



 Aspire Youth  
ANNUAL REPORT 2019

# ABOUT

AspireYouth ([www.aspireyouth.co.za](http://www.aspireyouth.co.za)), was launched in 2014. It is a social enterprise providing young South Africans in the NEETS<sup>(1)</sup> category with access to income generating opportunities through skills development, mentorship and business networking.

AspireYouth operates through four key action areas, namely:

- Grow -** Training, Development and Mentorship
- Earn -** AspireYouth businesses that drive income generation
- Innovate -** New business ventures for our membership
- Serve -** Membership design, implement or support activities that promote community health

## OUR PLEDGE

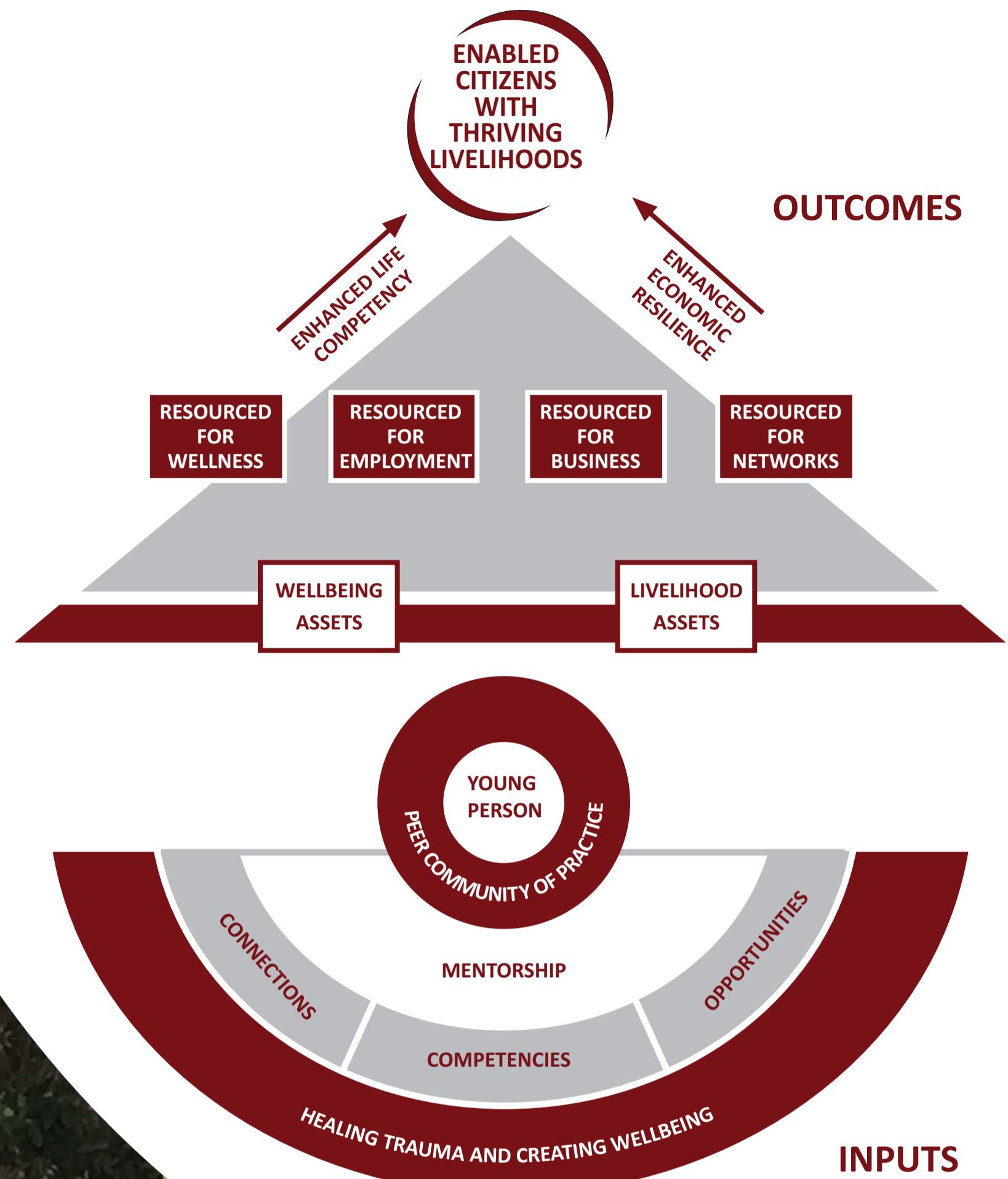
Each young person in our membership can realise the following on condition that they seize each opportunity with a 100% commitment to work ethic and personal growth:

- R0 to R7,500/month within a 2-year period
- Training for personal wellness, work readiness and business
- A driver's license and Basic Computer skills
- A 3-5 year personal income plan

Our approach is informed by a theory of change model which supports young people from the point of entry, characterised by low personal competencies, residual life trauma, and severely limited job prospects, towards an output point of enhanced life competency and economic resilience within the world of work.



(1) Not In Education, Employment, Training or Skills Development



## CHAIRPERSON'S REPORT

I am pleased to report that AspireYouth continued on its journey to add hope and opportunity to unemployed young South Africans.

The year ending, February 2020, saw the launch of our formalised training programme, an increase in membership and a strengthening of our fundraising efforts. Most impactful is the voice of our young people who are members of AspireYouth. Voices of determination and commitment to grow and prosper.

The year we are currently living holds so much uncertainty for so many of us. The Covid-19 pandemic has had a massively negative impact on the global economy. The impact for our poorest communities has been dire. As a result, AspireYouth launched its COVID-19 response strategy, providing meals, educational support and health and safety resources to 650 families linked to our membership base. This has been accomplished through our strong partnership model, including Ladles of Love, Community Chest, the Western Cape Gamechanger programme, HCI Foundation, eMedia and numerous faith-based and individual sponsors.

The effectiveness of this response to the pandemic has once again verified the accuracy of our strongly relational model that builds opportunities for our youth.

On behalf of the Board, I would like to thank all donors and partners who displayed faith in our ability to make an impact and enable thriving livelihoods to young people in South Africa. I am grateful to our Board of Directors for their tireless commitment at all times; and to Mark Gamble and the very dedicated team, your devotion to serve our young people without fail is recognised.

**Xolani Sampies**



# EXECUTIVE DIRECTOR'S REPORT

AspireYouth exists to transfer skills and generate opportunities that break endemic poverty for South African youth.

The fact that millions of our youth suffer enormous abuse and trauma as a result of socio-economic inequality is a reprehensible truth that we cannot ignore. To ignore this is an indictment on our very humanity.

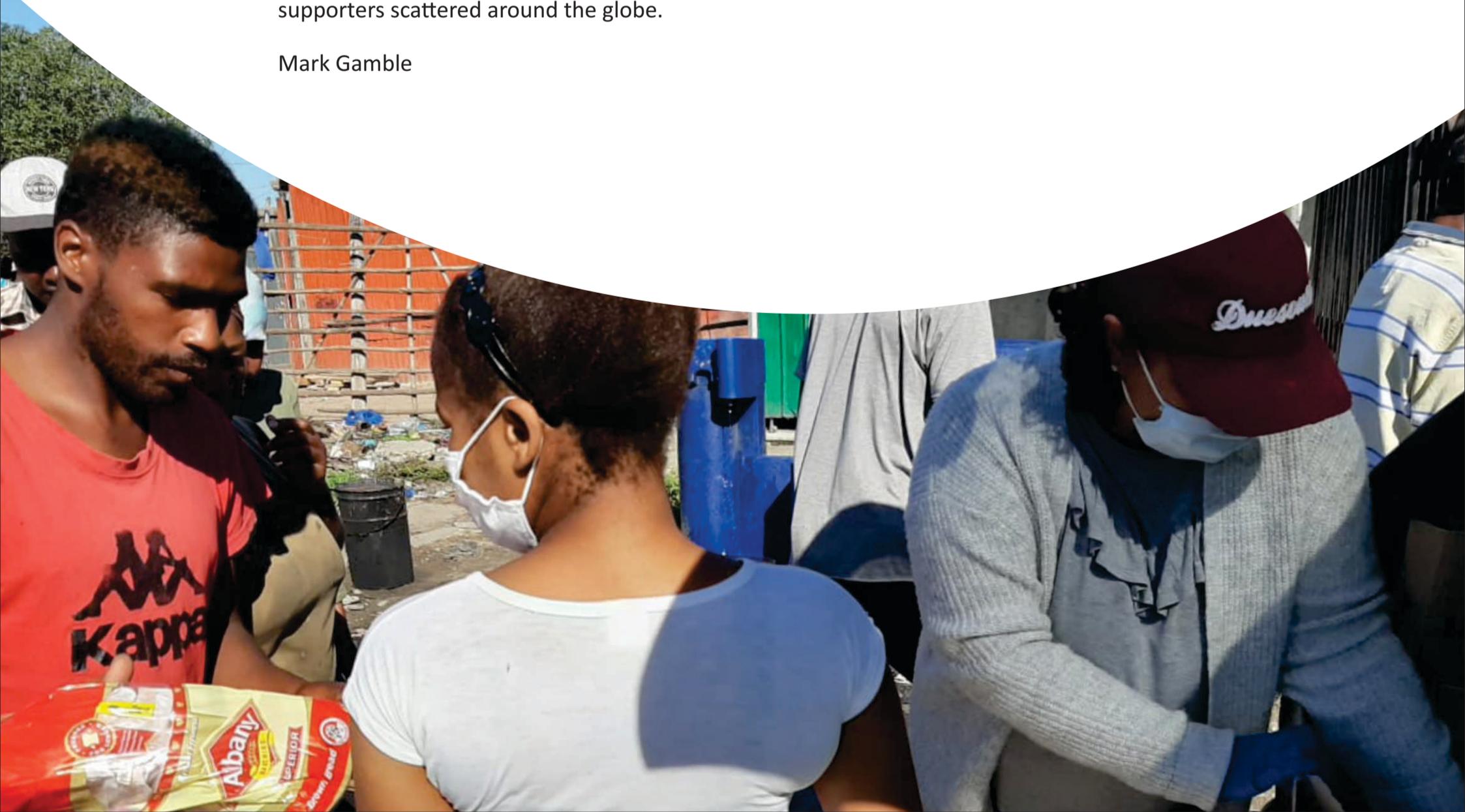
If I reflect on AspireYouth's work over the last several years it really has been about an action-learning cycle framed around the word connection. Connection that provides an increasing network of opportunity for our membership of South Africans to generate an income, build their competencies and live towards a dream – to Aspire.

It is such a privilege to witness the growth in our membership. Not just growth in economic opportunity, but equally in leadership and self-esteem.

This is our first ever annual report, possibly evidence that we are starting to move beyond an organisational pioneering phase. There is so much that we need to improve on and to learn from. However, there is no doubt in my mind that by creating a network of resourced 'connectors' we offer a tangible and cost-effective approach to addressing poverty and unemployment for South African youth.

Enormous gratitude to our team of associates, the Directors of our non-profit, our business partners and network of supporters scattered around the globe.

Mark Gamble



# FROM OUR MEMBERS

“ A Family away from home is without a doubt what being an AspireYouth member means to me, surrounded by love and guidance is something very unique. Having a family like AspireYouth has helped me to see the world from a point of growth and a drive to be better.

Sibusiso

“ I have learnt many things about business, like how to work with money and communicate with people. I also know that I can do things that I love like sport and cooking.

Geraldine

“ AspireYouth has given me a chance to change my life, I can now provide for my mom and myself. I am very happy. God bless you all.

Shane

“ I've learned how to start your own business like the basics...on how you must treat your customers and I've also learned to be a better person like helping those in need. If you want to succeed, you must work hard, not give up. If you fail just believe in yourself and try again. AspireYouth has helped me learn these things. I now have new friends and am confident. I will never give up.

Jaydene

“ I was a confused young lady when I joined Aspire Youth in 2014. This changed because I was hungry for knowledge and wisdom that would change my situation. AspireYouth has helped me a lot over the years, but mainly I have learnt that only I have the power to change my situation.

Roslin

“ My journey with AspireYouth has been a phenomenal experience. I learnt a lot on this journey, from how to start a business, how to run it, about saving money, helping others, it really helped me a lot building up my self-esteem too. I now look at things and life differently since my journey with AspireYouth.

Ashton

“ Building self-image and laying down the foundation for a successful future, that is what AspireYouth means to me. They encourage us to dream and support us in making these dreams become a reality. I believe I am destined for great things.

Aqeeb



# FROM OUR PARTNERS

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Kenan-Flagler Business School, University of North Carolina  
We are both proud and privileged to have been partnering with AspireYouth since its inception. Mark Gamble and his team at AspireYouth so clearly focus on developing the business skills and networks needed for very real income generation and meaningful impact on lives. As such, our undergraduate business students from the US gain an invaluable opportunity to meet young South African peers who are entrepreneurs in entirely different, considerably under-resourced environments. They return to the USA with an altogether new perspectives on what and how business may contribute to society. Some have made lifelong friends; others have been inspired to initiate their own ventures in partnership with AspireYouth.

Dave Bond. Adjunct Professor



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Redefine Property Group

Our association with AspireYouth is invaluable to Redefine Properties. Property maintenance is critical to our business, that is why it's great to work with the young people who are members of AspireYouth, who take great pride in ensuring our buildings are pristine. From cleaning paving to clearing litter and rubble, degreasing parking bays and painting - no task is too small. We are proud to be associated with AspireYouth and its vision of uplifting the youth of this country.

Grant Eliot. Western Cape General Manager



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Bidvest Car Rental

Entrepreneurship, if nurtured, will be the saving grace of our economy. Many enthusiastic entrepreneurs fail though. Young people starting out in the world of business will face many challenges. Finding customers, raising capital and generally managing the intricacies of their business is a giant task. This is why AspireYouth has such a relevant role to play. Aspire supports, guides and helps build necessary relationships in the tough world of business. Collaborating, motivating and nurturing people to identify potential opportunities within their own communities, gain skills and manage their business profitably. We are proud to be associated with AspireYouth.

Yvette Weinrich Stander. Western Cape Regional Manager

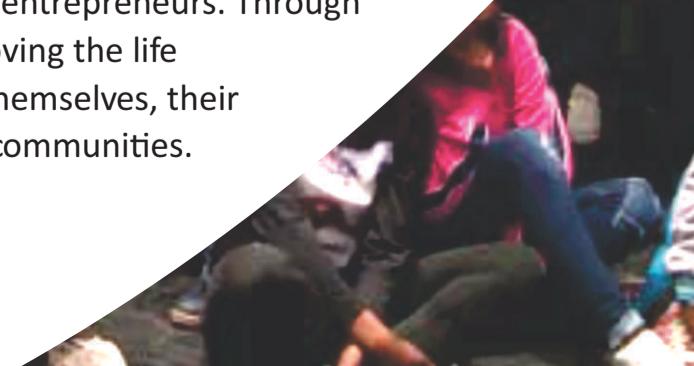


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Educo Africa

Educo Africa is proud to partner with AspireYouth, supporting their model to assist impoverished and unemployed young South Africans to become better leaders and entrepreneurs. Through this they are improving the life circumstances of themselves, their families and their communities.

Lali Mili. CEO.



# WHAT HAPPENED IN 2019

PROGRAMME	WHAT WE DID	WHAT WAS THE RESULT
<b>GROW</b> Training, Development and Mentorship for Personal Wellness and Sustainable Livelihoods	<ul style="list-style-type: none"><li>• Training programmes run in Philippi, Mfuleni and Khayelitsha</li><li>• Completed training module in Personal Wellness</li><li>• Completed Literacy and Communication module</li><li>• Attended Workplace Readiness module</li><li>• Attended Wilderness Leadership Retreat</li><li>• Regular Mentorship sessions</li><li>• Hosted 3 learning seminars</li></ul>	<ul style="list-style-type: none"><li>• Increased motivation and self-esteem for members</li><li>• Increased competency in workplace readiness and communication</li><li>• 7 youth exited due to employment or internship opportunity</li></ul>
<b>EARN</b> AspireYouth businesses that drive income generation for our youth membership	<p><b>AspireTrade (Property Maintenance)</b></p> <ul style="list-style-type: none"><li>• Turnover of R1,550,000 (increase of 50% year on year)</li><li>• Provided income opportunity for 28 members averaging R2,500/month/member</li><li>• Completed 362 project days</li><li>• Increasing client base</li></ul> <p><b>AspireSales (Direct Sales)</b></p> <ul style="list-style-type: none"><li>• Turnover of R92,000</li><li>• Provided income for 14 members averaging between R300 and R500/month</li><li>• Establishing additional product partners</li></ul> <p><b>Emerging Businesses</b></p> <ul style="list-style-type: none"><li>• AspireClean – car cleaning business</li><li>• The Building Bank – upcycled building materials</li></ul>	<ul style="list-style-type: none"><li>• Members learning work specific skills, work ethic and professional conduct</li><li>• Members earning money, learning to budget, save and improve wellness in their households</li></ul>



PROGRAMME	WHAT WE DID	WHAT WAS THE RESULT
<b>INNOVATE</b> New business ventures for our membership	<ul style="list-style-type: none"> <li>Supported 12 new initiatives in concept design and business planning</li> <li>Partnered with Mutualism Investments providing new business funding for members</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing support for members establishing and testing their own business ventures</li> <li>12 members tested new business initiatives.</li> <li>Further development of business networks of support.</li> <li>Greatest success in a 'Hustle' livelihood approach (multiple income streams)</li> </ul>
<b>SERVE</b> Membership design, implement or support activities that promote community wellness	<ul style="list-style-type: none"> <li>Capital investment for Orena Ministries and Community Development Centre</li> <li>Concept and partner selection for Early Childhood Centre for Smallville Community</li> <li>Concept and prototyping of Orena After-School programme</li> <li>Supported the Orena Christmas Party</li> </ul>	<ul style="list-style-type: none"> <li>A community centre is in the process of development providing much needed resources to two communities.</li> <li>Increased focus on working the partnership model to improve health and wellness for children.</li> </ul>



# WHAT WE ARE LEARNING

## RELATIONSHIP

Developing relational skills amongst our membership and providing them with access to networks of opportunity brings a consistently positive result, both in terms of access to revenue and personal wellness.

## DEVELOPING SKILLS AND COMPETENCIES

A community-based mentor/coach is essential to support the young person's learning journey. Our training programmes need to be flexible to support the socio-economic realities that our members face. A driver's license and computer skills are core assets that need to be added to our training and development plan. Our model needs to engender the principle of 'Life-Long Learning'.

## INCOME GENERATION

AspireYouth businesses offer immediate access to income for our members. Our members generate brilliant business ideas and plans, but it takes between three and four years to build a resource network and the experience to implement these plans successfully. The most successful result is demonstrated through members who have developed multiple income streams. This could include a nano-business, time spent working within an AspireYouth business and securing an entry-level job.

## ASPIREYOUTH SUSTAINABILITY

AspireYouth is a hybrid organisation with both For-Profit and Not-For-Profit entities. The For-Profit unit contributes about 20% of the budget for the Not-For-Profit. We aim to increase this to 70% by 2025. The organisation does need to increase both donor revenue and the number of donors as a priority.



# MOVING FORWARD

AspireYouth's COVID-19 Response Strategy was launched in April 2020. This strategy works with our partner networks to provide health and wellness, food and educational support to vulnerable residents in our target communities.

The impact of COVID-19 has facilitated the development and testing of a virtual learning programme.

Development of partnerships in the Eastern Cape and Gauteng to expand our impact.

Development of 2 further business units to support our membership's income generation opportunity.

AspireYouth will continue to build and strengthen our partnership network so as to provide an ever-increasing range of opportunities for our membership.



# 2020 FINANCES

## Balance Sheet Report

Aspire2Gro NPC

28 February 2020

### Assets

#### Current Assets

FNB current acc ( 62683185906)	19,613
Trade Payables	448
Trade Receivables	2,000
<b>Total Current Assets</b>	<b>22,061</b>
<b>Total Assets</b>	<b>22,061</b>

#### Equity and Liabilities

##### Owners Equity

Profit and Loss (This Year)	11,500
Retained Income	-24,939
<b>Total Owners Equity</b>	<b>-13,439</b>

##### Non-Current Liabilities

Directors Loan account	25,150
<b>Total Non current Liabilities</b>	<b>25,150</b>

##### Current Liabilities

Audit fee accrual	10,350
<b>Total Current Liabilities</b>	<b>10,350</b>
<b>Total Equity and Liabilities</b>	<b>22,061</b>

# Profit and Loss Report

Aspire2Gro NPC

Date Range:

01/03/2019 - 29/02/2020

## Sales

Donations Received	879,940
Other Sales	77,071
<b>Total for Sales</b>	<b>957,011</b>

## Cost of Sales

COS - InVision Disbursement	128,052
COS - Programme Resources	137,886
COS - Serve Projects	99,415
COS - Staff Costs	33,500
cost of sales - consultancy fee	16,825
Cost of Sales - Facilitation	66,601
cost of sales Management Fee	76,790
cost of sales programme accommodation	28,253
cost of sales programme food	22,819
cost of sales programme transport	10,565
<b>Total for Cost of Sales</b>	<b>620,705</b>
<b>Gross Profit</b>	<b>336,306</b>

## Expenses

Accounting Fees	22,698
Audit fee	10,350
Bank Charges	3,772
Computer Expenses	9,035
General Expenses	200
Printing & Stationery	1,789
Salaries - SARS	19,348
Salaries & Wages	250,000
Telephone & Internet	2,210
Transport	4,103
Travel & Accommodation	1,300
<b>Total for Expenses</b>	<b>324,806</b>
Net Profit/Loss Before Tax	11,500
Income Tax	0
<b>Net Profit/Loss After Tax</b>	<b>11,500</b>

# GET INVOLVED

AspireYouth is successful through our network of connections and relationships. People who are willing to get involved in the growth and development of our membership. You can get involved by volunteering a skill and/or joining our Inspiration Giving Campaign. To get Involved go to <https://www.aspireyouth.co.za/page3.html>

## THANK YOU

AspireYouth lives, thrives and serves through an ecology of relationships. Sometimes this is about a friend having a coffee with a young person to give some career advice; sometimes it is about a Foundation or Trust providing a donation allowing us to do our work. It is also about young people doing work that supports the success in someone else's business.

To every Individual, Business and Foundation that has offered opportunity, resources and support, our heartfelt gratitude for staying connected to the unfolding story of AspireYouth.

