



# 2018 enke: Trailblazer Program

**enke: Make Your Mark** is an award-winning leadership development organisation that generates and incubates youth-led social impact projects. We focus on developing the skills of youth to increase their effectiveness as leaders and their ability to contribute to a positive future.

Our mission is simple:

- **CONNECT** young people across diversity, creating valuable networks and building understanding.
- **EQUIP** young people with social and emotional skills – real-world skills that unlock opportunities for future success.
- **INSPIRE** a bias towards social action, increasing both personal and national aspirations.

We empower young people to make their mark on their community, their country and their world. Our programs provide young people with theoretical and practical skills that make it possible for them to become effective leaders in their communities – people who have the desire and ability to identify and access opportunities for a more positive future. We do this through leadership programmes for high school youth, for post-school youth, and specialised services.

The enke: Trailblazer Program is a 9-month program for high school learners enrolled in Grade 10 and 11 as of January 2019. It is an opportunity for young South Africans to learn essential skills in leadership and personal development, connect with like-minded youth from across the country, and learn how to lead social change in their communities.



***“You’ve shaped me into a person who can make a real and positive change. enke motivated, inspired, changed, developed and taught me numerous and very important life altering lessons”***

*Alexander Cronje  
Maragon Private High School  
(Gauteng)*

## **What is the enke: Trailblazer Program?**

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 project management and leadership.

Through the Trailblazer Program, 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.

## **The Benefits**

Participation in the Program has impact on the individual and their community. The Program has long-term positive effect on the future of Trailblazers. In 2014 we conducted research on our alumni (past participants), which showed:

- Those who complete a community social action project are more likely to show higher levels of ‘soft’ skills, practical project skills and social support.
- Rates of further education and employment were higher in enke alumni when compared to national averages.
- Those who began a social action project (regardless of finishing it) are approximately three times more likely to be engaged in volunteering or self-directed social entrepreneurial efforts.

It doesn’t end there. Participants in our Programs go on to join our Alumni Network, accessing opportunities and support on an ongoing basis from enke: Make Your Mark.

We have developed an extensive impact measurement system, which focuses on changes in participants’ non-cognitive skills, social capital, and project success (including impact on communities). Our work, our approach and the outcomes we seek are backed by research and, as an organisation; we are continuously improving our model to ensure there is maximum benefit to the youth we work with.

***“enke gives youth a platform to be change agents in their own communities. They encourage the youth to be entrepreneurially minded, finding solutions to problems and becoming active citizens in our country.”***

*Namhla Saba  
CSI Consultant, Investec*

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*enke: Make Your Mark has been operational since 2009 and is a registered Non-Profit Company (2010/023851/08), Section 18A Public Benefit Organisation (9300/37429) and a non-profit organisation registered with the Department of Social Development (132-509 NPO).*

## How the Trailblazer Program Works

The program has 3 key components: Training, Action and Recognition. Below we've outlined a snapshot into each of these components.

### 1. Training at the enke: Forum

The Trailblazer Program kicks off with a week of residential training known as the enke: Forum. Content covers personal leadership development and a guided process through which each participant develops a Community Action Project (CAP) to address a social issue. In addition, this is accomplished through youth-to-youth program delivery, inspirational guest speakers and individual feedback.



#### Youth-to-Youth Program Delivery

For the delivery team, we select young people who can be role models to participants – exceptional students who have triumphed over adversity, and those who are actively creating social change themselves. We train 30 volunteers to deliver the program. These volunteers also benefit from the program, leaving with work-relevant skills they can use beyond their involvement with enke.

#### The Curriculum

enke has developed its own curriculum. The personal development component is framed using Daniel Goleman's theory of emotional intelligence. The practical skills component is inspired by "design thinking" processes and culminates with a detailed action plan for a project of the participants' design. We use experiential learning to ensure that the learning is practical and fun.



#### Inspirational Guest Speakers

We invite contemporary thought- and action-leaders to address the Forum daily. Past Speakers have included Wendy Luhabe, Fred Swaniker, Setlogane Manchidi, Dr. Francois Bonnici, Clem Sunter, Yvonne Chaka Chaka, Tshepo Phakathi, Mark Heywood, Zakes Bantwini, and Alan Knott-Craig Jr.

#### New Perspectives

At Forum, participants are sorted into groups that offer a mix of racial, geographic, gender and socio-economic diversity (80% from under-resourced communities, 20% from well-resourced communities). These groups ensure interaction and dialogue between youth from different backgrounds and experiences.

## 2. Action & Support

The Community Action Project (CAP) each participant designs at the Forum is the main focus of the program. A CAP is totally designed, owned and executed by the participant, and they carry it out over the 9 months of the program, in any community they choose, addressing a social challenge they face, with whatever creative idea they come up with. Three key reasons we encourage Trailblazers to do a CAP:

- ✓ **For their own good:** Participants learn skills that they can use in other parts of their lives; at school, when applying for a job or for university and generally in the future. Also, if they can talk about what they learned as they ran (or tried to run!) a project then it will look good on CVs and in job or scholarship and bursary interviews. By designing and running their own CAP participants develop practical skills (planning, problem solving, resource management, resource mobilisation, team management) and non-cognitive skills (grit, social awareness, self-efficacy).
- ✓ **For the good of others:** Creating real, positive change is how young people can make their mark. Using skills they learn at Forum, participants will be able to take action on the issues they feel passionately about and have real impact on a social issue and create a better future for South Africa.
- ✓ **Because we can:** Young people don't have to just sit back and inherit the world - we can actually be part of creating it. All too often we hear about "future" leaders - but at enke, we believe that youth can be leaders right now.

### **Acts of Random Kindness, Tshimangadzo Nemurangoni**

Tshima's not good at taking no for an answer. After encountering difficulties in her first project, she made a new plan. She and her team decided to collect books and start a library in an under-resourced primary school where they also taught English and Maths lessons after school. Over 650 learners now have access to books and lessons improving their reading and writing skills.



Tshima and her team won a grant from enke to help them purchase bookshelves, charts and lunch packs for the learners during their tutoring sessions. For Tshima, "seeing the children's competitiveness and confidence grow made all the hard work worth it. I am truly grateful to have been given the opportunity and I definitely see myself working in the social entrepreneurial sector when I'm older."

### **What's the biggest thing got from enke?**

"You can easily get stuck up in your own world and meeting different people from different places and seeing the potential that each person had was life changing. Listening to the issues that are faced in their community also broadened my view."

enke has full-time staff to support all participants nationally, from our Johannesburg offices. Support includes:

- **Trouble shooting** – via WhatsApp, SMS, email, Facebook and phone. Participants have access to technical and emotional support while running projects.
- **Monthly reports** – a way of maintaining visibility of all participants and for them to let the central team know any challenges or successes they've had.
- **Site visits** – we aim to visit 10% of projects, which allows us to see the participants' projects in action; to see the impact on the community and to speak to different stakeholders on the ground.

## 3. Recognition

The enke: Trailblazer Program concludes with a one-day celebration event where participants can reconnect with their peers, reflect on their experience and be recognised for their effort. Trailblazers also receive letters and certificates of recognition and completion for their work.

The Celebration Event incentivises action during the 9 months, is a mechanism for reflection to consolidate learning over the 9 months, and graduates Trailblazers into the enke: Alumni Network where they can continue to connect with each other and other young people who have been in enke's Programs. This level of celebration and recognition provides further inspiration to continue in an entrepreneurial and socially responsible mindset.

## Trailblazers in Action

### Ilizwi Photo Club, Meghan Daniels



Meghan is an incredibly creative individual. You can tell that just by looking at her. However, what you can't tell at first glance is that she's also determined and driven to make a difference.

For her CAP, Meghan began the Ilizwi Photography Club in 2011, giving photography classes to youth in Khayelitsha. Meghan received support from Nikon, Fuji Film and Silulo Technologies to run her project. Her workshops culminated in a widely attended photography exhibit at V&A Waterfront in Cape Town in 2012. In recognition of her work, Meghan was the recipient of the 2012 Amy Biehl Spirit of Youth Award and has been featured in numerous media interviews, including the Daily Maverick and Seventeen magazine.

What started as a community action project with enke, has now turned into a fully-fledged social enterprise which received funding and support from Unltd SA in 2013. Now, the Ilizwi holds regular workshops throughout the year. Ilizwi Photo Club works with young people from under-resourced communities by encouraging creative self-expression through photography. They use the art of design through photography to raise awareness around issues that matter to them most in order to spark civic engagement and ignite meaningful change in their community. Additionally, Ilizwi supports its work by offering photography services to companies, often employing the talented youth who have been trained through its workshops.

Meghan is now a full-time student at the University of Cape Town, she continues to the Ilizwi Photo Club with the help of volunteers. She hopes that the club will be able to operate out of their own space in Khayelitsha, and employ staff full-time. At 20 years old, Meghan is wise beyond her years commenting, "It's a constant struggle and battle where you just have to push yourself to just jump in there and do something you really care about."

### Rebel with a Cause, Thokozani Zuke

Not everybody who applies gets the opportunity to attend the enke: Forum. The majority of those who do have been recommended by teachers or community members who have seen their potential to be great leaders; as young people wanting to make a positive change in their community. Thokozani from Durban, was not one of those people. In fact, his teacher says her thinking was only that, "at least there will be peace in the school for those few days while he is away".

The power of enke: Forum is best demonstrated through such stories. Sometimes Trailblazers are the rebels, the ones labelled as troublemakers. Thokozani explains the impact of the experience,

*"through the sessions that focused on values, vision and passion, I realized that I was a leader without a vision or values ...."*

At enke he learned there were other means of getting his voice heard and this was the beginning of more inspired responses to the problems he saw. With his first community action project (CAP) Thokozani wanted to raise awareness of issues that affected them. Issues such as school dropout, HIV/AIDS and drug abuse, however, he struggled to get other students to join in. Thokozani managed to pull through to success with his motto "actions speak louder than words, say what you mean and walk the talk". Four years later he has started three further CAPs, one of which is being run by his friends who make a living out from the project.

Since graduating high school, Thokozani is still making a positive impact as a Coordinator for a GOLD Peer Education. He's studying BA Education through UNISA and is also Chairperson of the Zulu Kingdom Youth Development, and a founding member of the Thembakahle care centre. In 2014, he returned to enke: Make Your Mark as an Igniter.

When he reflects on his achievements during high school, he's proud of what his CAPs were able to achieve and how he was able to reinvent his approach to social action. "When I get up in the morning and see Sidelile High School students in their uniforms and bags, I nod and say that's my MARK".





## Take Two, Moshueu Violet Duba

*“When the first attempt does not succeed, it is important to get up and try again”*, these are words Moshueu said when asked about her biggest lesson from being part of the enke: Trailblazer Program. Hailing from Mogwadi, Limpopo, Moshueu is a science enthusiast who spends most of her free time reading and studying. Due to her love of science and human health, after the Forum, she decided to create a Community Action Project to promote activeness in young people through sports and exercise.

Moshueu initially started a sports project in her school to promote exercise to her peers. Her first attempt was not received well, so she tried to teach them about the health benefits exercise could have on their lives, but they remained disengaged. She approached her teachers and principal to assist with mobilising and activating the project in her school, and with their help, her sessions started gaining momentum. However, as the weather got colder, participation started decreasing and equally, Moshueu felt disconnected from her project.

It was a visit back home during her school holidays that motivated Moshueu to give her project another try, with a slight twist. Moshueu saw her community with new eyes, and observed how active the elderly population was. She thought about her project and realised that it could play a significant role in the same demographic that resided in local Old Age Homes. Having being raised by her grandmother herself, Moshueu knew exactly what to do to motivate and encourage the elderly. She approached several homes and upon receiving permission, she started her project. During her holidays she would visit each home that granted her permission - each visit included; washing the feet of the elderly, taking them on walks around the yard and then carefully have them follow the different exercises she had prepared for them. She has stuck with the same model for the duration of the Trailblazer Program, and has continued to run her project even after the Trailblazer Program was completed.

Moshueu lights up when talking about the people benefiting from her project. She has been able to learn from them through the enlightening conversations she has with each participant in her program and reports that she feels she benefits from her project more than they do. Moshueu’s experience was equally relevant to her peers who learnt not only the importance of not being confined by vastly differing realities, but also the important lessons that are learnt when we give ourselves the chance to try again.

## Recycle, Re-inspire and Reinvent, Segolo Jack Madisha

There’s an old adage that says “The world’s most needed solutions will come from young people” – Jack is an example of that young person. Like Moshueu, Jack lives in Mogwadi, Limpopo. He has tried to get onto the enke: Trailblazer Program since he was 14 years old. When he was finally eligible for the program, he made sure we remembered him from his previous applications; as a result, our early memories of Jack are of an eager participant who couldn’t wait to meet other like-minded young people who wanted to make their mark in their communities.

Whilst at the Forum, Jack spoke about his desire to address the environmental issues within his community. When he returned home, he researched the different cost effective recycling campaigns he could run at his school, and decided the easiest way to begin would be collecting used bread plastic bags for each class at his school and encouraging every teacher to put any recyclables in them. The response was overwhelming; the school saw the importance of Jack’s project and actively made sure it grew. Due to the increase in recyclables, Jack formed a partnership with local recycling companies to dispose of the bags in exchange for money which he wanted to use for a larger project he had envisioned.

Jack’s ultimate project was to create a sports field to benefit his school. With the funds he had raised from his recycling project, he contacted different companies who could sell lawn to him, but the money he had collected was insufficient. He approached his school with a new idea of a fundraising campaign where learners would pay R5 to come to school in civvies – the principal loved the idea and agreed to it. The school has 1,340 pupils, and a R5 contribution from each learner proved to be just what Jack needed to make his ultimate project a reality. In the weeks that followed, Jack and his team started cleaning up the area to be turned into the sports field and soon after that was complete they had the new lawn installed.

Jack’s future plans for the project is *“to see it growing, and have it extending beyond my academic years at Dendron”*. His campaign has motivated the school to encourage active participation from their pupils where they now fully support students who want to start projects that will benefit the community, which is a huge leap for a school that is heavily academic. Jack’s recycling project whilst complete, will continue to benefit his school for years to come.

## Locations/Intakes

The enke: Trailblazer Program is a national program that encourages participation from youth from every province in South Africa and beyond. We have had youth from as far as Windhoek, Namibia and Nairobi, Kenya, participate in the Program!

Our training and celebration events are held in central hubs in the Free State and Limpopo during school holidays. Youth from around the country are represented in these hubs. The main activity of the Program takes place in the local communities of the youth participating in the program.

We accept a maximum of 150 youth per intake depending on funding.

## The Selection Process

The application process for the Trailblazer Program is as follows:

- Complete the online or paper application forms (applications available September - October)
- Applications will require the following information:
  - o Applicant personal information,
  - o 3 short answer questions to motivate for participation,
  - o Applicant's health and dietary information,
  - o Educator reference,
  - o Parent/guardian contact information and signature on waivers and consent for participation.
- Successful applicants will be told in November (Summer Intakes).

## The Selection Criteria

We are looking for young people who are interested in engaging in a program that will challenge them as well as gain leadership experience. The program is open to youth from all races and backgrounds. This is a competitive application process and we receive more applications than spaces available. We consider the following criteria for selection:

- Strong ability to interact and communicate with peers.
- Knowledge of community, political and social issues.
- Demonstrated leadership potential with previous leadership experience in their school, church, or community group. Program Delivery is in English.
- a desire to learn the skills to make change happen.
- English fluency and understanding as the program is delivered in English

## Cost

The value of the enke: Trailblazer Program is R10,000 per participant. Thanks to the generous support of our funding partners, we are able to offer this opportunity for a **participation fee of R3,500 per person or for free for participants who qualify for participation fee waivers.**

This includes:

- Accommodation and meals for the enke: Forum and Celebration Event
- Intensive training to improve skills in leadership, communication, resilience and self-awareness
- Hands-on practical experience with designing and implementing a project
- Take home materials and information resources
- Dedicated support over the nine-month program
- Recognition letters and certificates for completing the Program

We offer bursaries to cover program fees for exceptional applicants. Priority for bursaries is given to youth with financial difficulties, those from under-resourced schools (annual fees less than R5000), as well as youth identified by our implementation partners.

## Funding Partners

Our funding partners provide the financial support which makes the Trailblazer Program possible.

Anglo-American  
Chairman's Fund

Australian High Commission

Deloitte

FirstRand Foundation

Embassy of Finland, Pretoria

EuropeAid

Investec

## School and Community Partnerships

We believe that it takes a village to raise a child. We actively partner with schools and community organisations to work with us in selecting and supporting youth to participate in the Trailblazer Program. We are always looking for more partners to enhance the diversity and reach of our programs.

Benefits of partnering with us:

- Opportunity for personal leadership development and practical experience for beneficiaries of your organization/school, which extends the scope of your offering to the youth you work with.
- Low cost access to an established leadership and social action program. The associated financial cost is that of contributing to participation fees and/or transportation of your selected participants to the enke: Forum and Celebration Events.
- Regular customized reporting on the activities of your beneficiaries in the enke: Trailblazer Program that can be used for fundraising.
- Joint marketing and media with enke: Make Your Mark on the work of your beneficiaries that are selected to the enke: Trailblazer Program. Includes listing as an Implementation Partner in online and printed materials and media associated to the Trailblazer Program

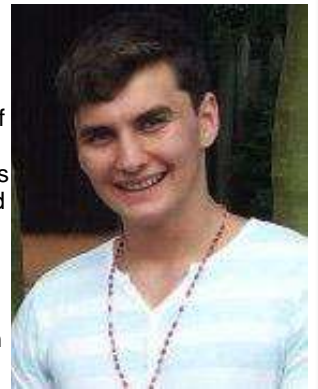
**Our implementation partners** include the Allan Gray Orbis Foundation Scholarships Programme, GOLD Peer Education, the Kids Foundation, University of Cape Town 100 UP Programme, Masifunde Learner Development, Keiskamma Music Academy, Ikamva Youth, University of the Free State Schools Project, Sekwele Centre for Social Reflection, 180 Ministries, Education Without Borders and many more.

**Our school partners** have included St. Cyprians High School, Westville Boys High School, Wynberg Girls High School, Krugersdorp High School, Crawford College, Charter College, and the African Leadership Academy.

For more information about partnerships contact Skhumbuzo Moodaley Mpisane, Head of Programs, via email [skhumbuzo@enke.co.za](mailto:skhumbuzo@enke.co.za) or 011-403-1241.

### **Edu-Quality Gareth Kieck**

Gareth is passionate about education and changing mindsets around the issue of inequality. He teamed up with his fellow Westville Boys High School Trailblazers and designed his CAP to assisting learners from a previously disadvantaged school with their school work. They recruited thirteen of their Grade 11 peers and committed to teaching Maths, Physical Science and English to sixteen Grade 11 learners at Kwantabeni High School, on weekends. To give more value to the project they had the Kwantabeni learners, in turn, teach them isiZulu. Their commitment to their project garnered the support of their school, Kwantabeni's teachers and sponsors such as Pick n Pay, who provided meals for the participants of the weekend classes. The project he started was adopted by his school and has continued after he matriculated with flying colours. Now, Gareth is studying at UCT and regularly volunteers for enke.



### **What's the biggest thing you got from enke?**

"No matter where you come from – whether rich or poor – you can make an amazing difference to those around you. Don't let your background define you., let it inspire you!"



## enke's Awards and Recognition

- enke has worked with over 2000 young people in 9 years.
- Between 2011 and 2015, **1186 young people** went through the enke: Trailblazer Program. Their projects impacted a further **51,626 people** across 9 provinces, tackling issues as diverse as access to education, food security and the environment
- 2012 Winner of the Mail & Guardian and Southern Africa Trust Investing in the Future and Drivers of Change Award
- 2016 Bronze Award Winner for the Western Cape Department of Social Development Ministerial Youth Excellence Awards
- Pip Wheaton, enke's co-founder, has been recognized for her work with enke as a World Economic Forum Global Shaper (2013-14); an Ashoka Fellowship (a global award recognising social entrepreneurs and their innovative social enterprises).
- We're very proud of what our participants have achieved. They have become Alan Gray Orbis Foundation Fellows, Amy Biehl Spirit of Youth Winners and community awards and scholarships as a result of their actions through the Trailblazer Program
- Our staff, participants and alumni have represented us in the Mail & Guardian Top 200 Young South Africans 2011-2015, including Sizwe Nxumalo (2011), Katleho Modikeng (2013), Lebang Nong (2014) and Pip Wheaton (2015)

### 2018 Program Dates\*

*\*note dates are subject to change*

Winter Intake:	July 2018 – April 2018
July (Winter holidays)	Kick Off Winter Intake with the enke: Forum (1 week leadership training conference) enke: Forum Northern Cape: 01 - 06 July 2018 enke: Forum Free State : 10 – 15 July 2018
December (Summer holidays)	enke: Forum Limpopo: 13 – 18 December 2018

## Our Board

enke: Make Your Mark is governed by a Board of Directors who oversee the strategy and activities of the organisation's management and ensure a transparent system of governance.

- Laureen Rwatirera – Chairperson (Global Head of Learning, Naspers)
- Wayne Moodaley – (Entrepreneur)
- Rufaro Mudimu – Executive Director (CEO, enke: Make Your Mark)
- Lungile Mahluza – (Director, Strategy Unit, Deloitte Africa)
- Pip Wheaton (Director of Ashoka UK) - Advisor
- Graeme De Bruyn (CEO, The Influence Company)

## Get In Touch

To find out more about the enke: Trailblazer Program and enke: Make Your Mark, contact [trailblazer@enke.co.za](mailto:trailblazer@enke.co.za), or call 011-403-1241. You can also find us through our website [www.enke.co.za](http://www.enke.co.za) or Facebook [www.facebook.co.za/enke.co.za](http://www.facebook.co.za/enke.co.za)



enke: Make Your Mark

**9 years**

running youth development programs

**2000+ youth**

trained by enke: Make Your Mark

**500+ projects**

impacted by youth-led projects of learners in the Trailblazer Program

**50,000+ people**

impacted by youth-led projects of learners in the Trailblazer Program