



ANNUAL IMPACT REPORT

2024

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A MESSAGE FROM OUR FOUNDER & EXECUTIVE DIRECTOR

Imagine you are a young South African, someone who had to leave school in Grade 8. A young person who faces hardship on a daily basis. Hunger, violence, poverty. Someone who has scarce opportunity, who is rarely encouraged to live into a dream. What must that feel like, what might that experience be?

These are our young people, the young people of AspireYouth.

They enter into our world cautious, wary and hurt. And so begins a journey. Skills are forged, trust experienced, hope kindled. Young people who are now alive with potential.

The caring and supportive relationship between the adults of AspireYouth and each young person is the root of our success.

What does success look like? We use an Individual Development Plan and an Income Generating Plan for each young person. We are seeing an 85% result in realising the goals established in these plans. To give you a specific example, 85% of our graduates are earning between R8,500 to R11,500/month within 12-months of graduating from AspireYouth. And all of these young people were earning less than R1,000/month on intake.

The year has held numerous challenges. The AspireYouth team have had to face their own traumatic experiences. Funding has been somewhat mercurial in nature.

Some stressful stuff, but never to a degree that undermines the joy experienced when a young person launches their own business or secures a job or gets married, heals a relationship with an absent father or any of the other myriad of moments that marks a moment of growth in health. Joy abounds in AspireYouth.

To all of you reading this, who have offered time, money, skills to our world. My absolute and complete thanks and gratitude.

Mark Gamble

Executive Director and Founder



A MESSAGE FROM OUR OUTGOING CHAIRPERSON

As I conclude my tenure as Chairperson of Aspire Youth's Board, I am overwhelmed with gratitude and humility. The AspireYouth journey has gifted me, whilst at the same time transforming the lives of so many young South Africans.

If I reflect on the work of AspireYouth I think of hope, dedication and an unwavering determination to improve the wellbeing of our country's most vulnerable young people.

I want to extend my deepest appreciation to my fellow Board members and the staff of AspireYouth. Your insights, guidance, and unwavering dedication have been instrumental in navigating our organisation's progress and ensuring we remain aligned with our mission.

To our young people, I want to emphasise how important you are to this organisation. You are seen, you are heard, and you are truly valued. Your dreams and aspirations matter to us, and we believe in your inherent potential. It is you who inspires us each and every day to strive for excellence.

I also want to acknowledge our stakeholders, partners, and supporters. Thank you for your unwavering belief in our mission and vision. Your support, whether through funding, resources, or mentorship, has been crucial in helping us create a lasting impact in our community.

I am thankful for the experience gained during my tenure as Chairperson. As I transition to my ongoing role as Director, I am eager to continue supporting Aspire Youth's important work.

Sincerely



Outgoing Chairperson of Aspire Youth



A MESSAGE FROM OUR INCOMING CHAIRPERSON

What an incredible honour it is, to serve the beneficiaries of Aspire Youth! To my colleagues on the board, I appreciate the endorsement and to the young people, I hope to continue contributing as a custodian of your trust.

To those that I have not met yet, my name is Llewellyn Fredericks. A Joburger by birth, Capetonian by upbringing and a social impact enthusiast by heart. I am a family-man, a sport's fan and am currently happy to do consulting whenever I can.



I am fun-loving by nature, but also clear that the gravity of my appointment is not lost on me. After being involved with Aspire Youth for quite some time, I believe that I have some comprehension of the context relating to our young people. They have been dealt a tough and significantly challenging path in life. The path has been littered by disappointment, insecurity and an extraction of trust. Rationally they should NOT trust anyone but have found Aspire Youth as a safe place. A source of hope. A platform that enables trust.

I wish everyone a safe and blessed festive season and I look forward to 2025, with optimism. In this new role, I am excited to contribute to Aspire Youth's powerful mission - scaling this incredible platform of trust.

Llewellyn Fredericks

Outgoing Chairperson of Aspire Youth

OUR VISION

Through nurturing and supportive relationships vulnerable youth are empowered and equipped to access economic opportunities and a meaningful life.

OUR GOAL

Is for each young person in AspireYouth to realise an income of R10,000/month; and have the skills and aptitude to live well.

OUR APPROACH

Is rooted in providing these experiences:

- Relationships - AspireYouth fosters connection and relatedness between our members and resourceful, caring adults.
- Opportunities - AspireYouth brokers, designs and generates opportunities that support income generation and promote wellbeing.
- Competencies - AspireYouth uses a variety of modalities to build competencies in young people to support them to thrive in business and/or the world of work.

OUR PROGRAMME FLOW



01

RECRUITMENT & ORIENTATION

Recruitment of impoverished youth who have not completed their schooling (NEETS Category) via our community partner network.



02

FIT FOR LIFE

8 months - Focus on Training

- **Living Well** (self-esteem, communication, stress management etc.)
- **Work Readiness** (QCTO Accreditation pending)
- **New Venture Creation** (QCTO Accreditation pending)
- **Mentorship**



03

THRESHOLD

1 month

- **Wilderness Retreat** - focus on goals and personal vision
- Build out and feasibility testing of **Income Generating Plan**



04

INNOVATION HUB

12-months

- **Business Incubator Programme** - build, research, test, launch CPIC registered micro-business [Outcome - youth owned business].
- **Pathways to Employment** - skills, partner allocation [Outcome - beneficiary employed].
- **Nation-Building Projects** - research and implementation of community development projects



05

ALUMNI COMMUNITY

- Access to **LifeLong Learning Programme**
- Access to **Business Management Support**
- Access to **AspireYouth** career pathing

CROSS-CUTTING ELEMENTS

1. ECONOMIC ACTIVITY: ASPIREYOUTH'S COMMERCIAL ENTITIES PROVIDE INCOME FOR BENEFICIARIES FOR THE DURATION OF THE PROGRAMME. [AVERAGE MONTHLY INCOME BETWEEN R1 500 AND R4 000]

2. PSYCHO-SOCIAL SUPPORT: TRAUMA COUNSELLING, EMERGENCY FOOD AID, EMERGENCY SHELTER AID

3. THE GUIDE: A LOCAL COMMUNITY MEMBER TRAINED IN CHILD AND YOUTH DEVELOPMENT WHO PROVIDES A RANGE OF SUPPORT TO THE BENEFICIARIES WITHIN THE COMMUNITY COHORT.

FIT FOR LIFE

Our Fit for Life programme moves through hands-on workshops and SAQA aligned modules designed to enhance the skills of our participants and equip them with the tools needed to thrive in today's fast-paced world, all whilst forging meaningful connections with experienced mentors who guide them on their journey.

Activities	Target	Actual
Active youth in programme	45	32
Number of Training Hours	120	120
Number of Community Sessions	40	32
Number of Mentorship Hours	340	225
Number of Seminars	6	6



“Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action.”

– Peter Senge

Our year started off on a poignant note as AspireYouth had the pleasure of hosting students from the University of Minnesota’s Youth Protest and Promise in South Africa course, and their course leader, Nate Whittaker. Together with our AspireYouth team members and students, we delved into the dynamics of social justice and economic empowerment. At AspireYouth, we believe in the power of collaboration to drive positive change, and this session was a testament to the enriching experiences that unfold when diverse minds come together.



CONNECTING IN NATURE

In March our 2023 cohort went on their first wilderness camp held at De Hoop Nature Reserve. Nestled amidst the breathtaking natural beauty, the camp's purpose was twofold: to build a cohesive and supportive team, united in their pursuit of shared dreams, and to provide them with the tools and insights needed to develop their individual paths to success.

Day one of the camp was a day of imagination and teamwork! Starting at the beach, the participants got creative with sand sculpting, each designing their dream in the grains. The day ended with a powerful workshop reminding us of the power in unity, and that collective strength can turn dreams into reality.

On day two the youth embarked on a path of self-discovery, resilience, and growth. Through a challenging hike, our participants embraced the journey, viewing it as a metaphor for the map to their dreams. Each young person demonstrated the resilience and determination that defines the AspireYouth spirit. The second activity for the day involved working on their Individual Development Plans for the programme to follow.

A few quotes from the hike debrief demonstrate the resilience and determination that define the AspireYouth spirit:

“The struggles of my past give me strength to build my future - this is why I knew that I wouldn't give up on the hike.”

“I knew I could ask my friends for help, even though I was struggling.”

“I am a lot stronger than I thought I was - maybe I can use this to realise my dream.”

“I think it was important that I did the hike today, I have never hiked before, I tried something new, to be honest I didn't enjoy it, but I am pleased I have done something new.”



HEALTH AND WELLNESS EXPO

In May the youth participated in a 10-week Positive Self-care and Self-awareness module, focused on experiential learning, packed with a diverse range of activities to nurture minds, bodies, and spirits, including:

- Physical Health & Wellness
- Health Expo
- Conflict Management Skills
- Spiritual Wellbeing

The course started with two days of Health and Wellness Promotion, introducing our participants to an array of self-care practices for their holistic wellbeing - mentally, physically, and spiritually. From yoga to boxing, martial arts to dance, and hitting the gym, they explored new avenues of self-care guided by experts in each field.

The participant feedback was overwhelmingly positive! Many expressed how certain activities were new and exciting, sparking a desire to continue practicing them with their peers. Dancing was also a huge hit reminding them of younger days. All in all, we learnt that these activities are more than just exercise, they're a chance to de-stress, find joy, and maintain good health, all rolled into one.



ALTERNATIVES TO VIOLENCE PROJECT

In June our Fit for Life group participated in a two-day Alternatives to Violence Project workshop. The AVP is an international non-profit organisation which provides experiential training in non-violence and pre-emptive conflict management.

“The workshop uses the shared experience of participants, interactive exercises, games and role-plays to examine the ways in which we respond to situations where injustice, prejudice, frustration, and anger can lead to aggressive behaviour and violence.” - AVP

Not only did our participants share in moments of laughter, they also engaged and connected on a deep level. The feedback from participants was encouraging and inspiring, with many gaining profound insights about themselves, their choices, and the roles they can play in their communities.



EXPLORING RELIGIOUS DIVERSITY

In July we hosted a Religions Day for our participants, bringing together spiritual leaders from different faiths to inspire and educate our youth. Spiritual leaders shared the value of spiritual alignment in finding hope and resilience during life's challenges. Our youth engaged with thoughtful questions, gaining a deep and clear understanding of these diverse religions. They even arranged visits to various services to learn more firsthand. We were happy to see the enthusiasm and openness of our participants, who also received spiritual books and Bibles as gifts. This event was a beautiful reminder of the power of spirituality and community in navigating life's journey.

INNOVATION HUB

Activities	Target	Actual
Active Youth in Programme	10	18
Business Canvas / Plans Workshop days	10	10
Business Development Workshops	30	28
Marketing Plan Workshop days	10	10
Business coaching hours	160	55*
Technical Training (days)	60	12*
Work Experience (days)	150	150
Proof of Concepts Implemented	15	12
Seminars	6	6
Psycho Social Support provided	As required	8

*Due to restricted funding



The Innovation Hub offers the our participants the opportunity to 1) work on building, testing, and launching their own businesses, 2) develop their skills further and form partnerships for employment in their chosen industry, or 3) research and implement community development projects.

BUSINESS MODEL CANVAS

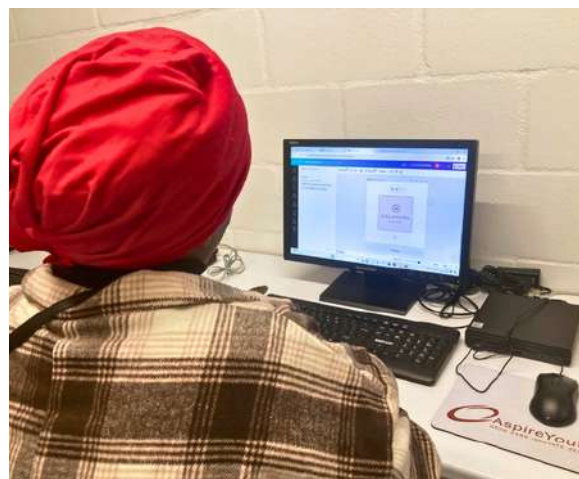
In Feb our young entrepreneurs were hard at work during the six day Innovate Hub workshop. Participants dove deep into the world of entrepreneurship as they designed and presented their very own business canvases, a visual roadmap that outlines key elements of their business model, such as customer segments, value proposition, revenue streams, and more.

The participants gained valuable insights into the mechanics of their potential businesses. They learned to think like entrepreneurs, envisioning innovative solutions to real-world challenges and communicating their ideas with confidence.

We are always so inspired by the innovation, determination, and enthusiasm of our youth.

BUILDING BRANDS

In June our budding entrepreneurs began the exciting journey of business branding and marketing. In a series of two workshops, our participants explored the value and intricacies of successful branding through tone, colour, typography, and imagery. Then applying these principles to their own developing businesses, to create a brand identity and logo. This branding will be used to create basic business and marketing materials. These workshops are also always a great opportunity to further develop IT skills!



CELEBRATING OUR YOUTH!

As part of our Incubator Programme we aim to find placements at relevant businesses for our aspiring entrepreneurs who are developing their own business models, allowing them to gain experience and insights into their chosen industries.

Towards the end of the year we have secured work experience placements for several participants.



Unathi, who is starting an early childhood development centre, Uthando Educare Centre, and has been placed at a local ECD Centre.

Noxolo's upcoming business, Your Cleaning Solutions, offers cleaning services and she has been placed at Philippi Village.

SiphoSethu, the visionary behind Food Fiesta, a fast food catering business, has been placed at a local restaurant.

To gain experience for starting her own business, Lilly's Hair Salon, Likhona is getting hands-on experience at a hair salon at Philippi Village.



MONEY MATTERS WITH CAPITEC

This year we began an exciting partnership with the Capitec Volunteer Programme. Our first session, held in July 26th, was a huge success and covered a wide range of topics on personal finance. The day was filled with learning and laughter, making it an unforgettable experience for everyone involved. What truly blew us away was the incredible friendliness and support from the Capitec team. They were genuinely dedicated to helping and uplifting the young people of AspireYouth. A big thank you to the Capitec Volunteer Programme for their amazing support and commitment to making a positive impact in our community!

INSPIRING OUR YOUTH

In November the young people of AspireYouth received a gift in the form of a visit from Setlogane Manchidi, Head of CSI for Investec.

During his visit Mr Manchidi shared stories and life experience with our participants. For over an hour, he sang, danced, laughed, and cried, giving the entirety of the wisdom in his heart to each and every one of the young people in the room.

In the words of Setlogane,

"You have to believe in hope. When the storm comes it brings rain. When the storm has passed, we have water to quench our thirst - such is the way of life if you live with hope"

We are so grateful Mr Manchidi and his mother (who is an integral part of all that he shared). We thank him not for being a VIP of a large and prestigious bank, but for being a person, who cares for young South Africans - cares enough to step outside of his frenetic schedule to make time to inspire our young people who are the future of South Africa.



COMMERCIAL

A big part of what makes AspireYouth's model unique is the EARN pillar of our programme. Our non-profit operation is paired with a for-profit business, in the form of AspireTrade and AspireSales. This hybrid structure provides income-generating opportunities for young people whilst they participate in our two year programme and beyond.

ASPIRE TRADE

Activities	Target	Actual*
Total number of project days	1680	874
Total Income	R1 500 000	R826 000
Income allocated to youth	R250 000	R145 000
Active Clients:	4	4

*Target not met due to economic downtime in sector.

ASPIRE SALES

AspireSales was relaunched in the second half of 2024 with a new range of products that was successfully tested.

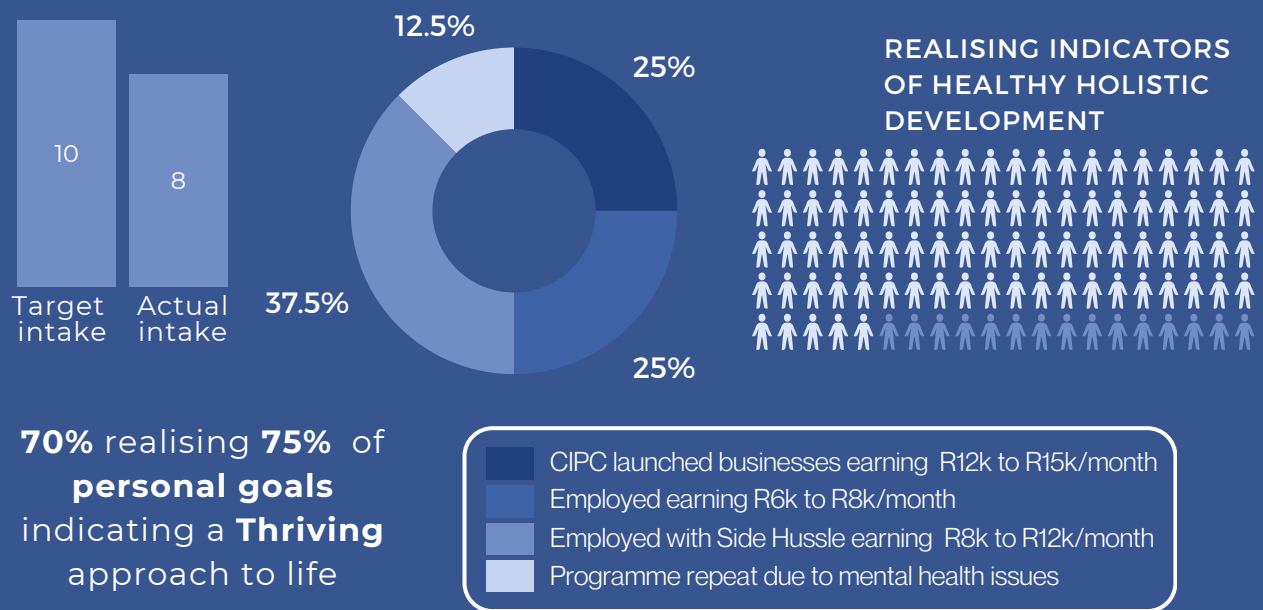


OUR IMPACT

Over the last 12 months in excess of R1 million in revenue has been paid to 50 AspireYouth participants.

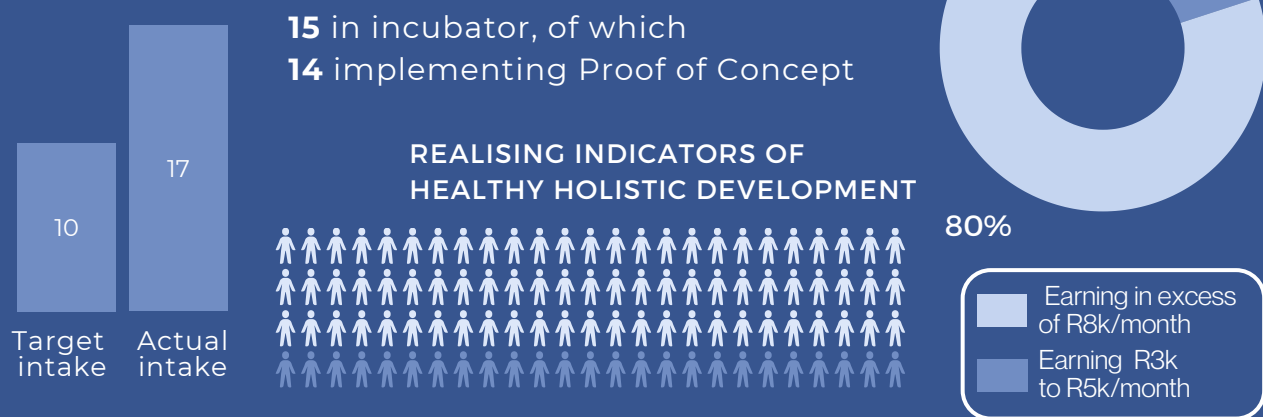
2022 intake

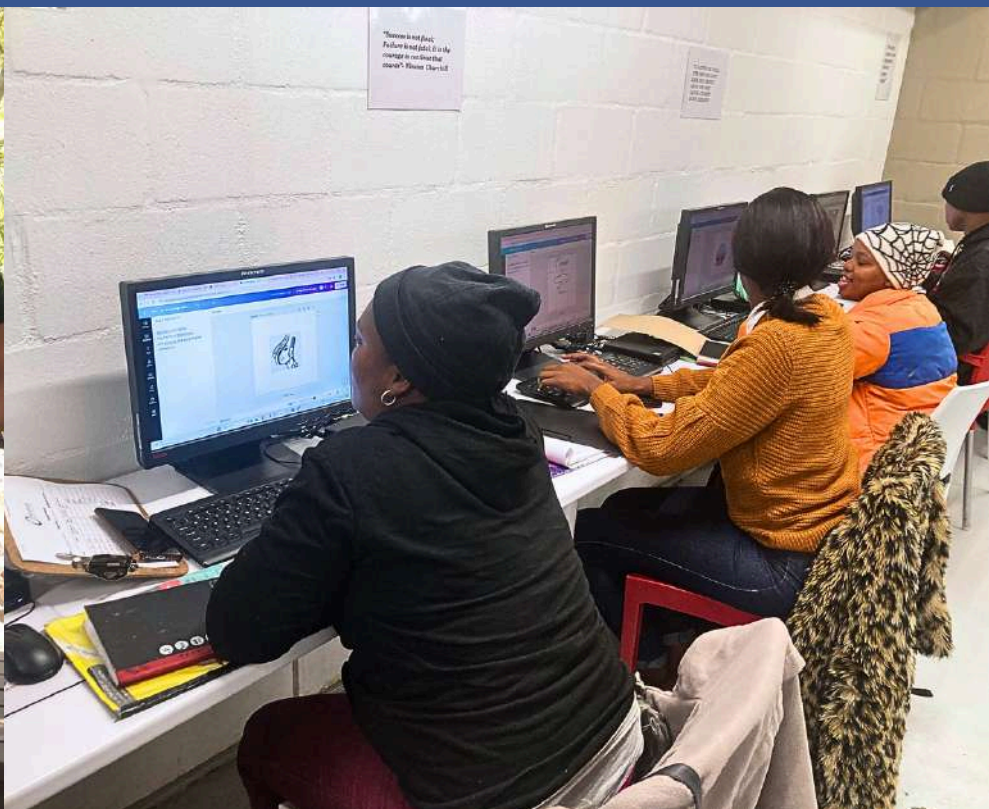
Current programatic stage: **INNOVATION HUB**



2023 intake

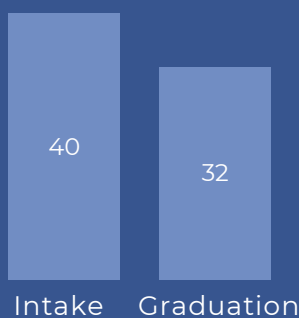
Current programatic stage: **INNOVATION HUB**





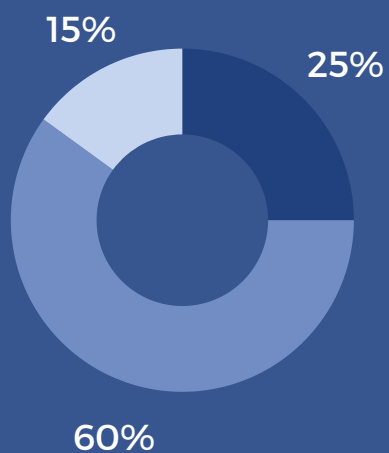
2024 intake

Current programatic stage: **FIT FOR LIFE**

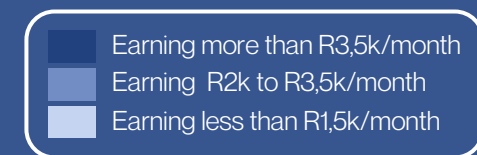


70% participation
in **80%** of activities

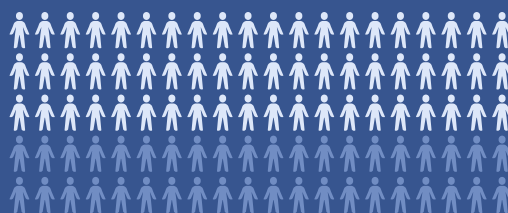
Progression to
Innovation Hub



70%
completion of
all training
modules



**REALISING INDICATORS
OF HEALTHY HOLISTIC
DEVELOPMENT**



70% realising **50%** of
personal goals indicating a
Thriving approach to life



VOICES OF THE YOUTH

SAMANDLA MFUMBATA

My journey with Aspire has been the best thing that has happened in my life. Like many young South Africans my life has been hard. The hard things in my life are mine to share with people I trust, not to be written on a piece of paper for all to read. My life started to change when I joined AspireYouth. I met Ros, she is what we call a Guide. Maybe a bit like a mother or an older sister or a teacher. She can be kind, but she is also very firm. Ros understands us because she also knows how hard life can be.

In the first part of AspireYouth we were taught many things, we learnt about communication, about self-worth, we learnt how to write a CV and we learnt about how to run a business. Some of it was hard, but a lot of it was fun. It was good to come to these sessions, be with our team and laugh. Later on we realised that we could also cry together and support each other.

Good things started to happen. I got an internship with First Jobs, I got my license, I was selected to be part of the AspireYouth Incubator. This last thing allowed me to start my own business. I am now also employed at AspireYouth for 4-days a week to help other young people.

I want to say this, hard things still happen in my life. The difference - I am better able to deal with the bad stuff and I know that I have people around me, Ros and other people of AspireYouth, who are there to support, guide and yes make me laugh even on the days that feel very hard.

VOICES OF THE YOUTH

"AspireYouth has impacted me in a positive way. **I have learnt to respect myself and other people.** I learnt to accomplish things and my dreams have started coming alive. My favourite part of 2024 was meeting new people and understanding different backgrounds and where they come from. Learning about new cultures and religion. In 2025 I want to write grade 12, earn an income, and **be the best version myself.** Through AspireYouth I hope to make my business a reality, strive for success and be independent."

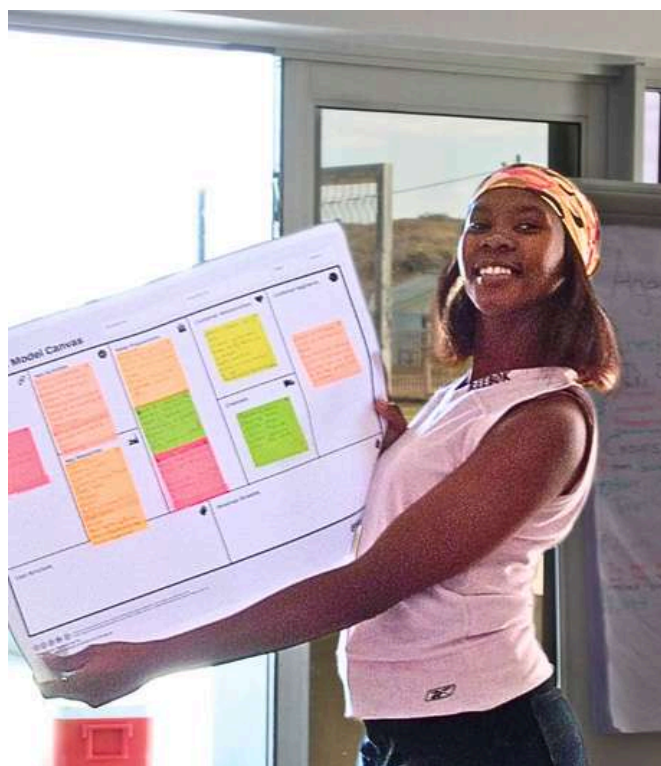
- **Mitchell Fischer, 20**

Hanover park, 2023 cohort

"AspireYouth has impacted my life a lot, I don't know how to explain, I have changed a lot from the Likho I was to the one I am now. I am more clear and vocal. **Through AspireYouth I learnt to stand up for myself and stand for my dreams.** My favourite part of 2024 was being given the chance to work more often in AspireTrade, **I got to be independent and earn money.** I accomplished stability, and got to start on my Beauty business. In 2025 my goal is to finally open my own hair salon. **I want to put myself first.**"

- **Likhona Majodina, 23**

Khayelitsha, 2022 cohort



"I have gained a lot of life skills. AspireYouth has helped me improve my confidence. **I am now more open minded because of the opportunities that AspireYouth comes with.** In 2024 I got my first client in my business, which is a Social Media, Web Design and Brand Design business. In 2025 my goal is to get ten clients for my business, get my business registered, and get a driving license. **Through AspireYouth I aim to get a lot of networking opportunities, get business support, and also personal support.**"

- **Zharné December, 27**

Hanover Park, 2023 cohort

“Being part of Fit for Life has given me the opportunity to experience new things, like learning how not to be violent through a programme we did and also getting a certificate on anger management. AspireYouth has helped me change my behaviour, because I used to be a very angry person. I have learnt that violence can never solve anything. **Aspire Youth gave me a chance to learn to manage my thoughts and do self-meditation.**

I have gained some working experience through working in AspireTrade. I have gained more knowledge about business which I never pictured myself to be a business women. In 2025 I want to start my catering business. **I want to be an independent woman that will be able to provide for my family.”**

- **Mihle Nqubezelo, 22**
Mfuleni, 2023 cohort



“AspireYouth has changed me and the way I live and the way I communicate. It has brought positivity. I was this person who was in a dark place and after Aspire **I found light.** I have taken action in changing my life and living my true self and I am very happy and content. **AspireYouth has given me a family”**

- **Merline Adams, 20**
Nyanga, 2023 cohort

“AspireYouth has helped me gain more confidence so **now I believe in myself,** I have self-love and self-worth, and believe that anything is possible when you put your mind to it. My favourite part of 2024 was getting my learners license. I accomplished getting in to school to do my grade 12 and learnt how to drive a car. My goal for 2025 is to complete my grade 12 and become law enforcement or a traffic officer, with the help of AspireYouth.”

- **Altisia Malgas, 24**
Mfuleni, 2022 cohort

MEET OUR GUIDES

Our Guides are members of the local community who lead a team of AspireYouth participants and run their own small business supported by AspireYouth. The Guides provide mentorship and links to opportunities, ensure the training material is covered, work with each young person in ensuring Individual Development Plans are realised; and help monitor when psycho-social support is required. Our guides are caring and compassionate change agents with an entrepreneurial spirit and a commitment to young people.



On moving to the Cape as a young man, Hennie discovered a side of Cape Town not depicted on postcards - a community rich in diversity and resilience. After being introduced to AspireYouth, witnessing the profound impact of small acts of kindness stuck with Hennie, and fast forward a few years, he is proud to be a Guide.

Hennie runs his own small carpentry business, Transition Timbers, that helps offer skills development and income generation opportunities to our young participants.

What drew Buyelwa to AspireYouth is her passion for empowering young people that are facing issues in our communities head-on, and helping to provide them a safe space to thrive.

Buyelwa brings an infectious energy to our team. With her unwavering dedication, team-work and can-do attitude, she's a force to be reckoned with! Whilst her honesty, reliability, and heart bring warmth to her mentoring style. Buyelwa's zest for life shines through in everything she does.



Luthando was born in kwaLanga in a warm home, with a big family, and was raised by three strong women. He loves being active and, growing up, was involved in many youth-engaging programmes, like Scouting, Love Life Youth Centre, and sports teams. His passion for youth and community development stems from this upbringing.

WITH THANKS TO OUR SPONSORS

We would like to express our sincerest gratitude to our generous funders. Your support enables us to continue our work in empowering the incredible young people. Thank you for your support, and we look forward to continuing to work together!



MACFARLANE FOUNDATION

MILNER FAMILY

INDIVIDUAL DONORS SUPPORTING THE ASPIREYOUTH
SCHOLARSHIP FUND

BECOME A DONOR TO OUR
ASPIRE SCHOLARSHIP
YOUTH FUND



**INVEST IN A DREAM
TRANSFORM A FUTURE
EMPOWER SOUTH AFRICA**

ORGANISATIONAL DETAILS

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