



IMPACT REPORT 2012





enke: Make Your Mark Team & Board

enke
MAKE YOUR MARK

enke: Make Your Mark Team

Angeline Munemo -	Admin Assistant
Kingsley Kipury -	Finance Manager
Londeka Mkhize -	Youth Liaison
Maxine Boon -	Cape Town program intern
Melanie Smuts -	Chief Operations Officer
Natasha Asbury -	Monitoring & Evaluations Manager
Pip Wheaton -	Chief Executive Officer & co-founder
Rufaro Mudimu -	Program Manager
Shilpa Rama -	Johannesburg program intern
Vimbai Gwata -	PR & Communications Manager

Other team members who were part of making the 2012-2013 program happen: Connie Mussumir, Celeste O'Connor, Margaret Chandia, Melissa Nefdt, Portia Mlangeni, Ruth Orbach

Board of Directors

Kalim Rajab -	Chairman
Thomas Walsh -	Co-founder & non-executive director
Sizwe Nxumalo -	Youth representative & non-executive director
Palesa Makanda -	non-executive director

Phone: 011 403 1241/43

email: more@enke.co.za

www.enke.co.za

@enkeMYM

<http://facebook.com?enke.co.za>



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enke
MAKE YOUR MARK



enke:
Why enke?



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Why enke?



Who are we and what we do

enke: Make Your Mark is a grassroots, youth development organization.

We inspire and support young people to take action on the most urgent social issues in their communities. From the SeTswana word for 'ink', enke empowers young people to make their mark.

Our mission is simple: Connect. Equip. Inspire.

- Connect across socio-economic barriers
- Equip with the tools for success
- Inspire a bias toward action

“How do we educate our children to take their place in the economies of the 21st century given that we can’t anticipate what the economy will look like at the end of next week?” - Dr. Ken Robinson

Why enke?

- Over 40% of South Africa’s youth are not in employment, education or training.
- Research by James Heckman (Nobel Prize-winning economist) demonstrates social and emotional competencies are at least as important as technical skills in determining employability, earnings and career success. However, schools and universities focus almost exclusively on academic and technical skills.
- Social and emotional competencies are also linked to social mobility, impacting (in)equality of opportunity (Blanden, Gregg, Macmillan).
- 72% of South Africa is unemployed are under 34. This has been attributed to an inadequately educated workforce (2011 World Economic Forum). This represents not just a gigantic pool of untapped talent, but also a source of social unrest (c.f. the Arab Spring, the Maple Spring) and individual despair (McKinsey & Co., December 2012 report: Education to Employment).
- Entrepreneurial education for young people of all ages will be critical for South Africa to become economically competitive, to reverse inequality and to decrease youth unemployment (World Bank, 2012).

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Letter from the CEO



We started enke with a hunch that if we could bring together young people and create a spark, they would go on to ignite change in their communities. We had a hunch that the multiplier effect of these young people's actions would mean that thousands of people could be impacted each year. While we didn't anticipate even half of the challenges we'd face between 2009 and now, it turns out that those hunches were right. This year's multiplier effect was proof. The young people we worked with in 2012 have gone on to impact 6490 others in communities all around the country.

Working on issues as diverse as the individuals are - from substance abuse to a teddy bear collection drive, from science to self-defence workshops.

We started enke with a dream to create a model that could reach thousands of young people each year. First in South Africa and then, one day, beyond. In 2012 we were able to put the model to the test - celebrating our first expansion. For the first time we ran program intakes in 2 locations: Johannesburg (our home base) and Cape Town (our new city). Why Cape Town? Expansion is risky and our first expansion had to be in a place where we had laid foundations by building solid partnerships and support systems - so Cape Town was the most obvious choice. There were times we feared that the dream of Cape Town wouldn't become a reality as we faced challenges with fundraising and recruiting youth in a new market, unfamiliar with our organization. But with the tenacity of the team, a readjustment of targets and our indomitable supporters (old and new) - we met these challenges head on and proudly welcomed our first Cape Town cohorts. The result - proof that our model is one that can grow, that enke (once adopted) can thrive in new communities, and that the goal of expansion was more than a pipe dream - it's a reality.

This, our first expansion, also opened our eyes to the need to consolidate our organizational capacity. So for 2013 we're spending time laying the foundations: investing in the curriculum, in research into our impact (meaning we get to talk to our alumni which is kind of exciting), in the amazing team of people who make the vision a reality. But that doesn't mean we're not growing in 2013 - we are. We're looking forward to 2 intakes in Jo'burg and Cape Town and working with over 300 youth.

This report will give you a snapshot of the impact our programs had in the past year. More importantly, it will give you a glimpse of the impact of the youth led projects run by our participants. All too often when we talk about young people changing the world we're talking about the 'cute' stories. The photo-ops. This year's cohort, more than any before it, proved that the work that these young people are doing isn't cute. The issues they were addressing were serious. The impact they had was serious.

One learner, Sinazo, chose to stop her project on gangsterism in Khayelitsha because she feared for her life (and then also went on to run an amazing commerce tutoring project). Another learner, Lethabo, was so tenacious that she had a major corporate donor, following up with me to see how they could support her Limpopo food garden. Ayabonga pulled together a group of amazing young science enthusiasts in the Eastern Cape who together came up with ideas to solve electricity distribution issues - ideas that have attracted attention of people who want to take them to scale.

The young people we work with are the real heroes of this story and this report is about them, their journey with enke and their stories of success and failure. If you like what you see, please spread the word about the amazing work that they are doing.

Pip Wheaton: CEO and co-founder

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Programs in Brief



The enke: Youth Award Program

enke: Youth Award program is a 9-month program for high school learners. Each participant designs and runs a project in their community, addressing whichever social issue they feel passionately about. It is an opportunity for exceptional young South Africans, to push their boundaries, make new friends from across the country, and learn essential skills in leadership and personal development.

The Youth Award hinges around participants designing and implementing projects in their communities to address social issues (Community Action Projects - CAPs). enke uses this supported, self-directed learning experience to help youth build non-cognitive skills such as grit, social awareness, optimism, self-efficacy and a growth mind-set. Participants are in regular contact with enke through monthly reports as well as interacting on media platforms such as Facebook, Whatsapp and SMS, which they also use to access enke's dedicated trouble-shooting and support service.



The enke: Ignition Program

The enke: Ignition Program works with exceptional young adults, connecting them to a diverse, active network, equipping participants with skills and experience to increase employability, and inspiring entrepreneurial thinking in young people entering the workplace. The enke: Ignition Program is made up of two cohorts - Facilitators (university students aged 18-25) and Presenters (young adults aged 18-30).

The key part of the Ignition Program is that it is an opportunity for self-identified young leaders to improve their skills, access opportunities and, most importantly, share their experience, ideas and knowledge with those who are younger than them. Participants work together to implement a project assigned by enke, which is used to inform their guidance of participants in the Youth Award program.



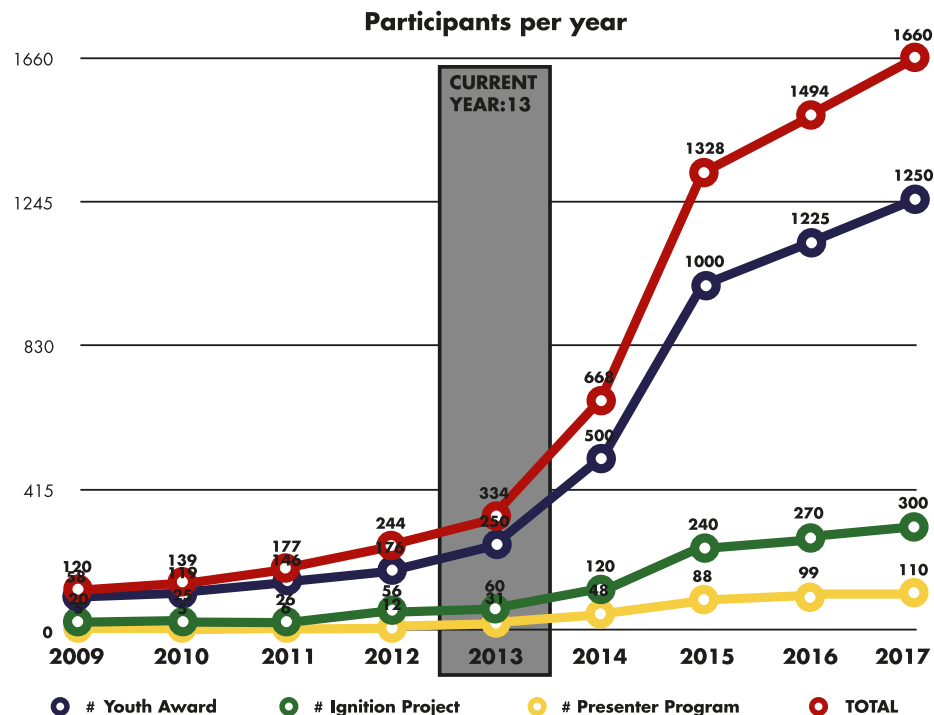
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Get Involved



From our work we have realized that the more young people who interact with our program and the more opportunities are created. Our aim is to expand rapidly, increase the number of participants each year as demonstrated by the graph below.

Join our movement and help us reach more young Africans and expose them to the experience enke. You can contribute in the following ways:



DONATE

Corporate Sponsorship -

Forum - if you are interested in sponsoring a Forum or participants, please see page 24 for a detailed breakdown of costs

VOLUNTEER

- Join our mailing list to find out about volunteer opportunities that are part of the programs.
- Come to the enke offices and help out with the operational side.

SPREAD THE WORD

- Nominate a grade 10 or 11 learner to be part of the Trailblazers Program.
- Tell a university student about the Ignition Program.
- Write an article about enke for your community newspaper.
- Talk about us to your workplace - nominate enke as a CSI project or staff giving cause.

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CAP Case Study



Name: Sanselisiwe Leke
Issue: Education
Age: 17
From: Cape Town

Sanselisiwe Leke has a passion to improve academic success in her schools and community. She started a CAP which provides extra lessons for children from Belmore Primary in Freedom Park. She felt the one of the major causes of high school drop out rates in these communities was that illiterate parents could not assist the learners with their homework. Her extra classes provided assistance with Maths and English homework as well as a safe place where learners could talk about personal issues.

Sanelisiwe approached her schools academic committee who kindly assisted her with lessons. Her school also provided learners from Belmore with transport and meals. The project improved learners' marks, especially in the subject of Life Sciences.

Sanelisiwe believes that the key to running a successful CAP is dedication, commitment, patience and a lot of determination. Her advice to new participants in the enke: Youth Award: to always plan, plan and plan some more!

Names: Avumile Mbali & Nkosana Nkosi
Issue: Youth Empowerment
Age: 17
From: Zwelitsha, Eastern Cape & Benoni Gauteng

Avumile Mbali and Nkosana Nkosi both attended Selbourne College in the Eastern Cape. Inspired by the enke: Forum, Avumile and Nkosana decided to run a joint CAP that extended the experience they had at the Forum to their communities. Their CAP is a program called the PRIDES Movement, which seeks to instill the values of Passion, Respect, Initiative, Discipline, Enthusiasm and Success (PRIDES) to young people.

The program's aim is to build a movement of young people who are intent on making positive change in their society through the experiential learning activities that Avumile and Nkosana adopted from enke: Forum and other programs. The beneficiaries of the program are primary school students from Duncan Valley Primary School (60 participants), and they have recruits 45 learners from Selborne College and other high schools to facilitate the program. So far, they have received financial and technical assistance from their school and The Allan Gray Orbis Foundation, as well as further support from 8 adult community members.



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Youth Award



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2012 Youth Award Program



176 participants
8 provinces
113 in Johannesburg
63 in Cape Town.

Measuring Impact

For the Youth Award Program, we measure our impact in 4 ways: the primary impact, Community Action Project (CAP) conversion rate, CAP completion rate and the secondary impact.

Primary Impact

This looks at the skills participants develop as a result of being part of the enke program, primarily focusing on soft skills development. Supported by the DG Murray Trust, enke is in the early stages of conducting a Social Capital Survey, measuring the participants' ability to identify value in their social network and their confidence in approaching people to unlock that value.

CAP Conversion Rate

Taken as an indicator of self-efficacy, this is the number of CAPs started

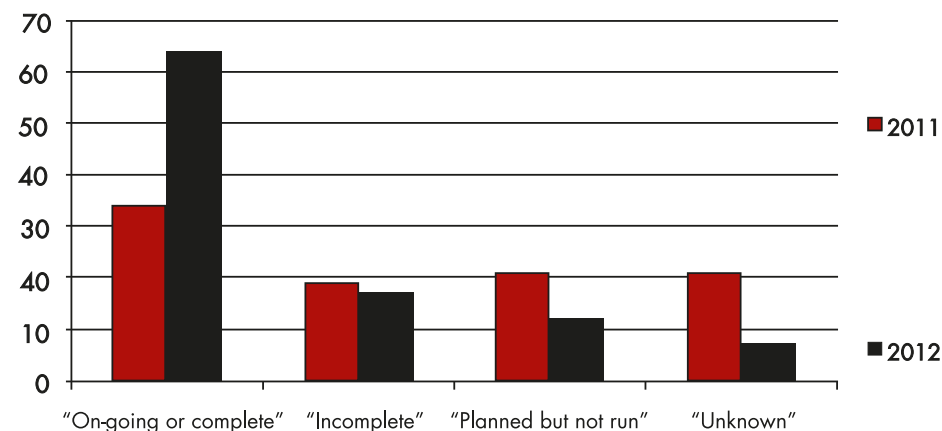
CAP Completion Rate

This measures the number of completed or successfully on-going CAPs at the end of the program

Secondary Impact

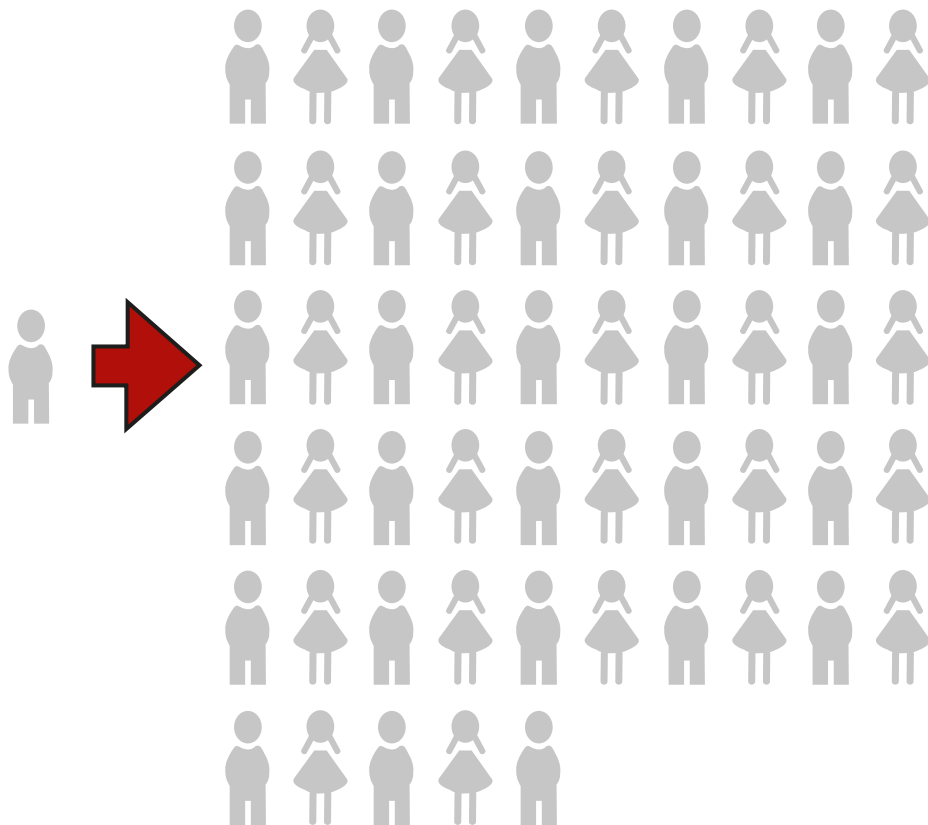
The secondary impact is the calculation of how many people were beneficiaries of these implemented CAPs

Primary Impact	
77%	of participants reported an improvement in their sense of accountability.
72%	of participants reported an improvement in Project Management skills.
62%	of participants reported an increase in awareness around social issues within their communities.
CAP Conversion & Completion	
81%	started a project
64%	have CAPs that are ongoing/ completed
17%	have CAPs that were started but stopped
12%	planned CAPs but did not implement them
7%	are unknown



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2012 Youth Award Program



6490

The number of people in the communities across South Africa that were impacted by participants in the Youth Award Class of 2012

55

The average number of people who benefitted from each youth-led project

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2012 Youth Award Program

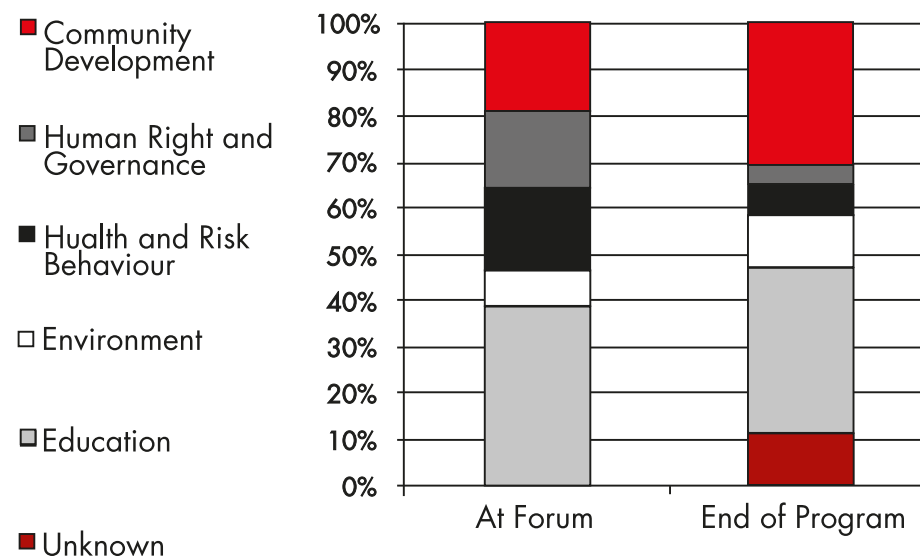


CAPs Tackle Real Issues

The projects run in 2012 explored issues of national relevance. They fall into 5 categories:

- Education: only 28.4% of South Africans over the age of 20 have completed high school (2011 National Census). CAPs on education included: tutoring, homework clubs, youth apathy.
- Community Development: Almost 1.3 million households do not have access to piped water and close to 1 million have no access to adequate sanitation. CAPs on community development included: youth awareness, youth development, service delivery.
- Environment: In 2011, 108 million tonnes of waste was generated and only 10% was recycled. CAPs on environment included: infrastructure, pollution.
- Health and risky behaviour: An estimated 15% of the population has a drug abuse problem and 30% has an alcohol abuse problem. CAPs on health and risky behaviour included: suicide, teenage pregnancy, substance abuse, homelessness, cancer awareness.
- Human rights and governance: The UN rated South Africa as having the second highest number of assaults and murder per capita and the highest for rape (out of 60 surveyed countries). An estimated 50% of the population live below the poverty line, surviving on or just over R500 per month. CAPs on human rights and governance included: poverty, unemployment, women empowerment, woman and child abuse, crime, disability, corruption.

The table below shows participants' issue selection at the forum compared to the issues that their projects ended up addressing.



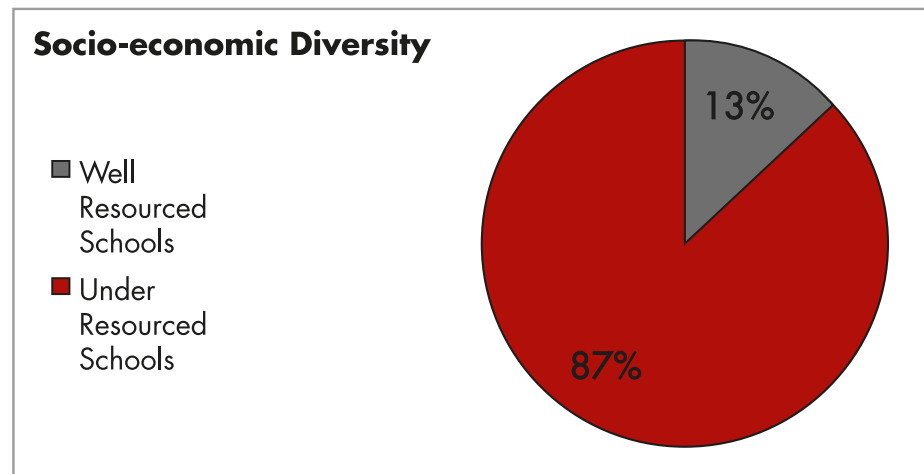


Demographics - Why it matters

In a country as diverse as South Africa, enke has always worked to make sure that each cohort is representative of the broader population. In 2009, the Dinokeng Scenarios were released, stating that one of the critical success factors for the nation was that everyday citizens were able to understand the real, lived experience of people from different backgrounds to themselves.

However, there are few places where young South Africans get to engage openly and honestly about the diversity of "real, lived experience". enke places a high priority on ensuring that we create spaces where this is possible, making sure that when young people engage on issues of importance to the future of the nation, all groups can be heard.

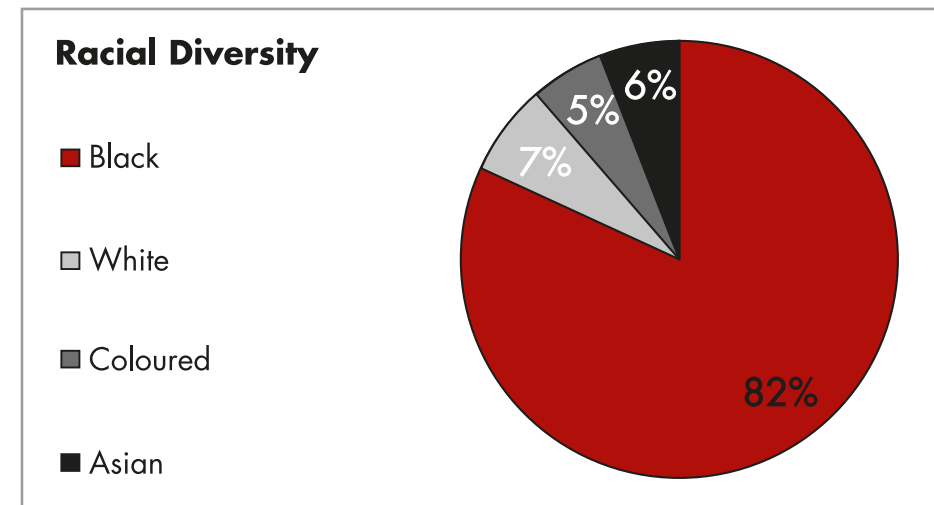
Socio-economic representation is the primary diversity measure that enke looks at. We use participants' schools as the indicator. Unfortunately South Africa is one of the most unequal countries in the world so we take this to be the most important divide that we seek to bridge.



The Statistics South Africa Key Highlights report details that 79% of the population identifies as Black, 9% of the population identifies as Coloured/Mixed Race, 8.9% of the population identifies as White and 2.5% of the population identifies as Asian.

As can be seen from the graph, the program is able to maintain the race demographics along national representation. Exceptions are: Asian participants: 3 times higher than South Africa's population Coloured participants: Half of South Africa's population.

Gender: The gender diversity of the program correlates closely with the national diversity of South Africa which is 51.3% Female and 48.7% Male.



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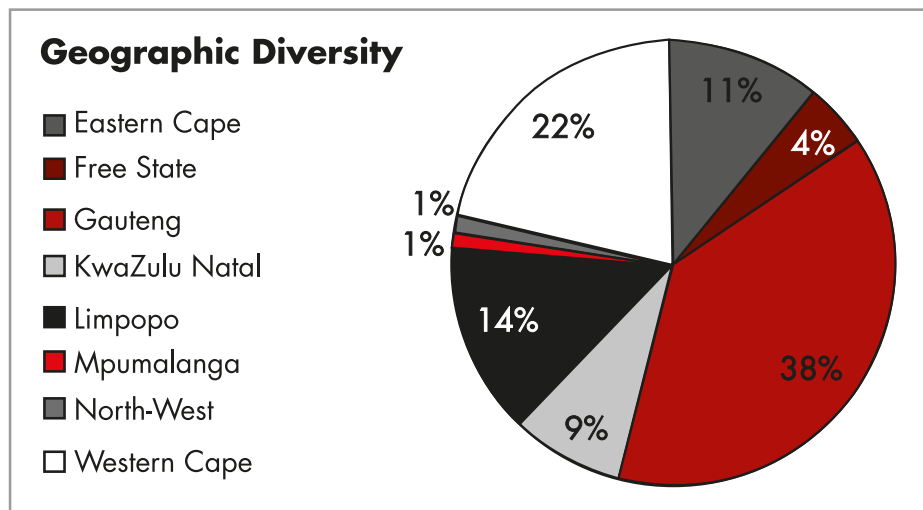
2012 Youth Award Program



In 2012, enke worked with young people from 8 of the 9 provinces. Unfortunately the representation is not proportionate. Looking at census data, the differences are as follows:

North West province: 6.8%, enke: 9%
KwaZulu Natal province: 19.8%, enke: 1%
Mpumalanga province: 7.8%, enke: 1%

enke has previously not had representation from the Northern Cape however, enke has successfully secured participants for the 2013 program.




The enke: Incubator Fund

The enke: Incubator Fund is a micro-funding opportunity exclusively to support projects run by participants in the enke: Youth Award program. This part of the program is made possible through support from the Australian High Commission.

This year we selected 20 projects who were awarded grants of up to R2000 each. Uses included:

- purchasing equipment such as chess boards, science equipment, sports equipment, books and stationery.
- setting up a food garden
- gas installation for a soup kitchen

Successful participants received coaching, training on financial management and personal advice on their projects. Successful participants received coaching, training on financial management and personal advice on their projects. Of the CAPs selected, 14 have accessed the funding. 6 were declined due to academic pressure and changes to their projects so a further 6 were selected. The average spend was R930 per project which shows that a little money can go a long way.

A close-up photograph of several hands of different skin tones pulling on a thick, light-colored rope. The hands are positioned in a way that suggests a team effort or a group activity. The background is bright and slightly out of focus.

enke: 2012 Ignition Program



enke:

2012 Ignition Program



FACILITATORS & PRESENTERS

The Ignition Program is split into 2 cohorts - Facilitators and Presenters.

Facilitators are exceptional university students who commit to a 6-month action-oriented volunteer program where they gain practical skills in leadership, facilitation and project design, gaining exposure to professional and personal development opportunities. Presenters are inspirational young adults who commit to an 8-month program in advanced youth coaching and facilitation with a focus on learning through practice. They become our trainers and deliver the Youth Award curriculum at the enke: Forum.

PRACTICAL EXPERIENCE PROJECT

For their practical experience project, Facilitators were tasked with working together to run enke's first ever Youth Award celebration and recognition event. The project required great team work, effective event planning and management. They experienced the ins and outs of running a complex event including the creation of a schedule of events, recruiting speakers, finding entertainment, securing catering, and communicating with others. The greatest challenge of all - learning to work with the diverse personalities and schedules of other highly committed individuals.

The practical experience project was not without its hiccups, but in the end helped to create a strong team of individuals and, most importantly, gave them key insights into the complexity of running a project which Facilitators could share with Youth Award participants.

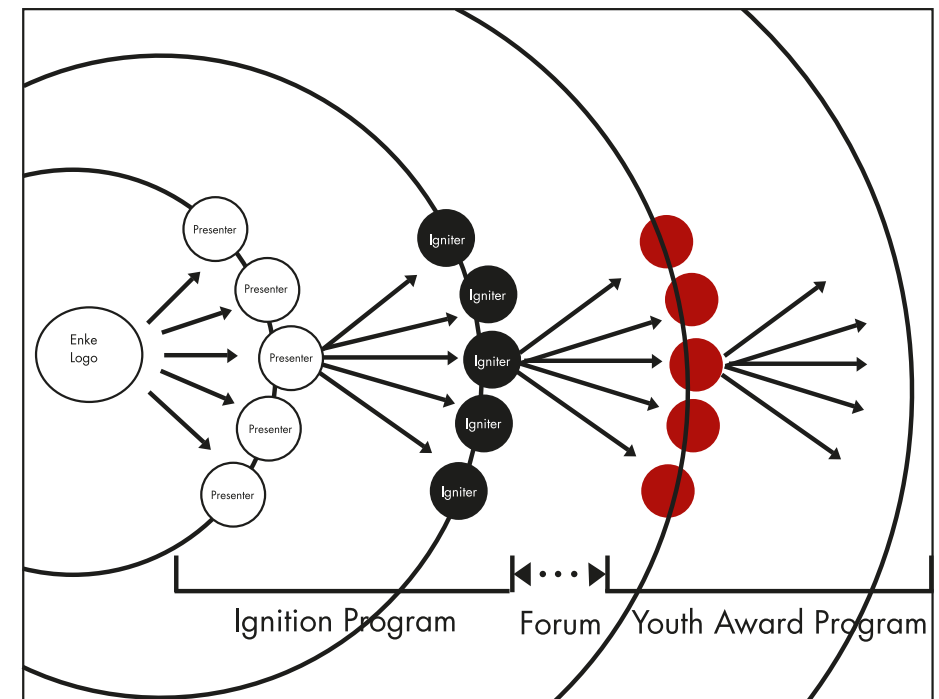
THE PROGRAM DELIVERY RIPPLE EFFECT

Our Presenters and Facilitators enable us to sustain our youth-to-youth program delivery and are accessible role models to our Youth Award participants. Through these role models, high school participants realize that success and

social responsibility is not age-dependent. We train young people to train other youth who go on to impact their communities.

PARTNERSHIP WITH DISCOVERY

For 2012, Discovery came on as a sponsor for the enke: Ignition Program. Discovery received access to a our group of exceptional talent and, we were for the first time able to offer networking and professional development opportunities to participants. We look forward to developing this partnership in 2013.



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2012 Ignition Program



69 PARTICIPANTS

Personal Development

78%	of participants reported an improvement in decision making skills
84%	of participants reported an increase in their sense of accountability
63%	of participants reported an improvement in project management skills
81%	reported an improvement in their communication skills
63%	of participants are able to identify key stakeholders within their networks
66%	reported an improvement in their entrepreneurial skills

Measuring Impact

For the Ignition Program we measure our impact in 3 ways: the personal development, the diversity of interests, and the completion rate.

Personal Development

This looks at the skills participants develop as a result of being part of the enke program, primarily focusing on soft skills development.

Diversity of interests

Participants go on to become role models and mentors for the learners in the Youth Award. As such, we try to bring together a group that is pursuing different life paths and academic careers for two reasons: first to widen the horizons of possibility for Youth Award participants by giving them diverse academic role

models, secondly to create an exciting ground for innovation where cross-discipline collaboration can occur. Diversity of interest is measured by the number of different academic programs that participants are enrolled in.

Completion Rate

How many participants complete our program is a demonstration of engagement with the work we do and desire to have an impact on others through enke. The completion rate is measured by tracking the attendance of individuals in each component of the program: Training, Practical Project Experience, and Facilitating at Forum. Program completion is calculated as percentage of participants completing all 3 components.

Completion rate

69 trained

48 engaged with the Practical Project Experience

(running an enke event)

38 facilitated at Forum

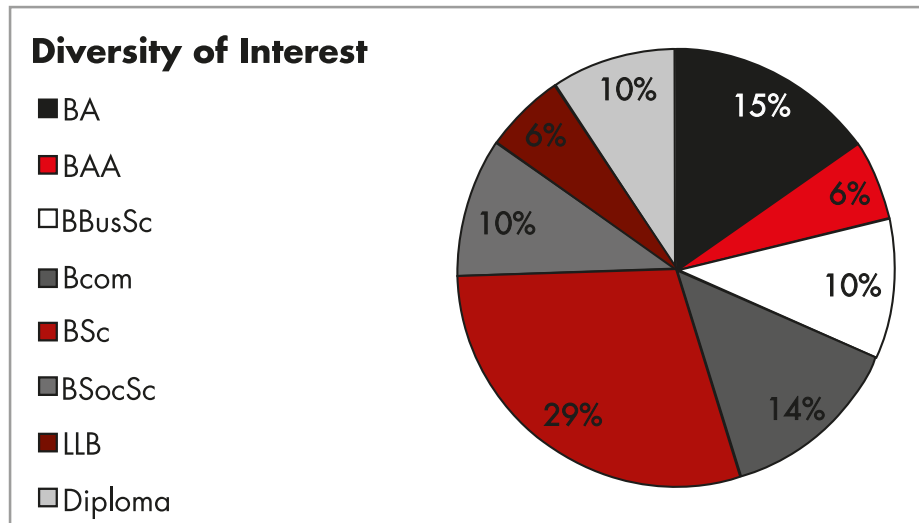
The completion rate of the Ignition Program has been a point of frustration and disappointment since inception. In 2011 and 2012 we took time to work with participants to interrogate the drop out. We've learned a lot from these first 2 years of the program and we're planning to revise and revamp the Ignition Program to overcome the deficiencies identified. We're working with our previous participants in both programs and are confident in achieving a higher completion rate for 2013 and beyond.

Reasons included:

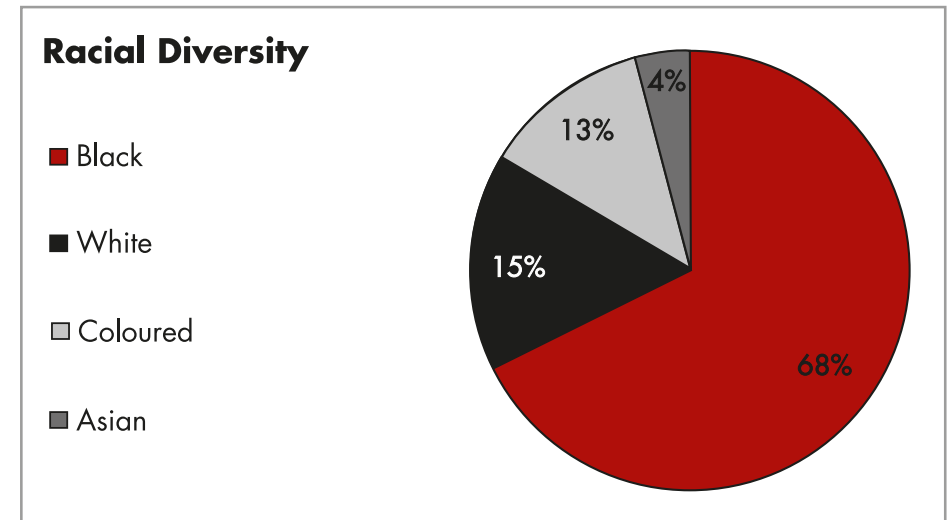
- unclear expectations for participation by both enke and participants
- clashes with major university activities
- lack of communication from enke on the benefit of full participation and completion

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2012 Ignition Program



The Ignition Program demographics are not representative of the national averages as in the Youth Award. enke strives to ensure diversity in the program which can be seen in the graphs below.



Gender Diversity: The gender diversity of the program differs from the national diversity with 64% of participants being female and 36% being male.

“I believe that the youth occupies a special place in our social environment; the future of any society depends on the practical moulding of the youth. Young people in our country are looking for genuine ideas and values which they can live by.

The enke program presents SA's youth with a unique opportunity to access skills development as well as entrepreneurial skills development.

This feeds my interest to be part of this program.” Petunia Koitsioe



Petunia Koitsioe

Petunia attended the University of the Witwatersrand, graduating in 2012 with a BA in English literature and political science.

Her passion for political science sparked her interest in philanthropy and community development. In 2011, Petunia participated in the Ignition Program and was a leadership facilitator. It was this experience which inspired her to form the Girls To Be Known initiative, which later expanded into the Positive Youth Base organisation. Positive Youth Base is an organisation aimed at spreading a positive mind set through experiential learning programmes which are an extension of Life Orientation and creating social consciousness and educational awareness for the youth. Having started the Girls To Be Known initiative, Petunia decided to come back to enke in 2012, this time as a Presenter.

enke:

2012 Ignition Program



"I have worked with enke in the past and have been very fulfilled by the experience.

My passion for young people and my belief in a strong emphasis on leadership allows me to help individuals to best achieve their wanted goals while my own leadership, strong morals and understanding nature best facilitates anyone who wishes to pursue their own goals." Jarrod Delport



Jarrod Delport

Jarrod joined the enke family in 2009 as one of the participants in the inaugural enke: Forum. Although his initial CAP was unsuccessful, Jarrod attributed the discovery of his passion for politics and community development to his experience in the program. In 2010, Jarrod was a Global Ambassador for the People to People Organisation, traveling to the United States representing South Africa. Since 2012 he has been highly involved in the political life at Wits and for a time was enke's unofficial political correspondent on our blog. In his spare time Jarrod (20) is a motivational speaker sharing his passion for education and the need for young South Africans to be proactive in achieving the success they want to see for themselves and for South Africa. In 2013 he will be touring high schools in the Greater Westonia area sharing his message, as well as working with his former high school Krugersdorp High School on building a leadership program. A truly inspirational young South African who we are proud to have part of the enke family.



enke:
enke Forum



The enke: Forum is where our programs meet.

For the Youth Award Program it is the kick off event. This is where the network of the Class of 2012 is built, where personal development skills are discovered and nurtured, and where the Class of 2012 identify, design and create an implementation plan for their Community Action Projects.

For the Ignition Program, it is the culmination of training and experience. It is the arena for these participants to gain experience and have an opportunity to have impact on their peers, shaping the first steps of the enke journey for the high school participants - helping them get the most out of the Forum experience.



3716 =

total number of volunteer hours to make the forum happen

enke: Make Your Mark appreciates the incredible support and generosity of our program donors and collaborative partners, who make our work, and that of our program participants, possible.

Collaborative Partners

African Leadership Academy, Allan Gray Orbis Foundation, Grassroots Soccer, Ikamva Youth, Ilizwi Photography Club, Infinite Maths, Junior Achievement South Africa, KIDS Foundation, Krugersdorp High School, Kutlwanong Centre, Groenvlei High School, Southlands Secondary School, Trinity House High School, SHAWCO, Umuzi Photo Club, Westville Boys High School, Wynberg Girls' High School

Speakers

Greg Marinovich, Clem Sunter, Yvonne Chaka Chaka, Mamphela Ramphela, Yusuf Rander-Rees, Kone Gugushe, Setlogane Manchidi, Lee Swan, Janet Jobson, Kwanele Asante-Shongwe, Tendai Joe, Tsoanelo Pholo, Francois Bonicci, Chris Bradford, Leigh Meinart, Somizi Mhlongo.



enke:
What's Next?



enke:

What's Next?



As we look towards the future, we're excited to apply what we've learned from an incredible year. Here are a few snapshots of what's to come:

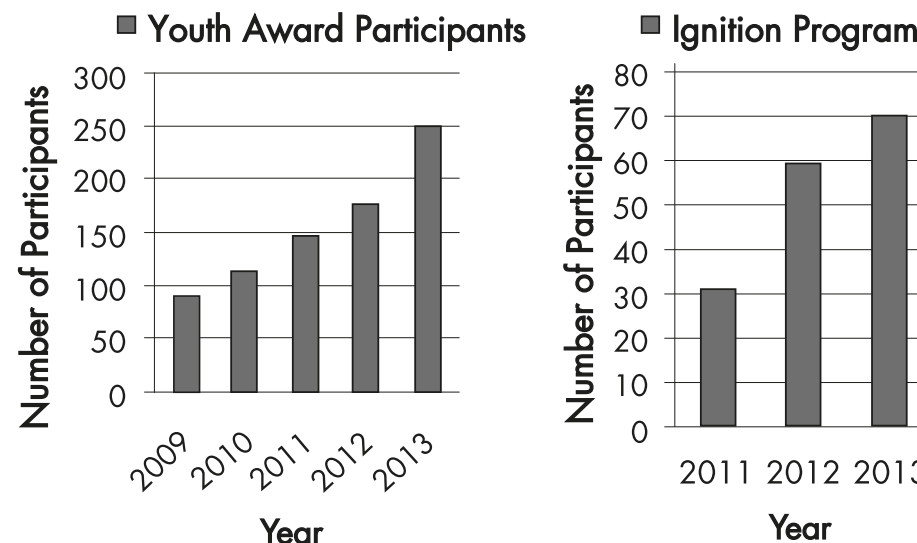
1) Rebranding of the enke: Youth Award

Youth Award Program: The one thing that we kept returning to was the misnomer of the enke: Youth Award Program - that, although participants receive recognition for what they do, it is much more than an award program. It is rather a platform to build experience and impact. We are proud to announce that the enke: Youth Award Program has officially been renamed and upgraded to the enke: Trailblazer Program. We look forward to growing from strength to strength with our new program name, while retaining its core objective of empowering senior high school learners to harness their potential and take social action by designing and implementing their own community action projects.

The decision to change names wasn't easy, nevertheless, we wanted a name that summed up the heartening essence of this youth program. When we proposed the new name, enke: Trailblazer Program, to some of our 2012 enke: Youth Award Program participants and got their gut reactions, we knew we were onto a winner:

2) Consolidating Program Intakes:

Our major focus for 2013 is to build our team capacity and test to make sure that we can extend all that went right in 2012. We're aiming to remain at 2 program intakes centred in Cape Town and Johannesburg, introducing over 300 young people to the enke family in 2013 - 250 participants in the Youth Award Program (125 over 2 intakes) and 70 participants in the Ignition Program.



3) Revisions to the Ignition Program:

We've taken the feedback we received and revamped the Ignition Program. Participants will be called "Igniters" reflecting their purpose to ignite the passion for change in themselves and others, rather than the previous focus on their function as facilitators. We're also excited to be designing a dedicated curriculum and project experience that draws from the best of our knowledge, research and experience with the Youth Award.



enke: Finances

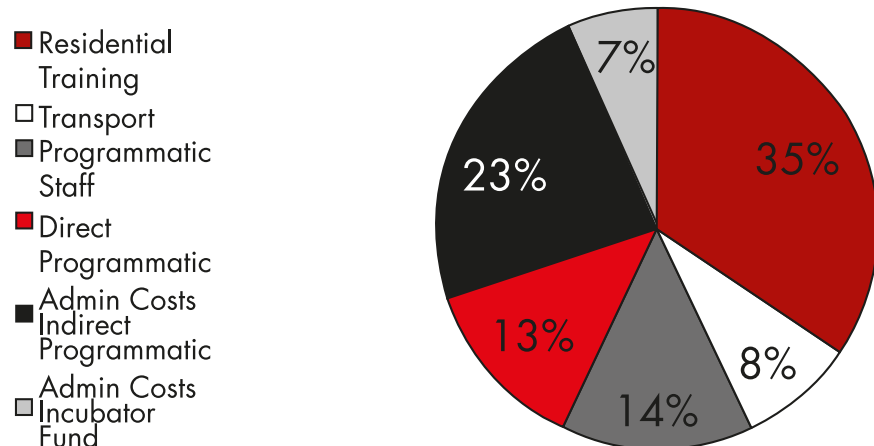


Amount raised for 2012: R2 700 000

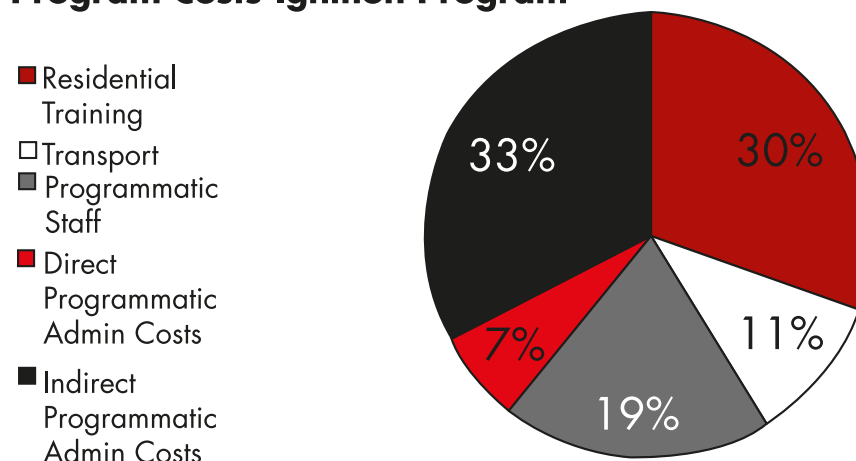
Of this amount, 70% goes towards programs and 30% goes towards organisational operations

Program	Total Cost	Per participant
Youth Award	R1,597,734	R9,078 per participant
Ignition Program	R380,808	R5,519 per participant

Program Costs-Youth Award Program



Program Costs-Ignition Program



- **Residential Training** - Costs of the venue, accommodation and catering/food & beverages
- **Equipment** - Costs of the curricula, branded material and printing
- **Incubator Fund** - Cost of the seed funding initiative for participants in the Youth Award Program whose projects demonstrate good planning and high potential for meaningful, sustained impact
- **Programmatic Staff** - All remuneration paid to staff directly involved in running the programs
- **Direct programmatic admin costs** - All administration costs specifically incurred in the programs i.e. equipment, printing, curricula and Monitoring & Evaluation
- **Indirect programmatic admin costs** - Administrative costs including overheads and non-programmatic staff that is allocated to programs as a proportion of the time spent on and cost of the program to the organisation
- Audited financials are available upon request for all potential funders.



enke: Acknowledgements



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Acknowledgements



Funders & Supporters



Australian Government
Aid Program



Investec

DGMT

THE DG MURRAY TRUST



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There are so many people who have made enke: Make Your Mark a reality. We would like to thank these people for their amazing support (in no particular order):

Verity Noble, Michael Friedel, Kathryn Maunders, Rebecca Sweetman, Namhla Saba, Setlogane Manchidi, Thabile Zulu, Kone Gugushe, Kealeboga Letlhaku, Samuel Payne, Ruth Lewin, Gugu McLaren, Penny Tlabi, Peter Golding, Stuart Minaar, Chris Bradford, Ivan Bailey, Kutlwano Dhlwayo, Joy Olivier, Daniel Pulanski, Drew Bonfiglio, Chris Maclean, Flip Van Zyl, Agnes Sibanda, Greg Nicolson, Kalim Rajab, Thomas Walsh, Sizwe Nxumalo, Marcel Du Preez, Samantha Braithwaite, Janet Jobson, Brett Murrihy, Heather Wheaton, June Andersson, Craig Rowe, Bronwyn Du Rand, Marianne Hicks, Liyanda Maseko, Yvonne Pennington, Sam Braithwaite, Vanessa Malgas, Kelli Hayes, Josef Talotta, Catherine Anselmi, Marian Nickless, Nadine James, Ilana Wetzler, John Cooper, Jeremy Grist, Brian Muzarewetu, Lee Callanan, Louise Bick, Peter Dent, Roberta Donovan, Natalie Davidson, Lynn Evert, Ann Harrap, Andrew Edge, Natalie Mendelsohn, Simon Adams, Jenny and Jack, Nicollete Rotter, Tess Sulaman, Jabu, Rocketseed Team, Ziyanda Ndzendze, Andrew Gasnolar, Zanele Lwana, Alabama Nondumo Josiah Mavundla.

enke: make your mark, Phone: 011 403 1241/43, email: more@enke.co.za, www.enke.co.za, [@enkeMYM](https://www.facebook.com/enkeMYM), <http://facebook.com/enke.co.za>