



catalyst

*something that causes change
indlela yok'zikuguqula
tsela ya go ifetola*

2020 enke: Catalyst Program
Showcase Report

www.enke.co.za



VISION:

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

About enke: Make Your Mark

enke: Make Your Mark (enke) is a leadership development organisation that generates and incubates youth-led social impact. enke means “ink” in SeTswana and “take it” in SeSotho. That’s what we’re about – empowering youth to be authors of their futures by taking opportunities to change their lives and communities (making their mark).

Our vision is a world that is an enabling environment for young people to recognise their own value, thrive and mobilise for meaningful change. We work towards achieving this vision through leadership and entrepreneurial skills development programmes that provide young people (15-35 years old) with theoretical and practical skills to be active engaged citizens that thrive socio-economically.

Our mission is to connect, equip and inspire:

- **CONNECT** people across diversity and the socio-economic spectrum, creating valuable networks, social capital and building social cohesion.
- **EQUIP** with an entrepreneurial mindset and social-emotional skills - real-world skills that unlock opportunities for future success.
- **INSPIRE** a bias towards action, to achieve personal, professional, national and global development aspirations.

Our primary motivation is to build a society that is more socially and economically inclusive. We believe that promoting social entrepreneurship and innovation in youth is a powerful way to reduce inequality whilst equipping young people for success in their future endeavours (in the workplace and in education). We have identified that the high rates of youth unemployment and youth who are not in education, employment or training (NEET) is one of the greatest threats to the ability of young people to achieve a more positive future. We tackle this endemic issue in a three-pronged approach:

- **PROACTIVE/Preventative:** working with youth in education to prevent youth from becoming NEET (Trailblazer, Ignition and YANDISA Programs)
- **RESPONSIVE/Remedial:** working to provide remedial opportunities for youth NEETS to identify & achieve pathways into education, employment or enterprise (Catalyst Program)
- **CAPACITY BUILDING:** through our bespoke service and specialised partner projects, we provide services according to partner organisation to meet their objectives. (Bespoke Services)

Our Core Programs



TRAILBLAZER

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.



IGNITION

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 entrepreneurship



CATALYST

A game-changing program for unemployed youth 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

This We build and deliver customised training and other solutions for schools, companies and organisations. Our specialities are strategic facilitation, skills training, project management and curriculum development.

Since 2009 we have worked with over 4,300 young people who have generated over 1,200 social impact and enterprise projects that have positively impacted over 85,000 people in communities all over South Africa.

www.enke.co.za | [@enkeMYM](https://twitter.com/enkeMYM) | [#YouthLedChange](https://hashtage.com/YouthLedChange)

Why Catalyst?

We believe that all young people are Africa's greatest resource for addressing the world's social and economic challenges. Young people are solution creators, leaders of change and innovation. In particular, youth are uniquely placed to innovate for social change and economic transformation. However, too many young people do not live in the environments, and/or lack the platform, resources and support to realise their full value as capable citizens. In the Statistics South Africa Q3 2019 Quarterly Labour Force Survey it was recorded:

- 39.6% youth unemployment rate.
- 40.4% of youth are not in education, employment or training (NEET)
- 63.4% of unemployed people in South Africa are youth ages 15-34 years old
- 44% of unemployed have never worked before
- 51% of the labour supply have not completed matric

High youth unemployment and youth NEET rates are stubbornly persistent. Every year unemployment rates increase. Feeding into this is high school drop out rates, youth not completing matric and other factors impacting post-school success. Youth NEETs are not as able to improve their future employability because they are out the system and do not have the access to skills or gain experience through employment or further education. Many become stuck in a continuum of hopelessness:

How we developed enke: Catalyst

Until 2015, enke's primary work was located in the formal education system - filling the gap of a lack of training in non-cognitive / "soft" skills that left youth ill-equipped to identify and access opportunities post-school. Through the Trailblazer and Ignition Programs, we have worked with high school and post-secondary youth to lead social change in their communities through individual capacity building, training, and support for youth-led social innovation and social impact. In 2015, as we were developing our long term strategy, we realized that this gap existed for youth outside of formal education settings. We applied our research, experience, ethos and asset-based approach to this problem and, in 2016, the enke: Catalyst Program was launched.

We designed Catalyst to address three questions:

- **How do we help youth NEETs to get their confidence, dignity and self-belief back so that they see benefit in re-engaging with opportunities and keep trying beyond the direct intervention?**

One of the greatest negative impacts on an individual who has experienced and is experiencing unemployment is a lack of confidence and self-belief in their personal and professional capacity and capability to achieve success. Through the program, we focus on building optimism in youth through personal development and social and emotional competencies to critically engage with their chosen path and be equipped with personalized and contextually relevant skills to get where they want to go.

- **How do we best enable youth who are NEET to understand and identify enterprise, education, employment, and training opportunities for themselves?**

Unless one attends a well-resourced school, there is very little in formal education that talks and engages youth about life post-school. So, how does a young person decide? They are often directed by what they see or assume, and not through experience. A big part of personal agency is about knowing you have choices and being able to make them. With Catalyst, we give youth the information and hands-on experience of the post-school options available to them so that they can make a choice for themselves.

- **How do we support youth NEETs to convert themselves into, and stay in, employment, education, enterprise or training?**

The current focus of many organisations on placement and incubation is positive, however in our view it can be short term / stop-gap measure that often reduces personal agency and accountability. Additionally, in our fieldwork research, we discovered that attrition rates in employment accelerators and enterprise incubators are very high due to a focus on a prescriptive approach for youth who are not given the space to critically engage and have agency to decide if that path is right for them. The gap we identified was the need for more capable and confident individuals to feed into the pipeline of accelerators and incubators for them to succeed. Thus, instead of focusing on placement by the organisation, our goal is for youth to place themselves and our role as an organisation is to support them to do so more effectively.

How Catalyst Works

Through enke: Catalyst, we contribute to reducing the number 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 Program Objectives:

- 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.
- 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.
- Help youth place themselves into employment, education or enterprise

The training approach and content of the Catalyst Program is structured as 4 key modules / components which are delivered over weekly workshops, 2-days per week for up to 24 weeks (5-6 months). All modules include material from selected Unit Standards of the SETA-accredited National Certificate in New Venture Creation (NQF Level 2):

- **Reboot - Personal Development Skills:** participants are taken through a personal development journey focused on rebuilding self-belief, self-confidence and essential social skills to succeed in a professional setting.
- **Navigate - Life Outcome / Pathway Training:** Throughout the Program, participants engage with information and resources to guide them through navigating the obstacles they may face around access to education, employment and training.
- **Generate - Entrepreneurial Development:** participants learn about entrepreneurship through application of Human Centred Design methodology and engagement with SETA accredited New Venture Creation training material. Through this, they are able to test their appetite for entrepreneurship through practical application, while building essential entrepreneurial skills (e.g. financial literacy, project management, resource mobilisation, critical problem solving etc.) that set them up for success in the 21st Century job market.
- **Showcase** – the Catalyst Innovation Showcase is the graduation event for each cohort and is an opportunity to showcase the impact of the program.

Building Power Skills & Social Capital

DEVELOPING POWER SKILLS AND AN ENTREPRENEURIAL MIND-SET

Power skills are the necessary “soft” / non-cognitive skills, social and emotional competencies, such as grit, critical thinking, communication, collaboration, team work, leadership and social capital that research continuously shows best enable people to succeed in life. An entrepreneurial mind-set is a set of characteristics, behaviours and skills that drive action; ***“a person with an entrepreneurial mind-set recognises an otherwise overlooked opportunity, has the confidence to take a risk, communicates their ideas clearly, and can not only adjust, but also learn from setbacks”*** (Network for Teaching Entrepreneurship – NFTE). The training in Catalyst focuses on the building, and practical application, of power skills and an entrepreneurial mindset. Through this, participants develop the optimism to self-actualise and harness their skills for success that they have defined. This helps to ensure that participants remain engaged and focused on their future career paths and results in long-term impact in their lives.

BUILDING SOCIAL CAPITAL AND A SUPPORTIVE PEER NETWORK

A peer network is built on a foundation of trust and sharing. In doing this, we show participants how to identify opportunities not only for themselves, but for others too. Additionally, youth are exposed to entrepreneurs and working professionals via panel discussions and field trips, which builds their social capital beyond their fellow participants and enke.



Catalyst Program Cumulative Results

Impact achieved since October 2016

296

registered

registered: applied and selected for the program and engaged at least introductory workshop

257

trained

trained: completed at 5 or more sessions of training workshops (minimum content to contribute to development/change)

210

economically active

economically engaged: converted into employment, enterprise, education and/or training

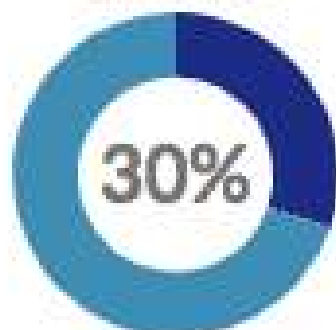
outcomes of trained participants by type (enterprise, employment, education / training)

Achieving desired outcomes during /post training

Enterprise

Employment

Education / Training



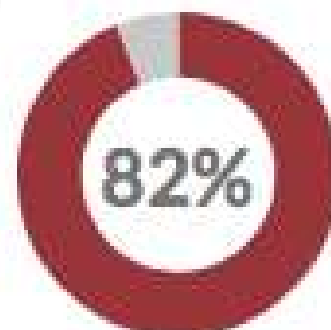
78 trained participants starting / involved enterprise (social impact and businesses)



77 trained participants placing themselves in employment



55 trained participants pursuing education and/or training opportunities



210 / 257 trained participants economically active and engaged in EEET



100% Black Participants

95% African 5% Coloured



76% Female



enterprises started by Catalyst Participants

Measuring Impact

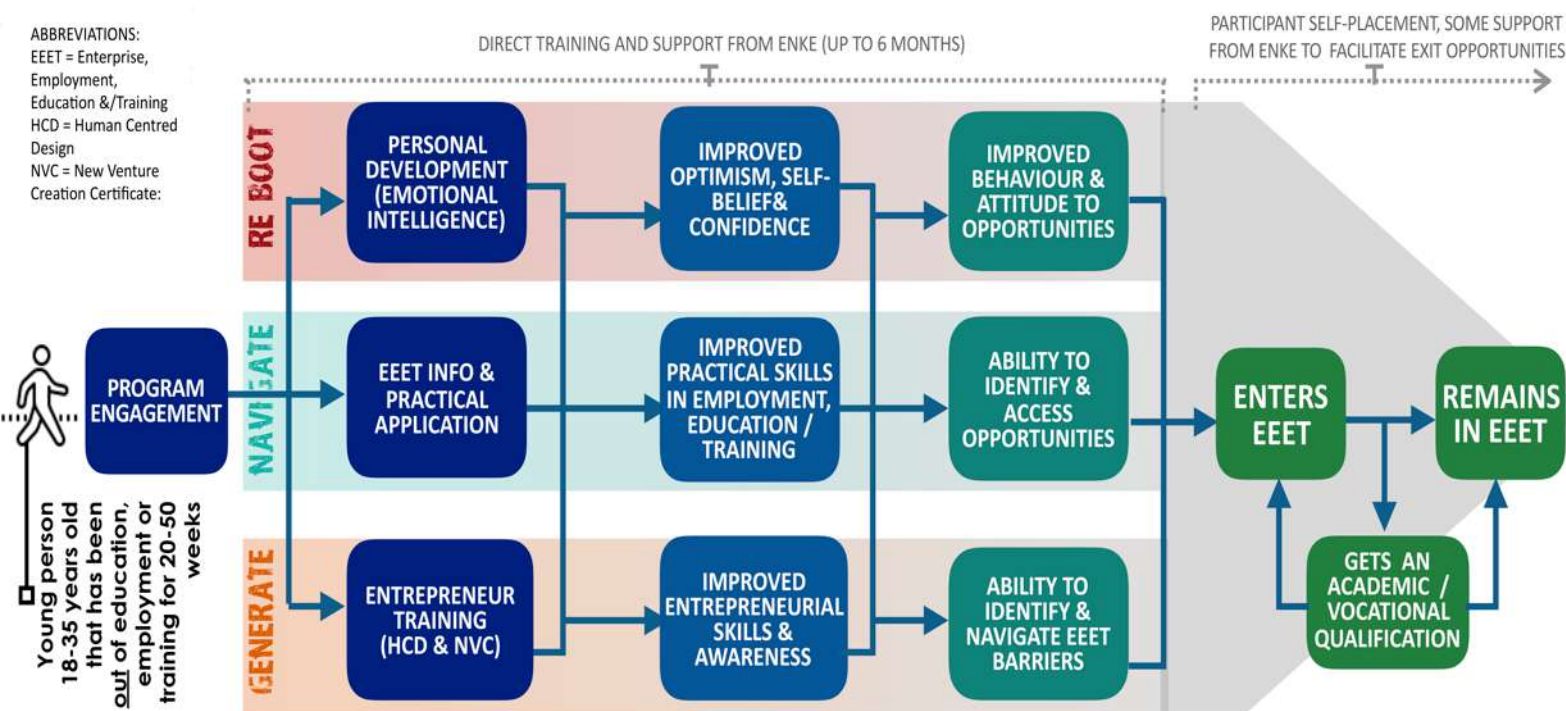
At Enke we are committed to make sure that the work we do has impact and we use rigorous and extensive monitoring and evaluation approaches in all our work. With Catalyst, we work hard to understand the most valuable program aspects & outcomes that for participants, while determining the contribution & attribution to participants' improved outcomes

OUR MEASUREMENT & LEARNING TOOLS

- ⇒ **Non-Cognitive Skills Surveys:** We measure Resilience, Locus of Control, Social Awareness, Social Responsibility and Self-Confidence, using psychometric-type tests developed from objective measurement systems used in international psychology and public health, adapted with permission.
- ⇒ **Rapid Self-Assessments:** We combined public health and soft skills building insights, to create an assessment that served a dual purpose: collection of baseline data on participants' assertiveness, optimism and readiness to step into employment, education or training; and enable participants to track and monitor their own progress.
- ⇒ **Focus Groups & Participatory Impact Assessments:** participatory methods to include participants in defining and measuring impact, while also using a systematic approach to gathering evidence, directly informed by them rather than research and assumptions.

Catalyst Program Framework

This diagram below shows our thinking through and creation of the Catalyst Program as a bridging / pre-startup intervention for youth NEETs caught in the continuum of hopelessness. Our program framework is informed by extensive desktop and fieldwork research, as well as rapid application to test and iterate to ensure that the program is responsive and relevant to the needs of youth.



Participant Recruitment & Selection

Recruitment runs for 1-3 months before the start of the Catalyst intake, with an open call distributed through our media platforms and partners. We also go to where youth NEETs are - community centres that offer training and resources. We partner with community centres and community-based organisations who assist with recruiting participants from their databases, as well as distribute application forms and program information to others in their community. The benefit to community centres is a proven program that works, which assists with their impact numbers.

To be eligible, participants had to have been NEET for at least 20 weeks, have Grade 12 English proficiency/literacy level and a desire to learn and improve as an individual. Participants can apply online or attend information sessions at our community partners where they can complete hard copy application forms. Participants were selected based on meeting the minimum eligibility requirements and their expressed motivation to be part of the Catalyst Program.

2020 Catalyst Program Intakes

The Catalyst Program is run as a series of intakes/cohorts in partnership with community centres and organisations. For each Catalyst Program intake we find local partners and that becomes the location/hub of the Catalyst Program in an area.

In 2019-20 we ran two intakes of the Catalyst Program in Kagiso and inner-city Johannesburg as follows:

- **Intake 1: Catalyst Cohort 5 (Kagiso, West Rand)**

We registered 120 youth from Kagiso to participate in our 5th Catalyst Cohort in Kagiso, West Rand. We worked with 4 local community partners – West Rand Youth Development Centre, Translead South Africa, Making Us Youth Organisation (MUYO) and Faith Community Church Kagiso. Workshops were held at the Lewisham Community Hall, which is managed by TransLead South Africa. The large cohort was split into 2 learning groups of up to 60 each; the learning groups could attend workshops on Tuesday-Wednesday, or Thursday-Friday.

- **Intake 2: Makers Valley Specialised Catalyst Program for Entrepreneurship.**

We partnered with the Makers Valley Partnership initiative, funded by the British Council's DICE (Developing Inclusive Creative Economies) Program, to implement a specialized short version of the Catalyst Program, which was focused primarily on entrepreneurship. The Makers Valley/DICE Specialised Catalyst Program was run at the Skills Village as one-day workshops on Wednesdays.

Connecting Catalyst Participants with Opportunities

With Catalyst, our main goal is for youth to be empowered/enabled to place themselves in opportunity during and after the Program intervention. However, we also work with partners to channel participants into “exit” opportunities in Enterprise, Employment, Education or Training (EEET). This can be in the form of providing transport assistance for youth to attend career expos, arranging special sessions with incubators, or supporting youth to register for employment accelerators such as Harambee and YES.

The **enke/Investec Business on a Bicycle Business Generator** is an example of a direct opportunity that we developed in partnership with Investec Private Bank and Qhubeka. Through this partnership 37 aspiring young entrepreneurs from Kagiso were equipped with bicycles and seed-funding to run their businesses. Catalyst participants/alumni and youth sourced from West Rand Youth Development (a Catalyst Partner Centre) were prioritised for selection for the Business Generator. Find out more about the Business Generator online – <https://businessgenerator.enke.co.za>

Digital Skills Training with INCO Academy

In the Kagiso intake, we also partnered with INCO Training Academy (<https://www.inco-group.co/>) to provide digital skills training covering 3 modules:

- How to use social media to get a job,
- how to start your own start up? And
- How to design your own website?

These are skills that participants will be able to use on completion to create sustainability and generate income for themselves. Although engagement with the Digital Skills program was low, we learned a lot about how we can better support participants with such additional activities.



Catalyst Cohort 5 Intake Results

Impact from July 2019 - Feb 2020 program intake in Kagiso



120 

registered

registered: applied and selected for the program and engaged at least introductory workshop

98



trained

trained: completed at 5 or more sessions of training workshops (minimum content to contribute to development/change)

73



economically active

economically engaged: converted into employment, enterprise, education and/or training

outcomes of trained participants by type (enterprise, employment, education / training)

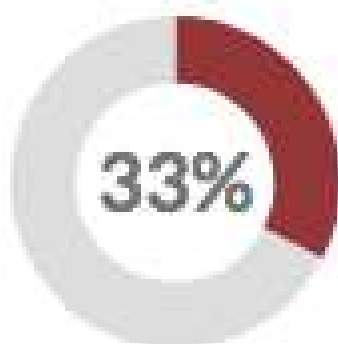
Achieving desired outcomes during /post training

Enterprise



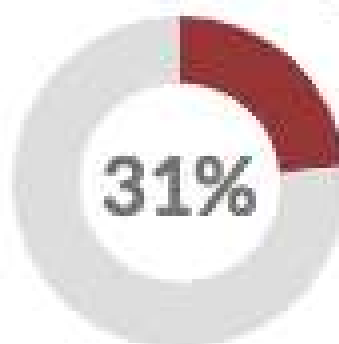
11 participants started / involved enterprise (social impact and businesses)

Employment

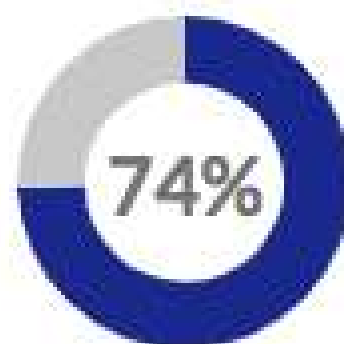


32 participants placing themselves in employment

Education / Training



30 participants pursuing education and/or training opportunities



73 participants economically active and engaged in EEET



100% Black Participants



53% Female



enterprises started by Catalyst Participants

Stories of Change

Catalyst Cohort 5 - Kagiso



Kutlwano Tlhapane

23 year-old Kutlwano has a positive outlook on life and always striving to reach every goal she sets for herself despite the challenges she may face.

In 2018 she was enrolled at university pursuing a degree in Marketing Management, but, due to personal challenges, she had to drop out before she could complete her degree. This affected her confidence and ability to remain hopeful and positive about what was ahead. After months of sitting at home with nothing to do but laze around the community, she came across a poster advertising the Catalyst Program. She decided to enrol as a way to push time and find something to do. With no clear expectations at the beginning of the Program she hope she would be able to gain the skills advertised and was happy she applied and got accepted.

Kutlwano shares that each component contributed to her growth. Through Reboot her confidence grew, her communication skills improved and she was able to make new friends easily enabling her to grow her social capital. Navigate assisted her to find her way back into the stream of education; Kutlwano is currently enrolled with UNISA working towards completing her degree in Marketing Management. Through Generate she started a business called MaMovie Entertainment, a business that offers people a different experience in entertainment through outdoor movies. She also sells popcorn at schools and key areas within the community, her popcorn flavours also different from the usual.

The program also groomed her with the skill of pitching and she was selected as one of 37 aspiring young entrepreneurs to participate in enke's business generator program, the enke/Investec Business on a Qhubeka Bicycle. Through the Business on a Bicycle Generator, she secured start-up funds and a bicycle for her business as well as business support.

Kutlwano is now an entrepreneur running a successful micro-enterprise; something she had never imagined she would be. With the skills she gained through the Catalyst Program and Business on a Bicycle Generator, she hopes to one day see her business have branches in other areas within the West Rand and hopes to soon start employing people.



Camerin MacFarlane

Born and raised in Toekomsrus, a small township outside Randfontein in the West Rand, 20-year-old Camerin has always believed that she will become the next success story from her township. However, soon after matriculating, the reality of living in a township plagued by substance abuse, gender based violence and teenage pregnancy made it challenging to see herself grow or achieve her dreams.

She had hopes of studying further after matriculating, but due to being financially excluded she was unable to pursue her studies. This frustrated her even further and she lost all hope of ever making a name for herself. Another challenge she faced was lack of self-confidence and ability to make her own decisions. In an attempt to help herself and find guidance, she attended many programs, seminars and workshops, but found them a waste of time as she could not identify what she is meant to learn from them. When she found out about the Catalyst Program she was sceptical at first as she believed that, like other programs she has attended, it would be a waste of time. As she engaged with the Program she was happy to be proved wrong.

Through the Catalyst Program she states that she discovered herself, broke out of her shell and realised that her opinion and contribution matters at all times. Her confidence grew and she learned key skills in being able to make her own decisions and identify how to take action towards the goals she has set out for herself. The Program helped shaped her thinking and also gave her the ability to identify opportunities that will be beneficial to her growth and further development.

Camerin is currently enrolled in a Health and Safety course that she will be completing in 2020. She has also secured financial assistance and will be studying towards a qualification in Education later in the year as well.

Camerin now lives by the following motto:

"One day you will tell your story of how you have overcome what you are going through now, and it will become part of someone else's survival guide"

Stories of Change

Catalyst Cohort 5 - Kagiso



Luzell Erens

20-year-old Luzell now believes that you can only achieve what you have set out to achieve if you put in the hard work. Despite growing up in Toekomsrus, a place where being a dreamer is labelled as “crazy” or “stupid”, Luzell had an internal belief that she could achieve anything. She always had the drive to be and do better, which set her apart from her peers as she always chose a different path than the rest. As a result she built the ability to identify and grab opportunities to help her grow. During primary and high school, she was active and always involved in developmental programs, such as the Soul Buddy’s Club and 5forChange musical productions. Her post-Matric plan was to take a gap year and become an au pair to raise enough funds to study the next year towards a tertiary qualification in Media.

However, after matriculating in 2016, due to the financial situation at home she was unable to raise the finances to go abroad and her plans were dashed. This affected her severely; she began isolating herself and she could no longer see herself becoming as successful as she had once dreamt of being. The lack of financial support to further her studies also negatively affected her and she was unable to find employment were made more difficult as she only had Matric and no work experience at the time. The pressure of needing a job and struggling to get one discouraged her and she became demotivated.

The Catalyst Program was not new to Luzell as her brother is a Catalyst alumni and she had observed his experience and consequent post-program success, Luzell highlights the Reboot component as having the greatest impact in her life as it reignited her confidence and helped her believe she has it in her to achieve anything she puts her mind to.

The experience in the Program helped her realise how she could turn her hobby and skill of plaiting hair into a business. Luzell is now an entrepreneur, generating income as a hairdresser and is making enough money to sustain herself. She also wants to start an educational program to help primary and high school learners who have difficulty learning by introducing a fun and interactive way of learning. Luzell definitely is back on track with that drive to dream big and now has the tools and confidence to make them a reality.



Thato Sello

21-year-old Thato regards himself as innovative and artistic. He prides himself on his skills to analyse and problem solve.

However, he did not always see himself that way. The first 3 years of high school were challenging; he suffered from insecurity and lacked confidence, which led him to start using drugs. Luckily, in Grade 11 he participated in a school drug intervention program and got rehabilitated. After matriculating in 2016, his goal was to follow his passion for the entertainment and looked forward to studying towards a qualification in Media. Unfortunately, due to lack of knowledge and information on how to enter into tertiary studies, he was not able to secure a place to study further. Not being able to study further led him to relapse and start using drugs again in 2017. With the assistance of his church and faith community, he received help and stopped using drugs 6 months later. In the same year he enrolled to study towards a qualification in Theology, while working part time and he also decided to start a business. But, because he was involved in so many things, the business did not succeed and everything else fell apart. In 2019, he discovered the Catalyst Program through his church.

Thato attests that every component of the Catalyst Program helped shape him and has contributed to his growth and development. Through Reboot he learned about reflecting on his values as well as starting the journey towards achieving his goals and vision. The Navigate component Program, which focusses on the world of work and education helped him to fully understand these streams and how he could balance his interest in pursuing both pathways.

Through the Generate component he learned about leadership, communication in business and project management, which helped him focus his ideas. He believes that the Program has helped change his mindset especially in the way he approaches approaching challenges and problem solving. Additionally, it also helped to change his perspective on life, his attitude and personal growth.

“My main objective was to achieve growth in my mental state and through the program I managed to achieve that. I am eternally grateful for the for the life changing paradigm shift that the Catalyst Program helped me to achieve.”

Participants & Partners

Catalyst Cohort 5 – Kagiso, West Rand

Congratulations to our Catalyst Cohort 5 Kagiso Intake participants who successfully completed training:

Adrienne Kock	Kelebogile Madola	Mncedisi Mtsali	Raesibe Latakgomo
Alleta Kokie	Keletso Molefe	Mojalefa Ramushu	Rebecca Serunya
Annestacia Baartman	Kgomotso Mandilelo	Moleboheng Mathibe	Rose Seanego
Asiphe Mdoda	Khauhele Teu	Mpho Mashimaite	Siamisang Moletsane
Bethuel Gaborone	Koketso Seotjhe	Mxolisi Mathebula	Sibongile Mazibuko
Bhekisgnico Mbatha	Kuthwano Nyandeni	Neo Cele	Siphokazi Ngaleka
Camerin Macfarlane	Kuthwano Tihapane	Nokuthula Mokoena	Siviwe Jimba
Dimakatso Mashaba	Lebogang Mokgadi	Nonkululeko Ximba	Siyamthanda Mzilwa
Dimakatso Motlhanke	Lebogang Modise	Nontsikelelo Gold	Sizwe Gumede
Ellen Banda	Lerato Mangole	Nothando Simango	Tebogo Mokgomong
Ellen Mekgoe	Lerato Mashaba	Nthabiseng Mamosebo	Tebogo Disemelo
Eschmean Ward	Lerato Mautso	Nthombifuthi Madladla	Tebogo Mhiko
Eslina Mashaba	Lerato Mofokeng	Obakeng Sepere	Thabo Setsibe
Gontse Ntamane	Lethabo Lebethe	Obert Seane	Thabo Buthelezi
Goodwill Budulwayo	Letlhogonolo Fundenga	Ofentse Kgakatsi	Thapelo Mosepele
Itumeleng Jaoka	Londiwe Mazibuko	Ofentse Moroeng	Thato Sello
Itumeleng Bapela	Lucas Ngcobo	Omphile Mputle	Theo Leboea
Kagiso Motsusi	Lucky Moneatse	Palesa Motsoahae	Tiny Makhobotloane
Karabo Ndaba	Lucy Monye	Patric Dipholo	Tsakane Baloyi
Karabo Seziba	Luzell Erens	Penny Ngoben	Tshilidzi Maneto
Kealeboga Maphela	Madidimalo Moneatse	Phumlani Mxabaniso	Valencia Bapela
Keamogetswe	Mandla Khowa	Phumlani Chauke	Veronica Boane
Monnakgotla	Marutle Phokwane	Precilah Mochawe	Vuyiswa Faaltyn
Keitumetse Legote	Mbalenhle Makgamatha	Precious Tau	Xolelwa Dubeko
Keitumetsi Putu	Mmakgotso Letwaba	Pulane Monkwe	

We would like to recognize the support and generosity of the following partners who made the 2019-20 enke: Catalyst Program Intake in Kagiso possible:

Funding Partner: E-Squared

Implementation Partners: West Rand Youth Development Centre, Translead South Africa, Making Us Youth Organisation (MUYO), Faith Community Church Kagiso.

Facilitators: Tiinstswalo “Mash” Mashiyimbi, Busani Moyo, Michael “Sello” Maepa, Skhumbuzo Moodaley-Mpisane, and Prudence Erens.

Panelists: Mabuse Banda, Sandile Banda, Nthabiseng Phoofolo, Thabang Koahela, Priscilla Morobe, Rufaro Mudimu, Bongane Mahlangu, Millicent Makhado and Katlego.

Excursion Partners: African Financial Inclusion Network (AFIN) (Youth Financial Wellness Event), and the Maharishi Institute.

Digital Skills Training Partner: INCO Academy

Transport Service Provider: Aganang Mogale Projects (Simon Molotsi)

Individuals who played a critical role in Catalyst Cohort 5 Success: Bonagane Mahlangu, Boyce Moatshe, Boitumelo Modisane, Ronnie Hungu, Ntombifuthi Msimango, Cheryl Jacob, Ngata Holele, Zamokuhle Dlamini, Freddy Makuwa, and Gontse Moalafi.

The enke: Catalyst Program 2018-2020 is made possible by:



Makers Valley Catalyst Program Intake Results

Impact from July 2019 - Feb 2020 specialised Makers Valley Catalyst Entrepreneurship Program, made possible by the Makers Valley Partnership and British Council DICE Fund.



36



attended info session

which was run as an information session as many attendees had not had the opportunity to engage with what the program was about and to commit to it.

26



registered

registered: participants that registered after the first workshop and committed to attend the program and were issued with program training materials and Portfolio of Evidence

20



engaged in training

trained: regular attendance of training workshops at least 75% of workshops.
8 registrants dropped out without indicating reasons.

18



economically active

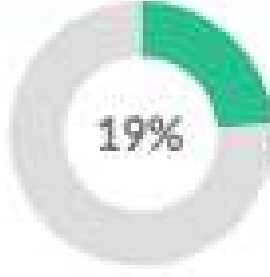
economically engaged: converted into employment, enterprise, education and/or training

outcomes of Makers Valley Catalyst Program registered participants by type (enterprise, employment, education / training)

Achieving desired outcomes during /post training



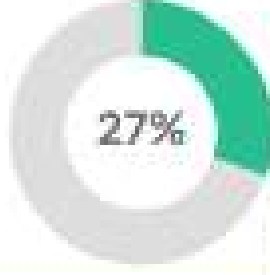
Enterprise
5 participants involved in enterprise.



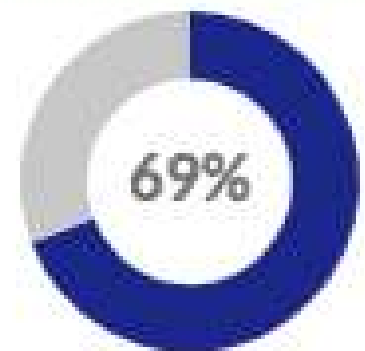
Employment
5 participants in employment



Education / Training
2 participants pursuing education and/or training opportunities



Engaged in Multiple Pathways
7 participants involved in 2 or more EEET pathways.



18/26 registered participants economically active and engaged in EEET.
8 registered participants dropped out of the program



88.5% Participants are Black



11.5% participants are coloured



84.6% participants are Female



9 business ideas developed & prototyped by Makers Valley Catalyst Program Participants.

Stories of Change

Makers Valley Special Catalyst Program for Entrepreneurship¹

Nokuthula Rapabi

Nokuthula Rapabi is a mother, wife and sister living in Meadowlands, Soweto. Originally from KwaZulu-Natal, she moved to Johannesburg in 1998 with the hopes of finding a job and building a future for herself. On her arrival in the “City of Gold” she found it challenging to secure employment, and had to rely on relatives to survive as she didn’t have parents to help her. She also realised that not having a Grade 12 qualification made it difficult to secure a job and would delay her progress. She did not let this hold her back or discourage her from setting and achieving her goals. Nokuthula found a job as a domestic worker, and would save money each month that she put towards doing a short course in the future. When her contract ended, she used the money she saved to complete a Security course, after which she secured a job as a security guard. She started to see her plans starting to come together.

In 2008 the contract ended at the security company, her discipline and ability to save monthly paid off again and she was able to use the money to go to driving school and get her driver’s licence. Her hardworking nature and willingness to learn helped her get a job as a driver, transporting school children. After 5 months of being a driver, the car broke down and she was out of a job again. Having responsibilities and needing to provide for her own family, she did different types of piece jobs from working at a car wash to being a security guard at events on weekends.

In 2019 she was introduced to the Makers Valley Catalyst Program by her friends, and was excited to be accepted into the Program and the opportunity to broaden her skillset and learn something different. Her engagement in the Program fuelled her interest in starting a business. She decided to use her experience in the security industry to start a business offering security services for special events in and around Johannesburg.

Nokuthula’s business offers private security services, as well as assisting other security companies recruit a sufficient number of security guards for special events. She enthusiastically applied lessons from every Program workshop and is successfully running her business, has a working a business plan, and conducted market research to grow her customer base. She also added another business, a car wash, and is focused on making sure that both businesses grow to being able to employ others. She is also thriving and is able to hold her own in a male-dominated industry.

Her hope is that she will one day pass on the knowledge to other young people and share her experiences to empower others. Nokuthula is an inspiring example of how determination and focus can enable one to grow and thrive.

Christinah Ngoy

21 year old Christinah describes herself as a big dreamer that is passionate about business. However, this was not where she was a few years ago.

Growing up in Bertrams she was being exposed to very little and her goal was to just complete her matric and get a job. After matriculating, both Christinah and her older sister struggled to find jobs, which made life quite challenging for the family. With only a matric and no additional qualification or experience they were only able to get on piece jobs (short-term informal part-time employment). In 2019 when she heard about the Makers Valley Catalyst Program she wanted to apply but was worried that she may not qualify, but with the encouragement from her sister, she applied and was happy to be accepted on the program.

One of the things that attracted her to the Program was the opportunity to learn more about the business world, problem solving and build her confidence. Her intention was to use the skills from the Program to find a good job, but she got a lot more than she expected. She gained an interest in business and, with her sister, decided to start a take away/fast food business, which they opened during the course of the Makers Valley Catalyst Program. Christinah started applying the lessons she learned in the workshops from the very beginning. From doing accurate market research to calculating their breakeven point, Christinah and her sister used the Makers Valley Catalyst Programme as a hand-in-hand tool to develop and start what has become a successful small business.

Their business, P&C Kotas, specialises in the “Kota” the popular township quarter-loaf stuffed sandwich. They have a shop in Bertrams, right across the Spar, and also sell at weekend food markets to grow their customer base and market the business. In the 5-months that they’ve been in operation, they have managed to break-even, employ one additional person. They are also planning to move to bigger premises, so that they have more space to make more food at a faster pace to satisfy their growing number of customers.

Christinah and her sister/business partner are determined to remain relevant to the market and their mission now is to make the Kota accessible to anyone and everyone. They are working on developing vegetarian and vegan recipes, so those who don’t eat the traditional Kota, can enjoy one made specially for special diets, while maintaining the great taste and African authenticity. Through the Makers Valley Catalyst Program, Christinah is no longer a job-seeker; she is a proud entrepreneur and foodie.

Her dream is to be a beacon of hope to young woman and inspire them to build empires and contribute to job creation

Participants & Partners

Makers Valley Catalyst Program

Congratulations to our Makers Valley Catalyst Program participants who successfully completed training:

Ashwill Batchelor
Beni Ngoy
Christinah Ngoy
Hazeldin Sibhuku
Jenny Thobela
Kearabetsoe Morudu
Marcus Malumba Mwamba
Nokuthula Rapabi
Nosis Nondlazi

Olga Maklesa
Retshepile Ngcobo
Retshidisitswe Mphosfa (Leeuw)
Thobeka Mndaweni
Kiara Pillay
Lilitha Gogotyi
Mavis Maake
Nonhlanhla Dayimane
Ntombifuthi Pamela

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Financial Partners: Makers Valley Partnership and JICP, and the British Council DICE Programme.

Implementation Partners: CDP, Skills Village.

Facilitators: Nosipho Mabaleka-Nongogo and Gontse Moalafi

Individuals who played a critical role in the success of Makers Valley Catalyst Program: Linda Gabela, Simon Mason, Colleen du Toit, Keneilwe Maganya, Janet Landey, Deyana Thomas, Mpolai Kopane, and Thoriso Moseneke.



Story of Change: Nosisi Nondlazi

It's commonly believed that an entrepreneur is someone that recognises an already existing opportunity, and turns it into a business. 29 year old Nosisi Nondlazi is no exception. The 29 year old from Palm Ridge (Johannesburg), was raised by a single parent who ran her own businesses. So, Nosisi learned about entrepreneurship from an early age and was always keen to start her own business. Her passion for business and having a bubbly personality helped her a lot at the start of her business, as she was able to sell her products well and grow her customer base. Nosisi identified a business opportunity to meeting the needs of people who were not able to get to shops that could be provide all their household and clothing necessities and accessories. Having identified this opportunity, she realised that she could bridge the gap between affordability and access to quality products for the individual. The business she started provides household accessories, wigs, clothes and many other products.

Her biggest challenge was growing her business as she lacked financial management skills, living from hand to mouth and was not generating profits. Although she had a great concept and good customer base, her inability to manage her finances deterred her business from growing and she started to doubt its viability. Through her participation in the Makers Valley Catalyst Program, Nosisi was able to develop an action plan to more effectively stabilise and grow her business. She is now able to manage her business and has worked out her profit margins.

A go-getter at heart with an ability to recognise potential, Nosisi was able to identify a need for her services in Bloemfontein and, with the skills learned in the Makers Valley Catalyst Program, has expanded her business to a new city. Living in Johannesburg and running her business in Bloemfontein was a challenge, but she was able to find a like-minded person based in Bloemfontein to partner with. She stocks all the products in Johannesburg and couriers them to Bloemfontein and her business partner takes care of the local distribution. So far the expansion is working well as the business is generating a good monthly revenues.

Her plans are to now further expand her business by adding event planning and décor to her range of services. Nosisi is a great example that with the right skills, mindset and determination, any small business can grow into a success.

What's Next & Ways to Get Involved

What's next with the Catalyst Program

We look forward to further expanding the reach of the Catalyst Program in 2020, with intakes in more centres across Gauteng and a pilot intake in the Northern Cape. We have also realized that to reach scale, we cannot do this alone. To this end, we are developing a mechanism where local community centres, organisations and individuals may be trained to implement the Catalyst Program as well as other enke Programs and Services.

Get Involved

We offer a number of exciting ways for socially conscious individuals and businesses to maximize their impact on communities in need. We've listed some of the ways you can make your mark with us:

- **Sponsor youth to be part of our Programs:** Selecting and funding youth to be part of our Programs will empower them to harness their potential while also challenging them to inspire and empower others in their own community to do the same.
- **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 for enke Programs:** If you know schools, students and other youth that would benefit from enke's unique programs, nominate their participation.
- **Become a Program Partner:** We're always looking for new partnerships with schools, organisations and community programs to identify participants for our programs.
- **Volunteer for enke programs:** Mentor a program participant: one way to give back is to give your time mentoring participants in the Ignition and/or Catalyst Programs. Help us continue to provide business knowledge, advice, direction and stewardship necessary to enable the participants to focus on their full abilities.

Scan the QR Code find out how you can contribute to our work to a positive future for themselves and others.

Contact partnership@enke.co.za for more details on how you can get involved.



enke 2019-20 Funding Partners (All Programs)



enke 2019-20 Pro Bono Advisory Service Partners



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



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