



2024-25 ANNUAL REPORT



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2024-25 IMPACT SNAPSHOT

2,216 youth

youth reached by enke Programs & Services in 2024-25

1,360 Trailblazers

Trailblazers – high school learners engaged as Leaders and Club Members in our Trailblazer Class of 2024 in Limpopo.

618 extended youth impact

Youth trained using enke Youth Development Models by community-based organisations in our Community Partners Initiative (CPI)

16 CPI Partners

CBOs participating in the CPI Program in 4 Provinces

17 Youth-Led Enterprises

businesses started by young entrepreneurs participating in the enke: Ignite Ventures Business Generator Program (IVBG)



Letter from our Executive Chairperson, Kgomotso Mufamadi

Dear enke Community,

It has been a privilege to step more fully into leadership at enke, and what I have found has been genuinely encouraging: a committed team, strong partnerships, and a lived dedication to our mission to connect, equip, and inspire young people. In March 2025, enke underwent a leadership transition. Xolile Charmaine Zondi stepped down as Chief Executive Officer following a mutual decision with the Board, reached after careful reflection on strategic and operational alignment. We are grateful for her contributions during her time as CEO. In response, the Board expanded my executive responsibilities to ensure continuity and stability across the organisation's work. Stepping more fully into this role has only deepened my respect for what this team carries – and delivers – every single day.

This report covers May 2024 to May 2025 – a year of real consequence. We reached 2,216 young people directly. Trailblazer+ engaged 1,360 high school learners across Limpopo, the Northern Cape, and the Eastern Cape, with 90% going on to start School or Community Action Projects reaching over 6,700 people in their communities. Through our Community Partners Initiative, 16 partner organisations trained a further 618 young people across four provinces. These numbers matter – but what they represent matters more: **young people choosing to lead, and doing so with the skills and confidence to create genuine change.**

The Ignite Ventures Business Generator has been one of the year's most significant milestones. Cohort 1 launched 17 businesses. By Cohort 2, applications had grown from approximately 100 to nearly 170. We invite you to read their stories in this report.

enke received another clean audit for 2024, with 83% of expenditure directed to programme delivery. Our Financial Overview sets out the full picture.

There is much in these pages worth reading closely. And if you are moved by what you find, there is a meaningful place for you in enke's work – as a funder, partner, or patron. Details are in the Getting Involved section.

This report reflects not only what we have achieved, but how: together, and with care.

With pride and purpose,
Kgomotso Mufamadi
Executive Chairperson

enke: Make Your Mark (enke) is a leadership development organisation that generates and incubates youth-led social impact and entrepreneurship. enke started in 2009 with the desire to contribute to building a society that is more socially and economically inclusive. We achieve this through the implementation of holistic youth leadership and entrepreneurial skill programs that develop socio-economically thriving engaged citizens. This has remained at our core and is articulated in our purpose.

Our Why

Young people are Africa's greatest resource; and enke exists to reverse negative trends that affect youth. We believe in building the inherent assets of young people, developing entrepreneurial mindsets and non-cognitive skills, that create agents of social responsibility, innovation and entrepreneurship.

Our Vision

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 achieve this vision through leadership and entrepreneurial skills development programs that provide young people (15-35 years old) with theoretical and practical skills to be actively engaged citizens that thrive socioeconomically.

Our Mission



Connect.

Connect young people across diversity, creating valuable networks, social capital and building social cohesion.



Equip.

Equip with an entrepreneurial mindset and social-emotional (power) skills; real-world skills that increase employability and help unlock opportunities for their success in life.



Inspire.

Inspire a bias towards action, to achieve personal, professional, national and global development aspirations.



About enke

OUR APPROACH

We work for all young people to realise their value, thrive and mobilise for meaningful change. One of the greatest barriers to the ability of the young people to achieve this are the issues of high rates of youth unemployment and youth who are not in education, employment or training (NEET). We tackle this endemic issue in a three-pronged approach:



This approach guides our program design, which is further informed by research and our own contextual experience of how to best activate and support youth to thrive. We have identified the following as critical to the success of youth in our programs and beyond:

- Experiential and project-based learning (i.e. ‘Learning by doing’)
- Non-cognitive skills (Power Skills) M
- mentoring and supportive networks
- Peer-to-peer learning and community
- Asset-based approach

Our impact measurement and management is informed by a comprehensive Theory of Change. We regularly review our programs to ensure their design and curricula are contextually relevant, effective and achieve our impact objectives and positive youth outcomes.

	15,400+	Youth trained by enke between July 2009 - April 2024
	50%	Post-School youth (Catalysts) on average placed themselves in Employment, Enterprise, Education or Training opportunities
	90%	Youth participants report positive shifts in entrepreneurial mindset & power skills
	1,700+	Social Impact & Enterprise projects implemented (50% in the last 2 years)
	145,000+	Secondary beneficiaries - people in communities benefiting from Trailblazer Community Action Projects

Programs & Impact

“We started enke with a hunch that if we 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 thousands of people could be impacted each year.... it turns out that those hunches were right.”

Philippa “Pip” Wheaton enke Co-Founder and CEO (2010-2015) Ashoka Fellow



Rufaro Mudimu (enke’s 2nd CEO) with enke Co-Founders Pip Wheaton (right) and Tom Walsh (left) at 10-year celebration in 2019.

Theory of Change

At enke, we believe that young people have the power to drive social and economic transformation when equipped with the right skills, experiences, and networks.

Our Theory of Change outlines how we empower youth to create sustainable change in their own lives and communities.

The Change We Create

We develop, support, and connect young people through leadership, work-readiness, and community engagement.

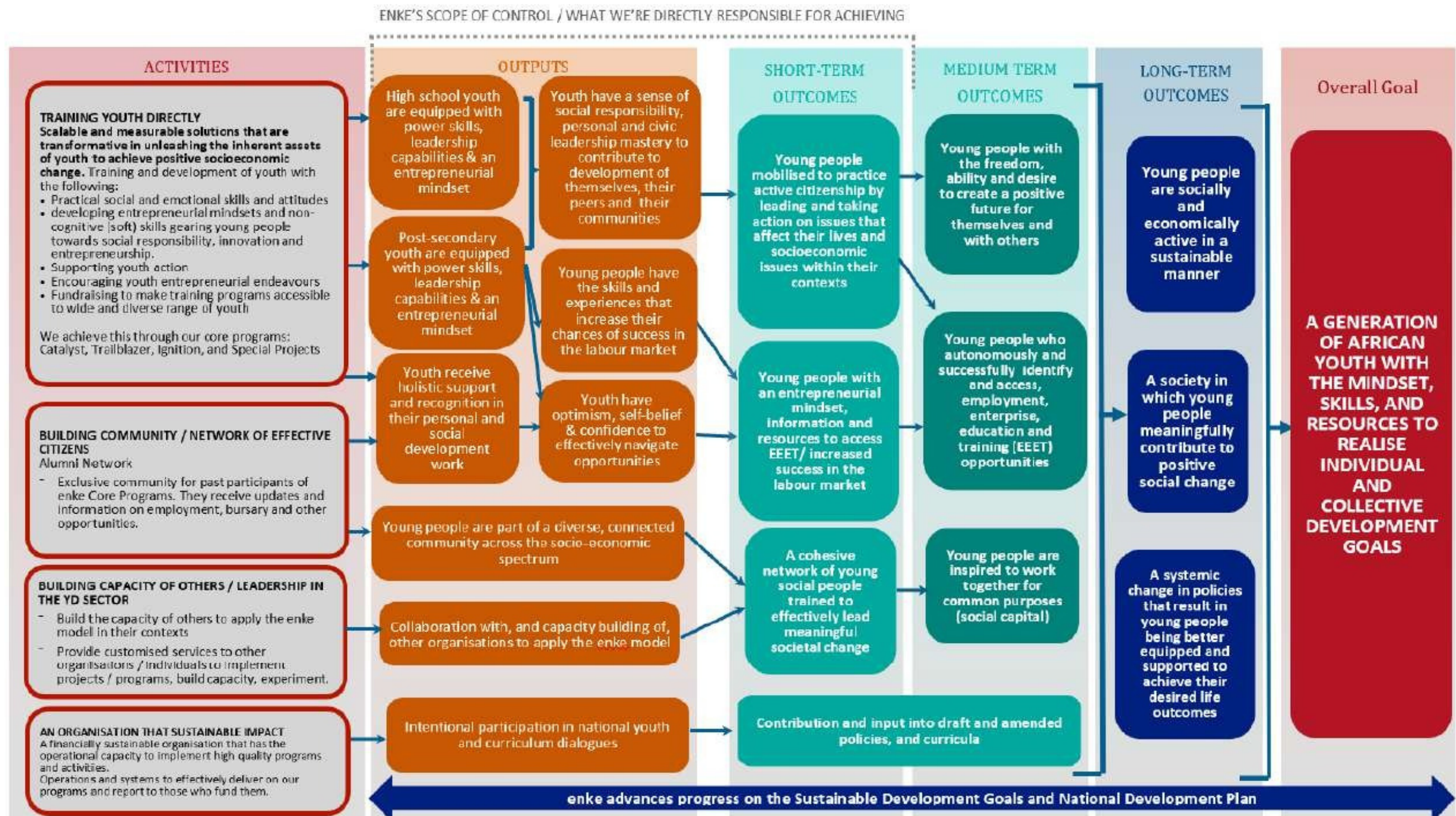
1. Shift mindsets: Help young people see themselves as leaders and changemakers.
2. Build skills: Develop leadership, problem-solving, and employability skills.
3. Create opportunities: Provide mentorship, real-world experience, and pathways to education, jobs, or entrepreneurship.

Through this approach, young people:

- Build confidence and leadership skills.
- Gain practical and entrepreneurial skills.
- Lead projects that address community challenges.
- Access sustainable opportunities in work, education, or business.

Our Impact in Action

By investing in young people, enke creates lasting impact in communities. Alumni lead initiatives, start businesses, and contribute to South Africa's growth—showing that with the right support, youth can drive long-term social and economic change.



TRAILBLAZER PLUS

Trailblazer+ | Equipping Youth Leaders to Improve Education Outcomes

Trailblazer+ is enke’s flagship leadership programme for high school learners aged 14-18. It equips learner leaders, especially RCL members, to design and lead School and Community Action Projects (S/CAPs) that address challenges in their schools and communities.

Why it matters

Many young people leave school without the confidence or skills to create change. Trailblazer+ builds leadership, communication, and project management skills that support civic participation and future success.

How it works

Learners attend bi-weekly workshops over 6-9 months, gaining skills in leadership, problem-solving, and project design. Through Trailblazer Clubs, they implement S/CAPs aligned with school priorities, supported by trained Trailblazer+ Champions.

TRAILBLAZER+ KEY COMPONENTS:



Activated Schools & RCLs

Schools partner with enke to equip their elected Learner Leaders (e.g. Representative Council of Learners - RCLs) with skills, tools and information to be the best leaders they can be and contribute to the School Improvement Plan.



Skills Development Workshops

Training workshops are held every 2 weeks at the schools. We focus on developing data-driven design, project skills, and power skills (personal mastery, empathy, set and achieve goals, positive relationships and making responsible decisions).



Trailblazer Clubs

Trailblazer Leaders recruit their peers in each grade to form Trailblazer Clubs. The Trailblazer Club will design and implement projects aligned with the School Improvement Plan informed by data from the DBE Dashboard and collaborating with the SMT and SGB.



School & Community Action Projects

S/CAPs are a project that Trailblazer Clubs will design and implement throughout the 6-9 month experience. Running a project not only changes the school community and advances education improvement, it also contributes to building the skills of leader for success through practice and action.



Support & Mentorship

Support isn't just about giving the tools for success, it is also about enabling Learner Leaders to be accountable and encouraging them in their leadership journey and help create solution for themselves. Trailblazer Champions (enke Facilitators provide advice and encouragement in their project and beyond.



Recognition & Celebration

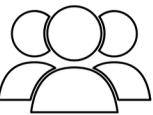
Trailblazer Leaders and Club Members receive recognition badges, apparel and training material. At the end of the Trailblazer+ they receive letter and certificates of recognition for their School/Community Action Projects.



ACTIVATING MORE EFFECTIVE RCLs

The Representative Council of Learners (RCL) is a mandatory body, according to departmental requirements, and usually consists of fifteen learners - three from each grade. These learners have to be nominated formally for the position and deliver a manifesto speech to their grades, before being voted into their positions. **Trailblazer+** provides elected learner leaders with the tools, skills, and experiences to lead meaningfully during their term as RCL'ers.



		2024-25	Cumulative (since 2009)
	High School Youth registered & completed training as Trailblazers.	1,060	6,548
	Conversion Rate - % of trained Trailblazers (RCLs and Club Members) that started school or community action projects.	90%	87% (average)
	Number of School or Community Action Projects (S/CAPs).	36	1,601
	Secondary beneficiaries: people in communities benefiting from Trailblazer School or Community Action Projects.	6,700+	151,006
	The number of schools and community organisation partners.	13	58



YOUTH OF CHANGE

2024 Trailblazers

Kgalushi Secondary School, Limpopo

Trailblazers:

Bradley, Karabo, Morongwa, Mokgatjana, Ngoako, Tumelo, Matlou, Lehlogonolo, Glen, Moyahabo, Lerato, Kholofelo, Hazel, Sello, Eve nce, Sabelo, Semeka, Mokgadi, Phuti, Mahlo mola, Osely

This initiative aims to support the school's feeding scheme by providing nutritious meals at a lower cost, using vegetables harvested from their garden. The Trailblazers from Kgalushi Secondary School, have started a club named Youth Change Food Gardening. This initiative is aimed to assist the school feeding scheme by ensuring that learners received nutritious meals at a lower cost with vegetables harvested from the Youth Change Garden. The need for healthy eating at an affordable cost led the club members to create a positive change at school by getting their hands dirty.

Despite the challenge of fencing the area, the club members used the available space in the schoolyard to prevent animals from eating the plants and vegetables, as there was no garden at the school. To challenge the issue they identified, they took it upon themselves to ask for assistance from the community and the engagement led them to local business called LIMA at Eldorado which offered to assist in guiding the club members on pest prevention for their garden.

To successfully maintain the garden, the Trailblazers aim to sell vegetables to generate income to hire a security guard to protect the garden after school hours, addressing both food security and unemployment issues. The Youth Change Food Gardening are also recipients of Incubator Fund, where they will receive manure, seeds, garden rakes and other tools to successfully implement their project.

YOUTH CLEANERS

2024 Trailblazers

Tema Secondary School, Limpopo

Trailblazers:

Ditiro Mokobane; Mpe Manhlane; Molebogo Phihlela; Mohau Mokobane; Raseruthe Morongwa; Noko Mathekga; Mahatana Moreti and Andisa Mematenda.



For Young Cleaners they believe regular cleaning is essential for maintaining good health and hygiene among students and staff. It helps prevent the spread of illnesses, creates a positive and productive learning environment. For them, It also demonstrates a commitment to a safe and healthy school environment. Through their SAPS the aim to maintain a clean school that can fosters a sense of community and responsibility among students and staff. It makes the school a more pleasant place to be.

Overall, the cleaning project had a significant and lasting positive impact on the school community. With teachers interacting with dozens, sometimes hundreds of students daily both students and staff face a higher risk of illness. Young Cleaners believe that they need a clean working environment that supports learning rather than causing distractions or health concerns. Clean classrooms reduce student absences due to illness, ensuring better classroom continuity. Additionally, teacher absences due to sickness can negatively affect student performance.

Through their SAP group peers have also managed to gain other skills such as , understanding the consequences of littering, learn proper waste disposal methods, and understand the importance of recycling and reducing waste. Through this hands-on experience, the participants have developed essential life skills such as leadership, responsibility, and teamwork, helping them become more environmentally conscious and responsible individuals.

IGNITE VENTURES BUSINESS GENERATOR (IVBG)

The enke: Ignite Ventures Business Generator (IVBG) is a transformative initiative designed to support young entrepreneurs including enke alumni aged 18 to 35, to grow viable, livelihood-sustaining businesses. By nurturing both business ideas and existing ventures, IVBG equips youth with the tools to build Small and Growing Businesses (SGBs) that generate income, create jobs, and drive social impact in their communities. This immersive 12-month programme provides a comprehensive mix of training, mentorship, networking, and financial support to help enke alumni navigate the path from idea to sustainable enterprise. At a time when traditional employment opportunities are limited, IVBG offers an essential platform for youth to channel their creativity, resilience, and problem-solving abilities into tangible impact.

A Programme Designed for Impact

the Ignite Ventures Business Generator is structured to meet young entrepreneurs where they are, and support them at every stage of the journey.

- **Selection:** young people (including enke alumni) who are based in Gauteng are invited to apply. Selection is based on the strength of their business idea or existing venture, as well as their commitment to growth. In 2025, cohort 2 of IVBG we received close to 170 applications and selected 13 entrepreneurs for the Business Building Phase.
- **Entrepreneur Accelerator Bootcamp:** Delivered in partnership with SocioNext and accredited by Rhodes Business School, the five-day bootcamp introduces participants to social innovation, business fundamentals, and rapid prototyping using Design Thinking and Lean Start-up approaches.
- **Business Building Phase:** Participants receive mentorship from a dedicated Venture Builder and attend bi-weekly half-day training workshops. This phase also includes a R4,500 monthly stipend for six months, giving entrepreneurs the breathing room to focus on refining their business models, value propositions, and operations.
- **Business Launch Phase:** Entrepreneurs begin trading while receiving monthly training in business operations. They are supported by a Value Creation Manager (VCM), who provides targeted coaching, connections, and technical guidance.
- **Peer Connect & Network Building:** Quarterly Peer Connect Sessions strengthen social capital and build exposure within and beyond the enke ecosystem. These gatherings offer opportunities to meet funders, successful entrepreneurs, and potential collaborators, while creating a space for peer learning and encouragement.
- **Financial Investment:** Each entrepreneur receives over R200,000 in total support—including training, mentorship, and network access—plus up to R35,000 in cash start-up capital.

3-Year Impact Target

- Support 15-20 enke alumni annually.
- Launch 45 new ventures.
- See 35 businesses grow into sustainable enterprises that thrive beyond three years.



The entrepreneurs selected for the inaugural 2024 cohort exemplify the spirit IVBG was created to foster—innovative, community-driven, and deeply committed to using entrepreneurship as a vehicle for change.

Entrepreneur	Business Name	Sector
Luzell Erens	GlamHer Beauty Room	Hair & Beauty
Kgomotso Hlatshwayo	Latso’s FloralBoutique	Retail
Kulani Maluleke	Flava Delights	Food Services
Slindokuhle Mamba	Resurgence Properties	Propery & Construction
Tsakane Baloyi	Chivite Panel Beat & Respray	Automative Industry
Victoria Legwale	Dandelion Changemakers	Early Childhood Development
Kgaugelo Mabusela	Kay Kay Cleaning Hub	Cleaning Services
Bonisiwe Khumalo	Buhlebelanga Energy Solutions	Renewable Energy
Kholofelo Mohale	Luminous Revelations	Creative Industry
Khanya Mvane	Clipped Craft Barbership	Hair & Beuty
Mpho Podile	Bakwena Innovation Den	Digital Marketing
Kamogelo Rasego	Celeste Bistes	Bakery
Peter Mthombeni	Zindaba Tech Services	ICT
Sello Mmane	Renew Grwo Recycling	Climate Action
Christopher Hojem	Atheneum	Education
Seipati Tsubella	Glitz by Shay	Beauty
Nosipho Zikalala	Crowned Glory Hair Studio	Hair & Beauty

IVBG Stories of *Impact*



CHARLES
NDLOVU

Business
CPR
Holdings

Sector
Construction

Charles Ndlovu is a 34 year old entrepreneur, who is a registered NHBRC and CIDB Grade 4GB building contractor with over a decade of experience delivering commercial, corporate, and residential projects across South Africa. His leadership is guided by a vision to “Reach Beyond Proximity” by integrating construction excellence with renewable energy solutions through his division, CPR Solar Energies. With a background as an electrician, solar installation professional, and BBA student, Charles combines technical expertise with business acumen to position CPR Holdings as a driver of sustainable infrastructure.

He attests that his involvement in IVBG thus far has sharpened his entrepreneurial mindset, strengthened his approach to scalable business models, and reinforced the importance of social impact in business growth. These lessons have influenced his strategy to expand CPR Holdings into youth development, local manufacturing of building materials, and cross-border African trade.



LETTY
BALOYI

Busine
Hyades
Cleaning
Solutions

Sector
Cleaning
Industry

Letty Nthabiseng Baloyi, is an entrepreneur from Leeufontein, Mpumalanga, who has made significant impact in the business and community sectors. After completing her Matric, undergoing various training and a short course in entrepreneurship at Chartall Business College. Letty founded Hyades Cleaning Solutions, a business delivering professional cleaning services while creating jobs and empowering her community. Since its inception, Hyades has expanded across multiple cleaning sectors and secured a yearlong contract with a leading property management company. Letty’s exceptional leadership earned her the 2025 Mail and Guardian Power of Women Award in Business and Entrepreneurship.

Her favourite learning from IVBG so far, came from the 5-day initiatory bootcamp that we take our entrepreneurs through at the beginning of the program. She says, 'I saw how a business idea can be brought to life in just a week if you focus, act quickly, and learn as you go.' Beyond running her company, she mentors emerging entrepreneurs, champions community initiatives, and invests in personal development, making empowerment a central part of her mission. Guided by resilience, purpose, and the mantra, “focus on what you can control and give your best,”. We are excited to support her in her journey and see how she blossoms further.

These are just two stories from Cohort 2 of IVBG which has 13 incredible entrepreneurs, keep an eye out on our website and social media platforms to learn more about them!



2025-26 IVBG Cohort		
Entrepreneur	Business Name	Sector
Angel Mazibuko	Espheni Pty Ltd	Energy
Boitumelo Matlala	Gratula Media	Digital Marketing
Charles Ndlovu	CPR Holdings	Construction
Dieketseng Boshomane	FutureZA	Food
Kamogelo Mathibe	We Go Green Projects	Plumbing & Energy
Khayakazi Maqanda	Mncedisi Foundation	Early Childhood Development
Lebogang Mogoboya	Khensie O Holdings Pty Ltd	Cleaning Industry
Letty Baloyi	Hyades Cleaning Solutions	Cleaning Industry
Ntombizodwa Thulo	Thulo Mohanoe EARTHLY Harvest	Agriculture
Remofiloe Mogashoa	Nalane & Co	Clothing
Sikhumbuzo Zondo	Gogo's Kotas	Food
Thapelo Sibanda	Sibanda Kgwebo Group	Business Consultancy
Tisetso Lekgame	Nubytch Foundry	Tech Consultancy

COMMUNITY PARTNERS INITIATIVE

Strengthening grassroots impact through collaboration

The Community Partners Initiative (CPI) is enke’s collaborative platform for extending youth development through local implementation partners. CPI works with community-based organisations, schools, and social enterprises to deliver enke programmes in ways that are embedded, contextually relevant, and locally led.

Why it matters

While enke’s core programmes are designed for national scalability, we recognise the value of strong, grounded partnerships in ensuring sustained impact. CPI supports grassroots organisations to build their capacity, amplify youth voice in their communities, and expand reach to underserved areas.

The initiative provides both technical and financial support for partners to deliver Trailblazer+ and Catalyst in their contexts, often reaching learners and youth who might otherwise be excluded from national programmes.

How it works

Partners receive training, curriculum materials, ongoing mentorship, and small grants to implement enke programmes. enke facilitates communities of practice, joint planning, and shared learning to ensure quality delivery and mutual growth. Local facilitators and champions are equipped to contextualise content while maintaining fidelity to enke’s model.

Implementation Highlights

- Notable implementors include Youth@Home, On Eagles Wings, Sakhe Family Care, Glicam, San Community, and GM Sentletse.
- Programmes were successfully integrated into existing initiatives, including RCL leadership support and work-readiness pathways.
- A total of 623 youth were reached across implementation and training phases.
- CPI partners supported S/CAP implementation (e.g. school gardening projects, health awareness campaigns) and delivered over 5 Trailblazer+ projects.
- The CPI model has proven particularly effective in rural and under-resourced communities where enke is not directly present.

Looking Ahead

CPI remains a key mechanism for extending enke’s mission while strengthening the broader youth development ecosystem. In 2024-25, the focus will be on deepening partner support, refining the partnership model, and aligning more closely with sustainability and green economy initiatives.



“Being part of CPI allowed us to strengthen our programme delivery and offer youth in our community the tools to lead their own change. The support and shared learning helped us build confidence in our work.”
– CPI Partner Organisation, Eastern Cape

		2024-25	Cumulative (since 2021)
	Number of CPI Partners: Community Based Organisations Engaged in CPI	16	30
	Number of CPI Partner Staff Trained	30	51
	Extended Youth Impact Number of Youth Trained by CPI Partners using enke Youth Development Models	618	861

WHAT IS “EXTENDED YOUTH IMPACT”?

Extended Impact refers to youth who engage with enke-inspired programmes delivered by trained local partners, rather than enke’s core team. While content may be adapted to local needs, these programmes retain enke’s core focus on youth agency, leadership, and practical skills. This model allows us to expand our reach through community ownership and contextually relevant delivery. Extended Impact reflects our belief that meaningful change happens when communities are equipped to lead, and when youth can access relevant, impactful opportunities—wherever they are.

Closing a Chapter with Care: The Pushin' Progress Story

Some partnerships leave a mark that outlasts the funding cycle. Pushin' Progress is one of those.

Over several years, enke partnered with three place-based funders — Sibona Ilanga Trust, Letsatsi Borutho Trust, and Amandla Omoya Trust — to deliver an integrated model of youth leadership development and community capacity-building across the Northern Cape and Eastern Cape. Each trust was rooted in a specific community context, funding development work in areas surrounding their associated energy projects. The model recognised that sustainable community investment works best when it is genuinely local — and that the goal of any well-designed intervention should be to make itself unnecessary over time. That is exactly what Pushin' Progress achieved.

The Sibona Ilanga Trust component concluded in April 2024 with a structured close-out in Emthanjeni — programme showcases, formal recognition, and a community gathering that celebrated what had been built rather than simply marking an end. The Letsatsi Borutho Trust and Amandla Omoya Trust components followed in December 2024, each concluded with the same care.

Pushin' Progress continues, with the foundation laid by enke now handed over to local community partners and a newly selected service provider. We wish them the very best as they carry this important work forward. This initiative has laid a strong foundation for replication. The integrated model—combining youth activation, community capacity-building, and place-based funding—offers a proven blueprint for scalable and sustainable youth development in similar contexts across South Africa.

The Power of Place-Based Interventions

Pushin' Progress has demonstrated that place-based, sustained investment in youth development works. The integrated model — combining direct delivery, community capacity-building, and locally grounded funding — is one enke is committed to replicating. We are actively seeking partners who share this conviction. If you are working in a place and looking for an implementation partner who understands how to show up for the long term, we would welcome the conversation.

enke extends its deepest gratitude to Sibona Ilanga Trust, Letsatsi Borutho Trust, and Amandla Omoya Trust. They gave young people in the Northern and Eastern Cape something development work too rarely offers: sustained, consistent, long-term support. The communities carrying this legacy forward are proof of what that investment made possible.



Through a combination of direct programme delivery and community partnership, the initiative achieved:

- **600+ youth directly engaged across Trailblazer+ and Catalyst Programmes**
- **52% of Catalyst participants transitioned into education, employment, or enterprise**
- **100+ School and Community Action Projects (S/CAPs) implemented by learners**
- **22,000+ community members reached through S/CAPs**
- **30 community-based organisations trained and resourced through the Community Partner Initiative (CPI) to deliver enke's youth development models**
- **R500,000+ microgrants distributed to CPI partners to support local implementation**

Looking Ahead: Strengthening for Sustained and Sustainable Impact

As we close the 2023-24 chapter, enke: Make Your Mark is deepening its commitment to youth empowerment while expanding into the green economy. In 2024-25, we will strengthen sustainability across our programmes, improve programme quality, and build operational resilience to better respond to the needs of young people and their communities.

enke Green Initiatives: Empowering Youth for a Sustainable Future

Through enke Green Initiatives, we are integrating environmental awareness into our leadership and entrepreneurship programmes. Young people, especially in peri-urban and rural communities, will gain skills to participate in the green and blue economies, lead sustainability projects, and explore green enterprise opportunities.

Sustainability will be embedded across all core programmes, including enke: Make Your Mark Trailblazer+, Catalyst, the Community Partners Initiative, and Ignite Ventures.

We believe climate action is about inclusion, innovation, and intergenerational equity. To expand this work, we are building partnerships in sustainability, agriculture, energy, and the circular economy to co-create scalable, youth-led solutions for people and planet.

Strategic Priorities 2025 and Beyond

As enke enters 2025, our focus is on strengthening impact, sustainability, and opportunities for young people through intentional growth and innovation.

Priorities for 2025-26

- Programme Innovation: Improve programme delivery, accessibility, and reach through refined and blended models.
- Impact and Learning: Strengthen impact measurement to better track youth outcomes and programme effectiveness.
- Operational Strengthening: Invest in systems, governance, and digital infrastructure to support sustainable growth.
- Partnerships: Deepen collaboration with schools, funders, civil society, and employment and enterprise partners.
- Alumni Engagement: Grow and support a national network of young leaders and changemakers.
- Sustainability: Diversify income streams and strengthen long-term financial resilience.

The work ahead is about leading change. enke remains committed to helping young people shape their futures, strengthen their communities, and contribute to a more inclusive and sustainable world.



enke: An Enterprising Non-Profit

enke has long believed that mission-driven organisations should generate value and build earned income alongside fundraising. Since 2016, this approach has shaped enke's partnerships and bespoke service offerings.

Over the years, enke has delivered customised training, facilitation, and programme design for partners including Trailblazer+ in Hout Bay, DotGood's Mr Bread Entrepreneurship Programme, and the Ashoka Fellows Southern Africa collaborative strategy process. These partnerships strengthened enke's reputation while supporting its broader mission through earned income.

Make Your Mark Training & Development (MYM) was created to scale this work. Over time, enke learned that bespoke services are most effective when integrated into the core organisation rather than managed separately. MYM's functions have therefore been consolidated back into enke:streamlining operations while maintaining the same commitment to external partners and mission-driven impact.

"A social business is a living laboratory. You try something, you learn something. You adjust." — Muhammad Yunus, Founder of Grameen Bank

enke's Enterprising Non-Profit model reflects exactly this spirit: learning from experience, adapting with intention, and channelling every capability, whether funded or earned, towards the young people at the centre of its mission.

Financial Management & Sustainability

In 2024, enke: Make Your Mark stayed committed to strong financial stewardship, receiving another clean audit and continuing to manage resources with care and accountability. With systems and processes more firmly in place, the team focused on keeping things efficient and aligned to what matters most— supporting young people to thrive. After the scale and stretch of 2023, this year was about consolidation. Spending was carefully managed to ensure impact remained high while operating within our means. Investments were made in the right areas, particularly in people and systems, to support stronger delivery over the long term.

Total income for 2024-25 was R10,702,874, a decrease from the previous year. This reflects the conclusion of once-off funded projects in 2024-25 and a more streamlined programme focus in the current year. Expenditure totalled R12,657,231, with 83% directed to programme costs. With a few funding partnerships coming to an end, enke has been intentional about broadening its base of support. Efforts to build new relationships and diversify income are ongoing, helping to ensure that programmes can continue to grow sustainably. While the financial climate remains tough, enke is striving hard to navigate challenges with integrity and keep delivering meaningful opportunities for youth.

ASSETS	2024	2023	2022
Non-Current Assets	54,299	143,057	196,616
Property, plant & equipment	54,199	142,957	100
Investment in Subsidiary	100	100	152,853
Loans receivable	470,244	1,871,129	
Current Assets	2,490,481	5,592,909	3,380,933
Trade & other receivables	470,244	1,871,129	
Cash & cash equivalents	1,965,938	3,568,927	5,361,418
Total Assets	2,490,481	5,735,966	9,091,920

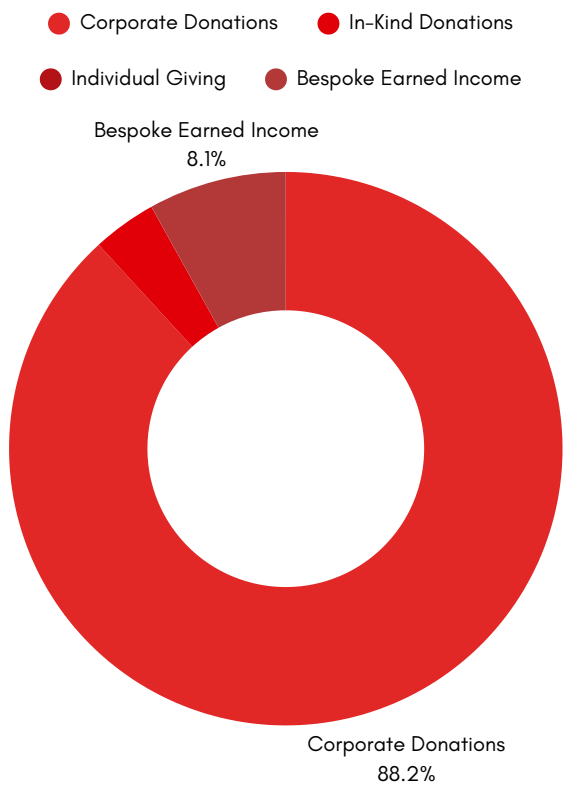
EQUITY & LIABILITIES	2024	2023	2022
Equity	683,152	2,469,664	2,344,377
Retained Income	683,152	2,469,664	2,344,377
Current Liabilities	1,807,329	3,266,302	
Trade and Other Payables	132,505	582,699	613,405
Deferred revenue	1,672,124	2,683,603	6,134,238
Total Equity & Liabilities	2,490,481	5,735,966	9,091,920

STATEMENTS OF COMPREHENSIVE INCOME	2024	2023	2022
Revenue	9,438,461	8,364,034	10,394,161
Corporate Donations	400,000	15,421	363,800
Donations in kind		389,266	
Individual Giving	950	15,421	15,411,606
Earned income from Bespoke Projects	863,463	6,967,725	245,711
Total Revenue	10,702,874	15,736,446	26,415,278

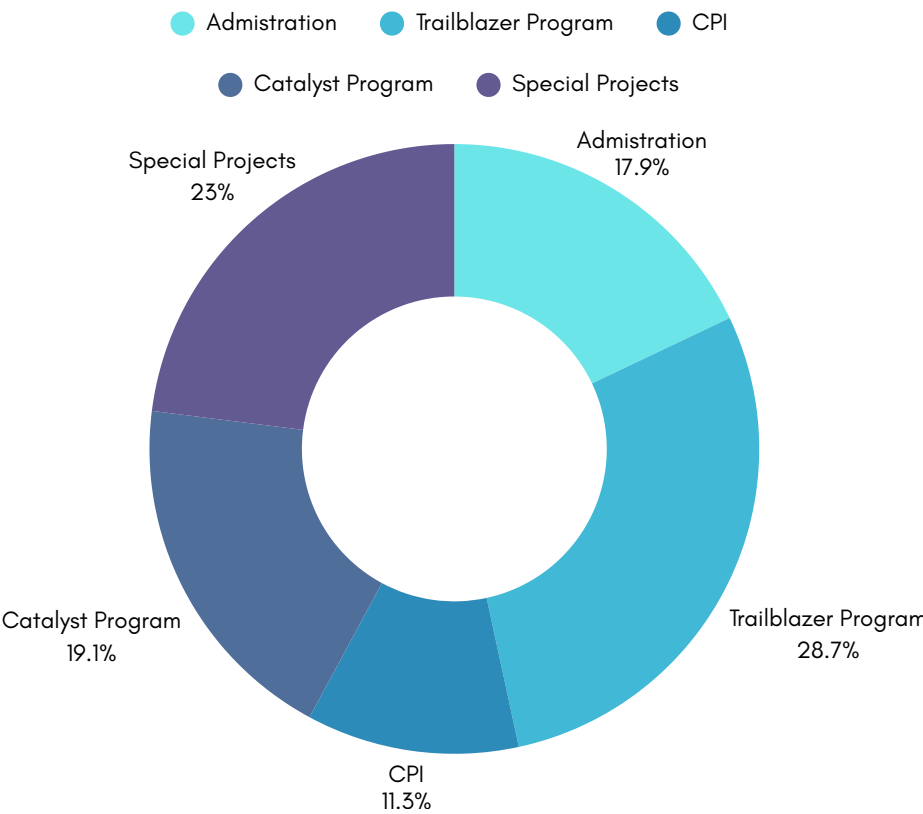
Operating Expenses	2024	2023	2022
Operating costs	(12,657,231)	(15,768,136)	(26,614,490)
Total Expenses	(12,657,231)	(15,768,136)	(26,614,490)
Total (Loss)/Profit for the Year	(12,657,231)	125,387	(123,591)

2024-25 Financial Overview

enke FY2024 Revenue Distribution



enke FY2024 Expense Distribution



Get involved with enke

enke: Make Your Mark is a registered non-profit and public benefit organisation. We run holistic youth leadership and entrepreneurial skills development programs and projects that enable young people to realise their value, thrive and mobilise for meaningful change in their own lives and that of their peers and communities. Here are a few ways that individuals and companies can partner with us:

- Provide funding / sponsorship for youth to participate in our programs.
- Partner to design and implement projects such as the enke/Investec Business on a Bicycle Program Provide discounts for goods and services required in running our programs (e.g. electronic equipment, food/catering, transport etc.)
- Call us and let's discover ways that we can work together.

If you are passionate about entrepreneurship and youth leadership development in Africa and would like to support our work, please contact us partnership@enke.org.za

SHARED VALUE FOR OUR PARTNERS

1. **Section 18A Tax Deductible Donation:** enke: Make Your Mark is a registered Public Benefit Organisation and issues tax-deductible donation receipts in terms of Section 18A(1)(a) of the Income Tax Act No. 58 of 1962 for all donations.
2. **B-BBEE SED & Skills Development Contribution:** Over 80% of our beneficiaries are black as classified under Broad-Based Black Economic Empowerment and contributions can count towards a company's B-BBEE Supplier, Social Economic Development (SED), Skills Development points.
3. **Investing in an Organisation that Works:** As an organisation we have proven our organisational and financial sustainability over the last 6 years, demonstrated by clean and unqualified annual audits, good governance structures and principles. We have been running programs since 2009 and through our impact measurement and re- search we know what works and best practice in youth leadership development in the South African context.
4. **Employee Engagement Opportunities:** Engagement opportunities include volunteer as event assistants at our training events, mentoring participants and their projects, or attendance of the Innovation Showcase.
5. **Committed to Measuring Impact:** Measuring impact is essential to ensuring that development initiatives go beyond tokenism and provide real, tangible benefit to participants. We have developed an impact measurement tracking system. We are also committed to ensuring that our clients/partners receive regular reporting.

Contact partnership@enke.org.za to find out how you can get involved or you can make a direct donation into our bank account and receive a tax certificate:

“**Why enke?** The organisation recognises that youth sit with dreams, ambitions and, in fact, solutions to questions that face us all. By giving young people the platform an youth participate in their own self-realisation, which in turns strengthens their communities.d support to speak and act on their ambitions, enke helps



Phyllsi Byars enke former Board Member
Senior Manager, Diversity, Equity & Inclusion, Bain & Company (global)

BECOME A PATRON FOR TRAILBLAZER+

We recognise the invaluable role that committed individuals play in advancing our mission of empowering youth to become authors of their futures and driving positive change in their communities. We are dedicated to fostering meaningful relationships with those who wish to support our cause and make a lasting impact. While our Board of Directors, strategic advisors, and staff play vital roles in the governance and management of our organisation, we recognise the need to expand our circle of influence.

Who Our Patrons Are

- Leaders in society who share our passion for creating a world where young people can recognise their value, thrive, and mobilise for meaningful change.
- Dedicated supporters who align with our mission and vision and wish to actively contribute to our organisation's goals.
- Do not hold formal governance responsibilities.
- Play a pivotal role in enriching our programs, expanding our reach, and enhancing our impact.



What do Patrons do:



Amplify Impact

- Supporting Youth-Led Social Impact: By becoming a patron, you become an integral part of our mission to empower young people to be leaders of change and innovation. Your support directly contributes to the growth of youth-led social impact initiatives that benefit communities. Amplifying Impact: Your support amplifies the impact of enke: Make Your Mark's programs and initiatives, reaching more young people and communities in need.



Advocate for enke Trailblazer+

- Champion the cause of youth empowerment and social impact. Lend your voice to the mission, acting as an ambassador for the organisation. Your advocacy helps raise awareness about the importance of enabling young people to recognise their value and thrive.



Connect with Youth & Have Fun

- Opportunities to connect with youth in our programs. Share your story, ideas, experience at program events as a speaker or panellist. Participate in enke events, connect with like-minded individuals and foster relationships with fellow patrons.

Thank You

We would like to recognise the incredible support and generosity of our partners who make our work, and that of our participants possible.

2024-25 Funding & In-Kind Donor Partners



2024-25 Program Implementation Partners & Contributors

Trailblazer+ Program:

- **Northern Cape:** Patensie Agricultural High School (Patensie), William Pescod High School (Kimberley), Theron High School (Emthajeni)
- **Limpopo:** Ntsose Secondary School, Mphengwa Secondary School, I, Kgalushi Secondary School, Tema Secondary School, Ramatema Secondary School, Malusi Secondary School, Manoe Secondary School, Eastern Cape: Lungiso Public High School (Humansdorp)

Catalyst Program:

- **Partners:** Emthanjeni Youth Centre, Theron High School, Scatec Youth Centre, Renosterberg Municipality Community Hall, Emthanjeni Municipality Ops Centre , Dept. of Employment & Labour (De Aar), Phuhlisa Mining Investment Group Pty Ltd, Annaja Constructions
- **Panelists:** Sikelelwa Gwanya, Luyolo Dlabantu, Iviwe Booysen

Community Partners Initiative (CPI):

EduWoke, Sikhanyiso Foundation Ubuntu, Bukho Bam, Ethembeni Community Centre, Get Informed Youth Centre, West Rand Youth Development Centre, Phronesis Youth, GM Sentletse Foundation, Give Some Foundation, San Community Development, Glicam Trading Enterprise.

2024-25 Program Facilitators

- **Catalyst Facilitators:** Sphiwo Mtshazi, Sinesipho Skaal, Mhlali Khwetshube, Anathi Mlilwana
- **Trailblazer+ Champions:** Sinesipho Skaal, Tintswalo Mashimbyi, Masilo Mathase, Karabo Mphorohlang, Tlou Boloka, Selaelo Monama, Esmay Koko, Mhlali Khwetshube, Ntokozo Msibi
- **CPI Trainers:** Skhumbuzo Moodaley Mpisane, Thembi Joja, Nosipho Mabaleka-Nongogo
- **IVBG Coordination, Facilitation & Coaching:** Tidimalo Moeketsi, Nkateko Matlou, Refilwe Xaba, Rufaro Mudimu, Thembi Joja, SocioNext



Acknowledgements & Special Thanks

Board

Current Board Members:

Kgomotso Mufamadi (Chairperson), Lungile Mahluza, Robin Bleekers, Rufaro Mudimu
Patron: Dr. Miriam Altman

Former board contributing to 2024-25:

Lunga Boyana, Sonwabise Mzinyathi, Phyllis Byars

Staff Team

We appreciate the dedication of all who were part of our staff team throughout 2024-25.

Current Team:

Kgomotso Mufamadi, Bantubonke Maarman, Freddy Makuwa, Khethiwe Selemela, Nolwazi Joja, Ntando Mtimkulu, Qhamani Magugu, Rufaro Mudimu, Thamsanqa Masingi.

Former staff contributing to 2024-25 but no longer working at enke

(as of 1 May 2025):

Ayanda Khani, Anathi Mlilwana, Dwayne Fish, Ikho Gaushe, Ivy Dikgole, Mbulelo Gobo, Nontuli Moalusi, Skhumbuzo Moodaley-Mpisane, Sedzani Nemulodi, Thembi Joja, Xolile Charmaine Zondi

Disclaimer: This report reflects activities and financials for the 2023-24 year and was finalised for publication in April 2024. Every care has been taken to make sure this document is free of error and/or omission at the time of publication. No responsibility can be accepted by the publisher or any person involved in the preparation of this document for loss occasioned to any person acting or refraining from action as a result of this document.



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