

LearntoEarn™

Est. 1989



A hand up not a hand out

# Annual Report

2009 - 2010



“Our Vision is to eradicate unemployment and other legacies of injustice in South Africa and Africa”

“Our Mission is to develop people, especially unemployed people, socially, economically, emotionally and spiritually”

[www.learntoearn.org.za](http://www.learntoearn.org.za)



# Management Report 2009 - 2010

**It is complete or finished** – tetelestai – but it is only the beginning, would be an appropriate caption for the year under review. Our new training centre in Hermanus was officially opened in September 2009 with representatives from our two main sponsors Petro SA and the National Lottery present along with local community representatives, contractors, consultants and supporters.

In August 2009 we purchased a house, 79 Belvedere Road, Claremont and took occupancy in November 2009. After completing renovations, we commenced moving in during the first week of December 2009. The intention for these premises was to be as Head Office and a base for me to operate from to continue to provide input into organisations that are members of our association as well others enquiring as to how to set-up a similar development and job creation initiatives. Further, it allows for other secondary training opportunities such as the Encounter course that we run for churches and businesses, as well as for research assignments that we do for association members and other organisations like the ILO (International Labour Organisation).

In November 2009 we completed a research project for the ILO on Potential Social Enterprise Development Opportunities in the Cape Flats Area, Western Cape. A portion of the premises are let to TAG Rugby ([www.tagrugby.co.za](http://www.tagrugby.co.za)). TAG uses it as an office, as a base to run TAG clinics in various schools and for the training of trainers.

February 2010 saw the final touches being completed on the extensions to our training facility in Khayelitsha. With the support of the Lombardi Trust, we were able to significantly extend these facilities to include bigger training rooms and a superb new coffee shop space from which one of our emerging enterprises, Sweet & Lovely cc, can operate.



## Staff

Unfortunately Mrs Rina Maree, Branch Manager in Hermanus, resigned to join her family as they moved to Bloemfontein. Our appreciation for Mrs Maree's contribution and service to the community was capped with seeing the eventual opening of the new premises in Hermanus, a long-time dream of hers.

A number of other staff have resigned or joined the organisation. These are dealt with under the relevant departments elsewhere in this report.

## Training

In a year of huge disruptions because of building projects and moving we have amazingly managed to maintain the high standards of previous years and ensure that the number of people trained and impacted was as in the previous year. Well done to the staff for coping with extremely disruptive conditions at times.



A total of 357 unemployed people enrolled for training, of whom 312 completed the various courses, representing an 87% completion rate. This is up 5% on the previous year. Of the 312 successfully trained, 100 are part of an attributive activity/course such as our basic computer and our graphic design programmes, where the outcome is further learning and not immediate employment. Included in this training compliment was the complete Business Achievers Course which was run for 7 people from the Mowbray Presbyterian Church. Besides those trained internally we trained additional 100 people through external training in Life Skills for another organisation.

The exciting part of our training is that the first graduates of the graphic design course will soon be entering into their third year in Design Studies at Stellenbosch University (one), Stellenbosch Academy of Design and Photography (three) and at Cape Town University of Technology (two students).

## Trading

Trading during the economic downturn did impact our Business Resource Centre (BRC) which ended the financial year with a deficit of R 357 764 for the year. Clearly we were not able to make up the deficit in operating costs from the previous year, even though our income overall did increase by R 63 000 for the year. Restructuring our mentorship of emerging businesses into a formalised department called E<sup>3</sup> (E-Cubed) - Enterprise Enabling Environment – will significantly reduce costs incurred currently because time used for mentoring would be refocused on marketing and sales. E<sup>3</sup> will be funded through the utilisation of empowerment structures such as enterprise development funding for which E<sup>3</sup> will be an approved third party enterprise development facilitator.

With regard to the impact rating of the organisation for the year – how many people have successfully become economically active - 236 of the 312 trained individuals become economically active representing a 76% success rate. In addition 5 people accessed further educational opportunities due to our interventions which therefore increased the success rate to 77% for the year. These figures exclude employment status information with regard to 21 graduates (7%) who were uncontactable. This outcome is 3% lower than last year, however within a decreasing employment market it remains a significant achievement.

The entrepreneurial rate this year is marginally down at 10% of those economically active compared with 11% of the previous year.

## Finances

Within a financial climate that has seen numerous NPOs close and others running at a huge deficit, resulting in staff donating their time to the cause, we have been humbled by the favour we have received with just under a million Rand increase in local funding. This increase in local funding certainly helped offset the decline in international funding. A detailed financial report is contained within this report with audited financials available on request or on our website.

### The Feel Good Project (tfg)

The success of this project is well reported on in a designated section contained herein and its financials are listed separately. The salient fact that has emerged from this project is the enormous expertise that has been required to establish and implement this initiative successfully. It highlights and validates our move towards establishing an Enterprise Enabling Environment that goes beyond the superficial business plan scenario offered in the marketplace and puts into place mentorship

of businesses through a 3 year period to financial interdependence. The future of The Feel Good Project is well set and our strategic objective for the next year is to bring our human capital development in line with the trading success of this project.

### Appreciation and thanks

Mr Neville Goodwin, who has served Learn to Earn so admirably as Chairman, board member, and resident sage for more than 13 years has decided to go “fishing”. Neville, as an organisation we thank you and wish you all the best. We also thank Mr Bruce Neill for his service rendered to the Business Resource Centre Board, as he steps down as Board Member.

To the staff and board members that continue to serve with such dedication – hats off to you. To God be the praise for His continued direction, wisdom and provision.

*Roche van Wyk*

Director

*Neil Macdonald*

Chairperson

Management Report





**The association** has had only one new member in the year under review, Equip Skills in Johannesburg. That brings the total membership to 6 member organisations around the country.

Equip Skills is a great example of the benefit of the Association in that we have been able to trade training resources being Life Skills material and POS (Point of Sale) material. The connection was made through the two organisations having a mutual donor in UCS Solutions.

When one of our donors, Added Value, approached Learn to Earn regarding involvement in a project in Johannesburg, it was a pleasure to be able to direct them to Equip Skills resulting in Equip being funded.

We continue to receive calls on a regular basis and visits from numerous organisations regarding our model. There are three further organisations that are currently processing their applications to become members.

The impact of Learn to Earn, directly, on poverty and unemployment is significant but when you start to consider the impact nationally through the association members, this then exponentially changes the impact our model is having on poverty and unemployment. We are working towards gathering this information and will publish that in our next report.

We completed research in the Hermanus area for our branch there to coincide with our occupation of our new facility. The purpose was to identify what has changed in Hermanus in the last ten years and to ensure that our interventions from our new premises are soundly market- and product-related. Ms Keri Delport who worked in relation to the association resigned to go teaching.

*Rocké van Wyk*

Director

*association network*

# The Feel Good Project (tfg)

**The Feel Good (tfg) Project** is a corporate social investment joint venture between The Foschini Group and Learn to Earn with the clear vision and mission of being financially sustainable while training and developing as many unemployed people as possible for the retail market.

Determined to have the store set-up to match the high standard of any Foschini store, the finishing touches took a little longer than scheduled with the store opening on the 7 May 2009, one week later than originally planned. The new shop trainees worked hard at unpacking stock and displaying merchandise, eagerly putting into practice their two weeks of on-the-job training within various Foschini stores. With an approval visit by The Foschini Group Operations Board and the POS (point of sale) systems in-place, we were ready to ring the first sale.

Before opening, LtE Board members joined together in dedicating the store to God and praying for the trainees, staff and all future shoppers. With no formal advertising

but plenty of word-of-mouth advertising amongst our students and staff in Khayelitsha, customers came in their droves. We had to call on board and staff members to come in and assist, as trainees tried to keep up with unpacking and stocking the rails. Some of our new customers told us that they heard of the store from satisfied shoppers travelling with them on taxis, trains and buses and they had to come and see for themselves what this Feel Good Store was all about. With record sales for the first three days and the month of May, which traditionally is a very slow selling period, the project had received the boost it needed for building a solid trading foundation and harnessing the trading momentum that was generated.

Clearly the challenge going forward was to ensure stock availability and being as season-relevant as possible. On 19th June 2009, The Foschini Group Executive board paid the store a visit. Ms Abigail Bisogno, MD for Foschini, summed up the sentiment of the board indicating she liked the look and feel of the store. By the end of September, we celebrated a million Rand turnover. All Glory and Honour to God.

However, the training aspects at the warehouse were still to be formalized. The four trainees gained full warehouse experience at the Foschini Epping clothing store where they were stationed to receive, sort, pack and dispatch all goods for repairs or laundry as well as goods ready for the shop. The Feel Good Project warehouse facility then moved to the Foschini Distribution Centre in Tygerberg, thus exposing our learners to a “first world” distribution setup in order for them to gain more knowledge and experience.

Learners at the repair centre in Khayelitsha were taught how to repair and mend clothes and were exposed to

the full finishing processes such as ironing, tagging and packing-up goods. They also completed a six-week training course with SITT (Sewing Industry Technical Training) on invisible mending and other repair techniques.



The retail students and our newly appointed store manager, Helen Magazi were also challenged with training based on the Foschini Retail Toolkit. Equipped with a new vocabulary, and sales and customer relations skills meant that by October, three of our learners were already offered employment contracts. One of them, Lusanda Slaai, was offered a permanent position at Totalsports in Gugulethu, and just three months later she was promoted to a supervisor level.

In July, we brought on Molly Mapendere to focus on The Feel Good project accounts systems. Molly's hands-on approach and pleasant disposition remain a blessing to me. Rianee Kammies, a senior Markham's planner,



assisted us with sales analysis and projections. We soon discovered that our stock holding had to be increased to meet the ever growing customer demand. In order to

cope with the Christmas demands of nearly 3.5 times more than our average monthly stock holding, Foschini made the required additional goods available.

On 30 November we held a thank you event at the shop to acknowledge the role players and key individuals who contributed to the success of The Feel Good project to date.

- All fittings and fixtures were sourced from Foschini Group stores
- All design and shop fitting planning with finishing touches was provided compliments of the Foschini Store Design & Foschini Facilities Design departments
- Woodwork students at Learn to Earn built and fitted the POS and parcel counters at the shop

- Corporate ID for the Feel Good Store was provided pro bono by Fountainhead
- UCS donated funds for the point of sale system and training
- Polyoak donated additional coat hangers
- Skynet Worldwide Express is providing free transport of clothing between the depot, warehouse and store
- We also purchased a new delivery vehicle, made possible by the Foschini Group Foundation

LtE management, staff and board members also helped to run the shop to ensure we kept up with the festive season's shopping demands.

The Feel Good project gives praise to God for the success to date and thanks all parties for their contribution and commitment to this project.

*William Bent*

Tfg Project Manager



*Branch Reports*

# *Khayelitsha*

**VUVUZELA** – an instrument that has been part of our lives over the last few months. It means many things to different people. Some love it, others dislike it and then there are those who have no strong feelings either way. The fact of the matter is that it is an instrument of noise, joyful noise, an instrument of celebration. It reminds me of the Jewish shofar that was also blown for many reasons, one of which was to celebrate God's goodness to the Jewish nation in the Old Testament. Today we as Christians are called upon to make 'a joyful noise unto the Lord' in celebration and thanks for His goodness to us. When I reflect on the last year at Learn to Earn I am deeply aware that we indeed have much to celebrate.



Most of 2009 was focused on the building of our new facilities. After being shuffled around during the year from one building to another with frantic building activity taking place around them, staff and students moved one final time into their new spaces in January 2010. This was achieved with minimal disruption to all concerned.

Although we struggled to fill our second graphic design course, we did manage to register ten students of whom four later dropped out for various reasons. The remaining six proved to be highly enthusiastic and dedicated. Five went on to further studies at various institutions and one has committed to finish his matric exams. Julia Baker, our graphic design trainer, sourced several competitions for the students to enter. One in particular stands out. Out of nine hundred entrants - emerging and established designers from all over South Africa, a Learn to Earn student, Thandeka Bobani won the National Makhulu Polane T-Shirt design competition with a first prize of R20 000 and royalties from every T-shirt sold. Well done Julia and Thandeka.



Our basic computer and office administration course remains ever popular with courses booked up months in advance. Through The Warehouse NPO, we have externally trained nine pastors, on an introduction to computers. This course was compiled by our trainer, Sibongile Skenjana, who has brought her unique style to all our computer courses.

Loretta Burgess and Thokozani Khanyile both taught our sewing students. A fashion show was arranged by them for our December graduation. It certainly was a showcase of the skills of our trainers and students. A Miss Sdudla fashion show was also held as a fund raiser for a student lunch at our December graduation. Much fun was had by all. Well done Thoko and Loretta. It was thus with much sadness that we bid farewell to Thokozani at the end of February 2010. Loretta has very ably carried on training on her own as we seek to fill the vacancy.

Both the woodwork groups trained in 2009 were assessed and moderated according to the FIETA unit standards which we are accredited to train. Much work has been put in by our trainer, Leslie Grimwood. Although our economy has been through tough times, Leslie managed to place 16 students at various factories. Many of these placements were the result of successful work shadowing. In June the students successfully completed an incubation project at the Langa Presbyterian Church where they made and installed new kitchen cupboards in both the residence and church kitchens.

Basic Business and Life Skills are presented to all students at the Khayelitsha campus. Over and above that we ran four Business Achievers courses for people who are already running their own business or those who intend to do so. Off-site Business Skills training also took place at the Mowbray Presbyterian Church. As part of our Life Skills training, Treatment Action Campaign presented a talk on HIV/Aids. The Debt Busters presented a course around personal budgeting and financial management and the National Responsible Gambling Programme presented a talk to address potential gambling problems. Off-site we presented selected Life Skills modules to 100 Help2Read volunteers. We anticipate that many of these programmes will be ongoing. Well done Babalwa Madikane for working hard to facilitate these initiatives.



Jenny Bresick continues the role of ministering to our students and facilitating our weekly church service. We want to thank all who have partnered with us and worked hard to serve the unemployed and so fulfill the task God has called us to.

## KHAYELITSHA BRANCH REPORT 1ST APRIL 2009 - 31 MARCH 2010

Student Numbers	Registered	Completed
Basic Computers	100	94
Business Skills	19	19
Graphic Design	10	6
Office Admin	36	33
Sewing	72	67
Woodwork	24	17
Business Skills (External)	10	7
<b>TOTAL</b>	<b>271</b>	<b>243</b>
Life Skills (External)	100	100

*Pat Hopley*

Khayelitsha Branch Manager

# Hermanus

**MOVING HOUSE** – a simultaneously exciting and daunting prospect! The theme of moving house touched Learn to Earn Hermanus in several ways this year bringing with it the usual sadness and stress, opportunity and blessing. Our journey reminded us of the importance of building our house upon the rock of God who is the foundation of all strength.

We were able to move into our much-anticipated and beautiful purpose-built training centre in April 2009 – a wonderful celebration of the 10 years of existence of the Hermanus branch. The move brought its share of stress with the clearing out of 10 years of accumulated belongings at the previous premises, the transport of furniture and equipment and the purchase of new resources needed for the much larger space. Most stressful of all was the setting up of telecommunications infrastructure and all that this entails.

It was wonderful to have the Sewing students in their new light and airy class, the Home Management students using

their spacious training kitchen and the staff finally settled into the various rooms of the new ‘house’ – a stark contrast to the cramped quarters they had before.

The ‘house-warming’ Opening Ceremony of the building took place on 10 September 2009 and was attended by family and friends of Learn to Earn joined by representatives of the National Lotteries Board and PetroSA, the two major funders of the building. Although it was a celebration, it was also a moment of reflection for us as we considered the journey travelled and the challenges ahead.

New people came to join us in our new home—we welcomed on board Nomawethu Lamani as Administrator and Receptionist, Connie Smit as Home Management trainer and Leeanne van Vuuren as BRC Zakhele Supervisor. Nicole Bekker also joined the team in October to stand in for our Sewing trainer, Nomfuzo Gawulekapa as she enjoyed 8 weeks of long leave in recognition of 10 years of faithful service to Learn to Earn. Nicole then stayed on as a Zakhele assistant tasked with opening up yet another room of the house – our coffee shop. Celesté van Beek left LtE at the end of June 2009 and Nomawethu in February 2010, both taking up new opportunities elsewhere.

As we have moved to a bigger home, it was necessary to find people to come and fill the rooms. It has been gratifying to see the new team come together to build up the human resources necessary for us to fulfill Learn to Earn’s mission of developing unemployed people. Each person has had an important role to play as we seek to bring relevant and accessible skills training to the surrounding community. We are especially thankful for Nomfuzo’s quiet and humble ministry to our students. A graduate of Learn to Earn’s first

Sewing course, Nomfuzo has continued to teach Sewing over the past 10 years, always taking a personal and caring interest in all her students. We trust that her time on leave was one of refreshing and rejuvenation.



In August 2009 another major relocation took place – our Hermanus Branch Manager of 6 years, Rina Maree, moved to Bloemfontein to join her husband, Deon, who had started work there. Rina had been the driving force behind the move to the new premises and had long hoped for

a better facility to impact people more effectively. Having dealt with the difficult part of the move – the logistics and settling in, Rina was then faced with her own move. We will always be grateful for the enormous impact her ministry at Learn to Earn had – the lives that she touched as she drew alongside our students on their journeys and the relationships she built with our supporters and the community of Hermanus.



Our Sewing course continued to be popular with 24 people being trained. As Leeanne joined us to grow and firmly establish the Zakhele sewing project in the Business Resource Centre, we saw a marked increase in the number of people who were able to remain economically active.

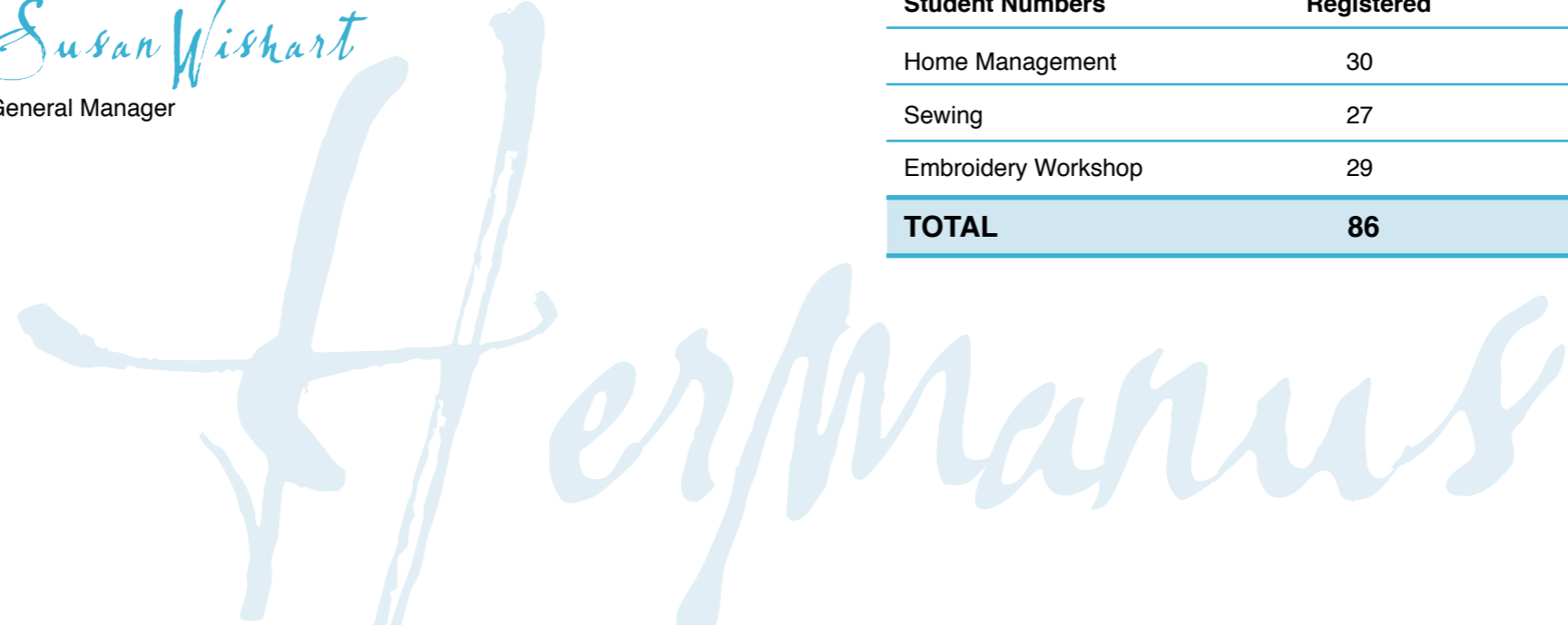
The Home Management course proved again to be a particularly relevant training intervention as 14 of the 21 graduates were placed into formal jobs.

We were without a Branch Manager from September 2009 for the rest of the financial year and, as General Manager responsible for the branch as a whole, I found myself 'moving house' for 2 or so days per week to spend time with the team in Hermanus. This has been a challenging exercise and I must thank all my colleagues both at Hermanus and in Cape Town for the sacrifices and allowances they have made in facilitating this process.

We thank the Lord that He reminds us that 'by wisdom a house is built, and by understanding it is established; by knowledge the rooms are filled with all precious and pleasant riches.' (Proverbs 24: 3-4). We are grateful for the precious riches he brings us in the lives we are able to touch day by day in our new home.

*Susan Wishart*

General Manager



**HERMANUS BRANCH REPORT 1ST APRIL 2009 - 31 MARCH 2010**

<b>Student Numbers</b>	<b>Registered</b>	<b>Completed</b>
Home Management	30	21
Sewing	27	24
Embroidery Workshop	29	24
<b>TOTAL</b>	<b>86</b>	<b>69</b>

# The Business Resource Centre

**THIS YEAR** we have welcomed two new members to the BRC team: Thandi Sikiti and Nceba Fanaphi. Thandi has taken on the role of Zakhele Sewing Manager and Nceba the role of BRC Administrator. We finished the year by saying good bye to Mandisa, our sample hand. She has not left LtE but with her great potential and her natural flair for sewing, Mandisa has moved across to assist Loretta with the sewing training.

With the closure of Frame and other large textile mills in SA, sourcing of new sustainable fabrics for our Khanya range was high on the agenda. Keeping to 'local is lekker' we sourced fabric through a local mill. We are happy to announce that it has been well received in the market.

The sale of our range has grown nicely in the local and export market. We presented our products at the Design



Indaba, Decorex in Cape Town and Johannesburg. The largest trade show attended was the South African Hand Made Collection in August last year.

A superbly styled stand by Cape Craft Design Institute, plus excellent sales, contributed to the Western Cape region winning both the gold award for the best stand at the SA Handmade Collection (part of Decorex, held in Johannesburg) as well as the award for best sales. Learn to Earn was one of the 19 craft producers, collectively trading over half a million Rand in just five days! Decorex Johannesburg attracted more visitors this year – up from 42 092 in 2008, to 51 362.

Mandela Park Mosaic (MPM) took part in all the shows along side Learn to Earn. They have continued to build on the Ntofo Range and the exports have been steady. When they got the opportunity to mosaic the table tops for one of the restaurants at Waterfront's One & Only, they have done so with gusto. We also did work for the Really Great Brand Company and HSBC Lion Tours during the year.

With continued development and the acceptance of MPM product into the Top Drawer Trade Show in London in September 2010, there is much anticipation of more contracts coming their way.



Sweet & Lovely have been with us for over a year now and they continue to treat us with the sweet smell of

muffins and biscuits - always a treat with a cup of coffee in the afternoon. We look forward to their move into the brand new, soon to be launched 60 seater coffee shop.

We had the opportunity to be a part of Models for Africa, a glitzy and glamorous affair held at Spier's Moyo restaurant. Nine of our sewing graduates had designs selected and produced the dresses that were first worn by some of SA's top models and later went up for auction. The evening not only raised funds for the Sharing Abundant Life Together (SALT) charity but was also a great opportunity for LtE and the participating students. The students learnt about the hard work it takes to produce garments of exceptional quality. LtE received excellent public exposure, aside from the guests present, we benefited from the television and magazine coverage of the Models for Africa event.

We look forward to another bumper year as Learn to Earn provides a space where anything is possible and a miracle is just a moment away.

### ECONOMICALLY ACTIVE GRADUATES 2009-2010

All economically active graduates	Entrepreneurs	Employed	Zakhele	TOTALS
Trained in current year	24	116	31	171
Non-graduates given economic opportunities	-	5	13	18
Previously trained students placed/Zakhele	1	33	13	47
<b>TOTAL (2009-2010)</b>				<b>236</b>
<b>TOTAL (2008-2009)</b>				<b>256</b>

*Andrew Lane*

Business Resource Centre Manager

## KEY MEASURES SUMMARY FOR LTE KHAYELITSHA & HERMANUS 2009-2010

	Number of students	Percentages
Registered at LtE	357	
Completed LtE training	312	87% completion rate
Economically active graduates (as per LtE intervention)	236	76% rate of economic activity*
Graduates in further education (as per LtE intervention)	5	77% rate of economic activity or in tertiary education**
Graduates that are self-employed or entrepreneurs	25	10% of economically active are self-employed or entrepreneurs
Students that cannot be contacted for follow-up	21	7% uncontactable***

\* Not adjusted to take into account overlap of time periods

\*\* Through our Graphic Design bridging course

\*\*\* Therefore excluded from economic activity statistics



*Financial Reports*

# Financial Report

**THE FIGURES** presented in this report are based on our audited financial statements, as at 31st March. These statements are available on request. The table highlights the financial statistics for the three Learn to Earn entities.

FINANCIAL YR TO 31 MARCH 2010			
	LtE Training	LtE BRC	Tfg Project
Total Operating Income	R 4,416,806	R 1,660,043	R 2,872,954
Total Expenditure	R 4,419,779	R 2,017,807	R 2,700,114
Net (Deficit) / Surplus	(R 2,973)	(R 357,764)	R 172,840
Average Monthly Expenditure	R 368,315	R 168,150	R 245,465
Cash and Bank Balances	R 774,533	R 17,860	R 425,476
Monthly Cover	2.1 months	0.1 months	1.7 months
Staff Complement at year end	17	6	4

## Learn to Earn Training

The operating income total in the table excludes funding received for our building projects, which are now complete. In the balance sheet, land and buildings are valued at R7,674,000 for the Khayelitsha property, R8,227,000 for the Hermanus development and R1,614,000 for our head office in Claremont.



Funding from our donors, which includes companies, trusts, churches and individuals, increased from R2,8 million in 2009 to R3,4 million this year. Of this, the foreign funding portion decreased to R584,000 from R880,000 last year, with local funding growing strongly from R1,9 million to R2,8 million over the same period. The balance of operating income comprises LtE Association fees, course fees, fundraising events, rent received and tfg project management fees.

Expenditure increased by 30% compared with the previous year, due to:

- Tfg Project costs, including the salaries of the LtE Training staff allocated to this project
- The positions of Branch Manager, Business Trainer and Office Admin trainer in Khayelitsha, and Home Management Trainer in Hermanus, which were vacant in the 09 year, now filled
- Maintenance and painting of the existing Khayelitsha building
- Costs incurred in the move to the new Khayelitsha building, such as cabling and installation of the telephone and computer systems

We have a capital commitment of R50,000 in respect of land being acquired in Durbanville for the Fisantékraal Community Development project. It is expected that this property will be transferred to LtE/FCD early in the new financial year and funds for this purchase are being held in a bank account.

### Learn to Earn Business Resource Centre (BRC)

Expenditure was 14% higher than the 2009 figure, mainly due to the value of sewing contracts completed. Sewing contract costs increased from R752,500 to R1,079,500 – an increase of R327,000 on the previous year’s figure. However, the income from these contracts was R1,061,000 vs. R898,000 in 2009, an increase of only R163,000. This was due to less TAG Rugby sewing work this year. Materials for these contracts are supplied and paid for by TAG and not LtE.

Total operating income increased by a marginal 4% to R1,660,000. Total expenditure was R2,018,000 leaving a deficit of R358,000 compared with a R171,000 shortfall the previous year. These deficits are funded from the LtE Training reserves.

### The Feel Good Project (tfg)

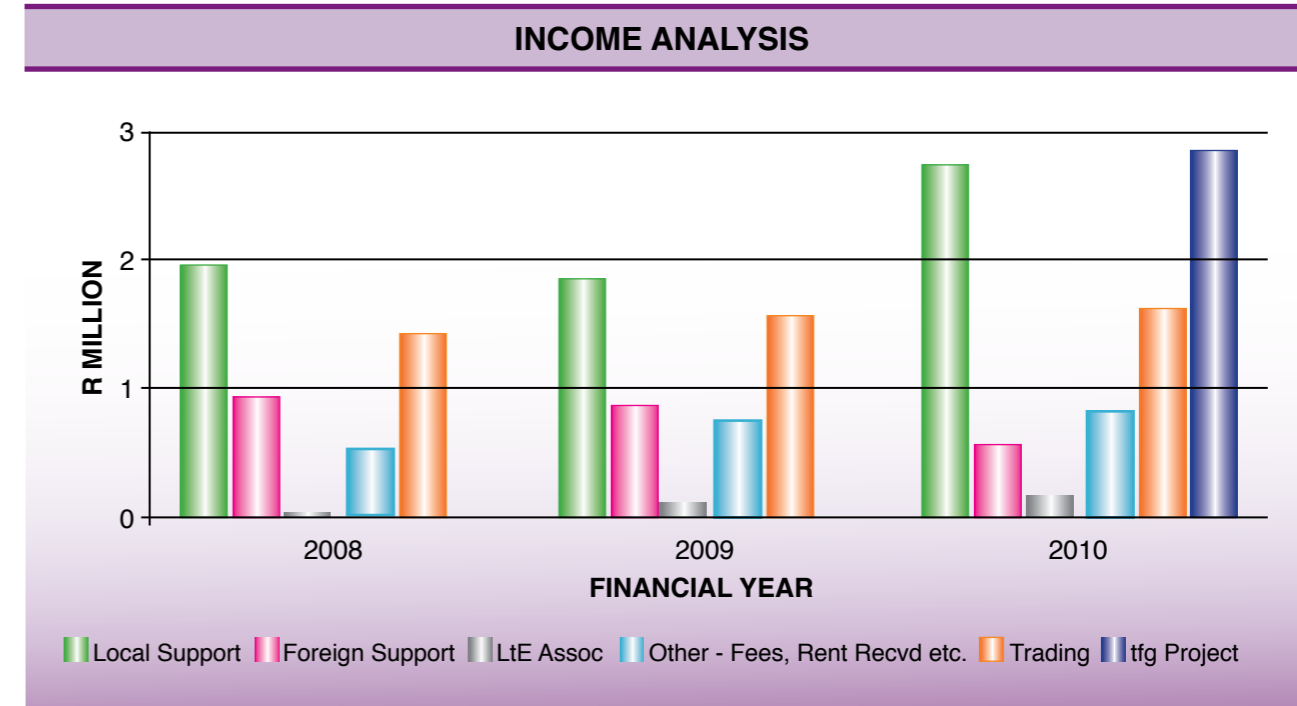
The tfg Store in Claremont was opened in May 2009 and traded strongly over the period. Most of the project’s operating income is generated from this store, with

occasional sales being held at LtE Khayelitsha and at the warehouse. These latter sales accounted for 12% of the total income figure. Sales at the Claremont store were R2,518,000 for the eleven month period, at an average of R228,900 per month. The project ended the year with a R172,840 surplus.

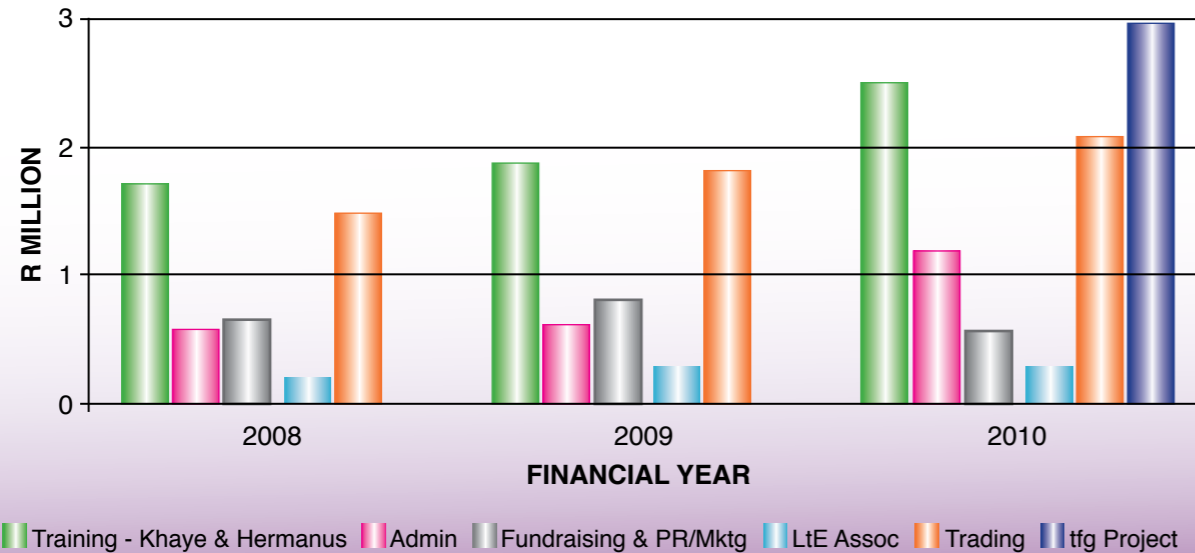
### Income and Expenditure Analysis

The graphs below show income and expenditure figures for each of the Learn to Earn organisations for the last three financial years.

*Brian Low*  
Finance Manager



## EXPENDITURE ANALYSIS



# Partnerships that make a real difference

**AT LEARN** to Earn, we believe that the only way to have a sustainable impact on unemployment and poverty is through forming strategic partnerships.

These partnerships can take many forms and as all healthy relationships do, they tend to grow and develop over time. Mutual benefits are the goal and The Feel Good project is a prime example of how these can manifest in practice. How do we know that at the end of the day, these partnerships are making a real difference in individuals' lives? Below are the stories of three previously unemployed women that were offered 'a hand-up' through our partnerships with:

- the Foschini Group – read more about our joint venture, tfg project, elsewhere in this report
- Nelson Mandela Children's Fund - funding of Office Admin training
- UCS Solutions - the point-of-sale set up at tfg

- store and funding of Basic Computer training
- Numerous individuals – with their unique expertise, skills, prayer support, encouragement and generosity!



**Asanda Fokazi (20 yrs old)**

Asanda is originally from the Eastern Cape but lives in Delft with her mother, two younger siblings, two younger cousins and her 1 year old son. Asanda's mom is unemployed although she does make some money as an herbalist. Asanda completed both Basic Computers & Office Admin courses in 2009, after matriculating in 2008. She came to LtE as she knew very little about computers. She was recommended to LtE by her aunt who told her the training was very affordable.

After being unemployed for the first few months of 2010, Asanda was selected to work for the retail section of the tfg project. She has started working at the Claremont retail store on 1 June 2010. Her duties are varied and include operating the tills, customer service (which she enjoys most!) and general housekeeping. Although at the time of this interview she has only worked for a month, she was happy to be able to help her mother to put food on the table. Her dream would be to become a social worker as she loves helping people.



**Vusiwe Kusayi (34 yrs old)**

Vusiwe lives with her younger brother in a house she has bought in Kuyasa, Khayelitsha. She has been a guardian to her brother after their mother has passed

away years ago. Vusiwe hails from East London where she still has family that she sends money to on regular basis. She is recently divorced and has no children of her own.

Vusiwe completed Business Achievers, Basic Computers & Office Admin courses in 2009, after being unemployed for a year. Coming to LtE has made 'a huge difference' in her

life, especially as far as emotional and spiritual support is concerned. Vusiwe was going through a difficult time when she first came to LtE as she was busy separating from her then husband. She really appreciated the dedication of the LtE staff who were 'always willing to listen and pray with you.' It gave her hope that things could change for the better.

After she finished studying at LtE Vusiwe started selling Tupperware and meats in the community. As that did not bring in enough income, she was happy to take on the training position at the tfg warehouse in Parow. Since March this year, she works with the receiving and sorting of customer returned clothing from Foschini's group of stores. She really enjoys the teamwork at the warehouse. Recently Vusiwe was able to put down a deposit on a small house which she feels very proud of.



**Nomava (Wella) Damoyi (28 yrs)**

After having spent a number of years working as a waitress and a nursing assistant in the UK, Nomava came back to Khayelitsha for family reasons. She now lives with her parents, her little sister

and her two children aged 10 and 4. Nomava is the main breadwinner in her household. She completed both Basic Computers & Office Admin courses in 2009. She came to LtE as she has never worked with computers before and wanted to find work in an office environment. After finishing her courses at LtE, Nomava worked part-time at LtE reception. This interaction with people within an office environment and 'being the face of the organisation' really built her up and gave her the confidence to apply for full time work. She now works as a processing clerk for the tfg project – capturing sales data and offering general administrative support to the team. She is grateful for being able to make this change!

*Aleks Jabloniska*

Donor & Public Relations Manager



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Nobom Ntsuntswana  
tfg Project Assistant



Helen Noludwe Magazi  
tfg Store Trainee  
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Jenny Bresick  
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Life & Business Skills  
Trainer



Andrew Lane  
BRC Manager,  
Khayelitsha



Leslie Grimwood  
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Desiree De Villiers  
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Roché van Wyk  
Director



Nomawethu Lamani  
Receptionist & Admin  
Assistant



Babalwe Madikane  
Receptionist & Admin  
Assistant



Rina Maree  
Hermanus Branch  
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Keri Delpoit  
Association Assistant



Nomfuzo Gawulekapa  
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Rod Hopley  
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Thandiwe Sikit  
Zakhele Manger  
Khayelitsha



William Bent  
tfg Project Manager



Ntombizodwa Ndlovu  
Zakhele Supervisor  
Khayelitsha



Thokozani Khanyile  
Sewing Instructor  
Khayelitsha



Susan Wishart  
General Manager



Sibongile Skenjana  
Computer Trainer  
Khayelitsha

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Facsimile: 021 671 0773

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Khayelitsha

Postal Address: P O Box 18123, Wynberg, 7824

Telephone: 021 361 5972

Facsimile: 021 361 5957

## Hermanus training centre

Physical Address: Cnr of Angelier & Lelie Streets, Mount  
Pleasant, Hermanus

Telephone: 028 313 0564

Facsimile: 028 312 4265

## Banking Details:

Bankers: ABSA

Name: Learn to Earn

Type of Account: Current

Account Number: 450 151 424

Bank Code: 631 509

Swift Code: ABSA ZAJJ

## Status of Learn to Earn (Training & Development):

NP0 No: 005-073

Section 18A Tax Exemption

PBO No - 18/11/13/3455

VAT No - 4210172468

## BRC is a Section 21 Not for Profit Company:

2002/013281/08

VAT No - 4910227430

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