through the Trailblazer and Ignition Programs in 2014 – a 31% increase from the previous year. This brings our cumulative total to 1,391 youth trained.

**14 280**  
volunteer hours

contributed by Presenters, Igniters, Panelists, Speakers and Volunteers in 2014-15

**180**  
projects

Implemented by Trailblazers tackling social issues in their communities. 145 were individual projects.

**13 384**  
people

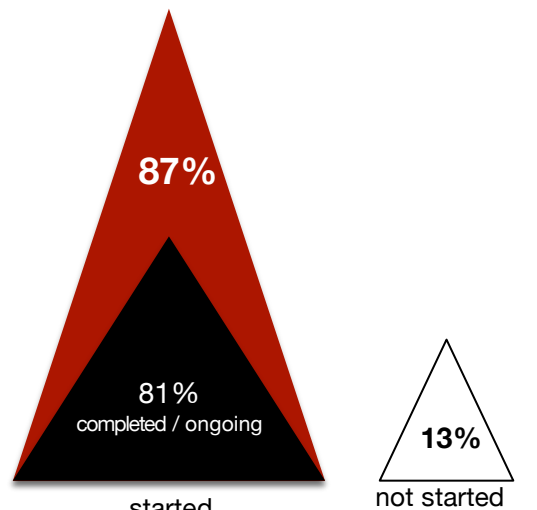
Benefited from Trailblazers projects bringing the cumulative total of secondary beneficiaries 25.316 since 2010.

# Trailblazers – youth leading social change

Trailblazers are bold self-starters that set the path ablaze for their peers. With enke, they do this through designing and implementing social impact projects to tackle issues in their communities. Issues tackle issues such as education, community development, environment, health and risk behavior, and human rights.

Throughout the 9 months of the Program, participants receive dedicated support from our coordinators. Read about the actions of our Trailblazers on <http://www.enke.co.za/stories>

## Trailblazer Project Conversion



*\*This is the highest conversion and completion rate since inception!*

# Developing Skills for Future Success

enke's definition of leadership is the ability to take an idea and turn it into reality. Through our research and experience, we have identified the following key competencies ("soft" or non-cognitive skills) that are foundational to youth leadership development:

- Grit: resilience & motivation
- Self-efficacy: measured through perceptions of control
- Social capital: ability to identify and the confidence to access the resources available in their network.

Participants complete a survey at the beginning and end of the program, which gives us a quantitative measurement for these skills. We analyse this data and note the shifts that happen in these key competencies from participation in our program, the results of which are reported below:



# Participant Demographics

Key to enke's mission of connecting young people is to make sure each cohort is representative of the diversity of the broader population. A critical success factor in nation building is for citizens to understand the real, lived experience of different people.

enke seeks to fill a gap in South Africa by making a space where young people can engage on issues of importance to the future of the nation, where all groups can be heard. We do this by making the Trailblazer Program representative of national statistics on socio-economic diversity, race, and gender.



**88% black | 9% coloured | 1% indian/Asian | 2% white**

Trailblazer Program Racial Demographics



**81% black | 3% coloured | 4% indian/Asian | 12% white**

Ignition Program Racial Demographics



**52% of all program participants are female**

Gender: 52% of Trailblazer participants, 53% of Ignition participants are women.



**89% of trailblazer participants from under-resourced communities**

We measure socioeconomic diversity is indicated by the school that a learner attends as assessed by annual school fees (under-resourced = <R10,000 pa)

# Tailored Solutions

Beyond our structured programs, we also offer tailored solutions to support the facilitation, leadership development, monitoring and evaluation efforts of companies and organisations. Rooted in our passion to support the youth of today to succeed, and complemented by our years of experience in working within the development sector, we provide tailored training and consulting services to meet a client's needs. We're experienced in supporting people from different backgrounds with equally diverse needs with our multitude of offerings ranging from full-scale project management to facilitation.

Clients in 2014-15 included: Ikamva Youth National Strategic Planning, WCED Year Beyond Programme, First Rand Foundation's Khulasangam Programme, SAY Change (youth organisation), Wits Centre for Learning on Evaluation and Results (CLEAR).

# Acknowledgements

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 call-out our funders and implementation partners for being the superstars they are.

## 2014-15 Funding Partners



## 2014-15 Collaborative Partners

Allan Gray Orbis Foundation, Education Without Borders, Fieldband Foundation, GOLD Peer Education Agency, Ikamva Youth, Infinite Maths Hammanskraal, Isibane Sethemba Social Development, Junior Achievement South Africa, Keiskamma Music Academy, KIDS Foundation, Krugersdorp High School, Kutlwanong Centre, Masifunde Learner Development, MM Foundation, St. Benedict's School, St. Cyprian's High School, Thokozani Zuke, UCT 100 UP Program.

## Advisors & Thinking Partners

Emzingo, PwC, Holistic Advance. Norton Rose Fulbright



## Reflections on 2014-15

2014-15 was a year of growth and transition for enke as an organisation. In 2014 we grew our programs, adding a new intake, expanding our national footprint and increasing access to youth in rural and per-urban areas. There was an executive leadership transition as enke's co-founder, Pip Wheaton, handed the CEO reins to Rufaro Mudimu. For 2015 we focused on consolidating our learning and building to ensure our foundations are solid, that our impact is meaningful and that we scale our reach responsibly. It has been an exciting period and we're looking forward to continue building a bright future with the youth of South Africa.

**enke Executive Team** (from left to right): Kingsley Kipury (Chief Operations Officer), Rufaro Mudimu (Chief Executive Officer), Natasha Asbury (Chief Programs Officer)

### Team

Rufaro Mudimu, Chief Executive Officer  
 Kingsley Kipury, Chief Operations Officer  
 Natasha Asbury, Chief Programs Officer  
 Nosipho Mabaleka-Nongogo, Business Development Manager  
 Shilpa Rama, Office Coordinator  
 Phakamile Khumalo, Trailblazer Program Coordinator  
 Skhumbuzo Mpisane, Trailblazer Program Coordinator  
 Thamsanqa Masingi, Special Projects Coordinator

### Board of Directors

Pip Wheaton	Chairperson
Palesa Makanda	Non-Executive Director
Joy Olivier	Non-Executive Director
Joshin Raghubar	Non-Executive Director
Gugu McLaren	Non-Executive Director
Octavio Shabangu	Youth Representative
Rufaro Mudimu	Executive Director

Former team members who were part of making 2014/15 happen: Bonolo Cebe, Cara Waller, Keamogetswe Seipato, Naledi Makhafula, Phama Saute, Silindile Mncube, Vusi Zwane, and Zukiswa White.

### Contact Information

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**enke: Make Your Mark** is a registered non-profit company and public benefit organisation. NPC 2010/023851/08  
 PBO 930037429 | NPO 132-509



# Financials\*

**R3,874,940.00**

**TOTAL ASSETS**

**R4,470,251.00**

**INCOME**

**(R4,229,358.00)**

**EXPENSES**

\*Annual Audited Financial Statements prepared by PwC and available upon request