



Learn to Earn

June 2015

a hand up - not a hand out

We seek to develop people, especially unemployed people, socially, economically, emotionally and spiritually.



Ground UP - Hope in every cup

One of the privileges of being a part of LTE is witnessing 'the impossible' becoming a tangible reality, right before my eyes. Certainly not overnight, and definitely not without an effort - but dreams becoming reality nonetheless!

Such was the case with our 'dream' to launch another market-related training intervention, this time in response to the growing coffee industry and culture, both locally and abroad. The dream of launching a Barista Training Academy has been in the organisational pipeline for many years, with numerous dead-ends and closed doors along the way. Too specialised? Too expensive? Too high end? However, with coffee being the second most traded commodity in the world, it is a 'no brainer' that it can also be utilised as a medium of bridging the gap between the unacceptably high levels of unemployment, especially among the youth, and a proven market demand for suitably trained baristas to join the hospitality industry.

And so as much as we love good coffee, what excited us even more, was the developmental potential of this project!

In February this year, we opened the door of our temporary Ground UP training venue to the first group of six. By the time the first course ended in April, the first student had been offered a full-time position, and the other graduates were going to interviews. The highlights have been numerous: from a sense of achievement at finally 'getting the milk just right', to the students being complimented on excellent coffee served at a Sea Point Rotary event, through to job shadowing becoming a job placement opportunity.

Brendon Harthogh (36, from Hanover Park) was part of the first group of baristas in training. Having been mostly unemployed with a number of odd jobs over the last few years, he commenced the course without too much enthusiasm, especially since the cost of transport to get to the training centre was placing a further strain on his finances. Nonetheless, he stuck it out through to the end, making money through offering his car washing services to LTE staff and visitors. On the last day of the course, Brendon was grinning from ear to ear, having just signed a contract of employment as a full-time driver at one of our coffee industry partners. He is also

responsible for basic coffee equipment maintenance and sales.

While there has been much excitement and positive feedback from the industry as a whole, the main aspect that sets our Ground UP Barista project apart from other similar training interventions, is the integral role of supplementary training (life and work-readiness skills) that LTE brings to the equation.

I've come to see coffee in a whole different light - not just a trendy beverage but as a cup of hope, an opportunity to bridge the gap between unemployment and helplessness to a catalyst for transforming lives from the ground up - socially, emotionally, spiritually, and economically. And every time I am greeted by the smell of freshly ground coffee at our offices, I am reminded that dreams, though they take time, can become a reality!

For more information on this project, including how you or your business can get involved, please call or email me at donordev@learntoearn.org.za.

Aleks Jablonska ~ Resource & partnership development



Pauline Leschinsky, Ground UP Barista Trainer with some of the 1st group of Ground UP trainees.

Getting over it...

Facing the growing levels of frustration that spill over into seemingly futile 'service delivery protests' or the frightening levels of violence exhibited in xenophobic attacks, dinner table talk often ends with a heavy sigh and a declaration by someone who just wants to know what's for dessert that people need to 'just get over it'. And so Apartheid is relegated to status of an inert and distant memory that might be hauled out between the starter and the main course.

Learn to Earn's raison d'être, however, is Apartheid and the ramifications of that system on the very being of the people of South Africa – the way in which it has affected the ability of people to function in society and in the workplace. Much has been written about this, both academically and anecdotally by those affected. Learn to Earn considers this impact to be far reaching and, in fulfilling our mission to develop people, we have developed a training philosophy that seeks to address the whole person. We do not consider it enough to provide a skill and then to wave people off into the job market – many other institutions exist for this purpose. Our method is to reach out in relationships, to get alongside people and help them to examine the way in which they have been affected as human beings – their religious background and faith systems, their reasoning and thought processes and their ability to function effectively in families and in community.

We certainly don't have a 'winning formula' but we do recognise how a policy such as Apartheid broke the human spirit and resulted in several generations who have not had recognition of their value to society. Through our holistic programme that is based on building relationship and restoring dignity we seek to address the need for economic, social, emotional and spiritual growth.

There is no quick fix for getting over it – building a person is much harder than breaking them down.

Susan Wishart ~ General Manager



Students at LtE Khayelitsha

LtE Courses

Learn to Earn offers the following training courses at our Khayelitsha and Hermanus training centres and Ground UP Barista Academy (our latest brochures, with detailed course outcomes etc are available for download on our website).

Following our philosophy of 'a hand up – not a hand out' all students are required to pay towards the cost of their course at LtE. By paying a part of the fees for their training, students become contributing partners in their own development and have a greater sense of ownership in changing their circumstances.

- Bake for Profit** (Khayelitsha and Hermanus, 9 weeks)
- Basic Computers** (Khayelitsha and Hermanus, 3 weeks)
- Business Skills** (Khayelitsha and Hermanus, 8 weeks)
- Catercare** (Hermanus only, 12 weeks)
- Call Centre** (Khayelitsha only, 8 weeks)
- Graphic Design Bridging Course** (Khayelitsha only, 10 months)
- Ground UP Barista Academy** (Claremont and Johannesburg, 8 weeks)
- Home Management** (Hermanus only, 8 weeks)
- Office Administration** (Khayelitsha only, 12 weeks)
- Point of Sale** (Hermanus only, 7 weeks)
- Sewing** (Khayelitsha and Hermanus, 11 weeks)
- Sewing Production Line** (Khayelitsha only, 19 weeks)
- Technical Skills** (Hermanus only, 16 weeks)
- Woodwork** (Khayelitsha only, 19 weeks)
- The feel good Project Retail Skills Training** (Khayelitsha only, 8 months)

Developing people's life skills is an integral aspect of Learn to Earn's mission to develop people holistically. All students registered for any training at Learn to Earn will receive Life Skills training.

Some of the modules covered in the course include:

- Self-awareness
- Goal setting
- Communication
- Relationships
- Domestic violence
- Conflict resolution
- CV writing and Job Preparation
- HIV/AIDS

All Learn to Earn courses include a 2-day Pre-orientation workshop as well as Old Mutual's On the Money basic finance skills programme. An optional Discipleship programme is also offered. LtE is currently piloting the Alpha Course within the isiXhosa speaking community.

Learn to Earn offers Life Skills training for other organisations and interested groups. Please contact Susan Wishart on +27 21 361 5972 for further information.

A historical phobia of convenience



In April 2015, various countries issued travel warnings regarding South Africa, all because of the so-called Xenophobia attacks that resurfaced in Durban and Johannesburg.

What is surprising is the seeming acceptance by society of the term given to the actions of attacking and looting of property belonging to foreigners in the country. Even churches have used the term “Xenophobia” to refer to these actions. It concerns me when we, as individuals, civil society and institutions representing faith, values and ethics seemingly glibly parrot terminology that contradicts our fundamental belief and values systems without interrogating them. I am a firm believer in the saying that if you identify something for what it is and you name it for what it is, then you can address it effectively.

Nineteen years ago, when I wrote up the objectives for LtE they included the aspect of ‘competitiveness without reprisal’. Then already, the notion of a free market in the townships was an unaccepted practice. Every Spaza shop sells similar products for a similar price. If your cabbages are cheaper, then other traders start rumours that your cabbages are rotten on the inside. On occasions, even greater malicious acts have taken place to undermine free trade and ruin a competitor. After 26 years in the community LtE recently experienced similar pressure when we opened the 2nd *feel good Store*, a training venue in retail. A delegation arrived at our premises wanting to know who gave us permission to open a clothing retail store in Khayelitsha.

Bring into such a context outsiders, who are desperate to make a living and to care for their families, who trade longer hours, offer a greater variety of product, develop collective purchasing power, and offer a cheaper product. This rapidly results in the controlling group no longer having power. No longer does a rumour of rotten cabbages on the inside hold sway.

In 2008 when the first of these ‘Xenophobia’ attacks started, I was coincidentally due for a meeting in the Atteridgeville Township outside Pretoria where a few days earlier it all had started. The government later claimed they had no idea it would spread throughout the country. A fact that was rather disturbing as word on the street was that the intent was that the violence would spread.



Director's Note

In response to the most recent occurrence of attacks, Small Business Development Minister Lindiwe Zulu said that “foreign business owners in SA’s townships cannot expect to co-exist peacefully with local business owners unless they share their trade secrets.” A rather appalling justification for attacking people, destroying their livelihoods, besides being an indictment of her own department. The other justification for the violence is that foreigners take jobs away from locals is also spurious as many are engaged in entrepreneurial activity.

The misnomer of calling these actions ‘Xenophobic’ is purely a veiled way of making what is pure racism and criminality seem acceptable, a poor attempt at saying; “It is out of fear that we act and not out of jealousy, laziness, and pure criminality.” Meanwhile shopping at foreign owned shops, living with foreigners, sometimes marrying across cultures happens all the time in-between waves of violence.

Fear was an Apartheid tactic to keep whites loyal to its policy - a fear of communism and black people. Therefore it is alarming that the word Xenophobia is used which allows it to sound legitimate.

The historical experience in South Africa of racism ‘white on black’, makes it difficult for people to call this racism. However difficult it is, we need to call it what it is ... Racism. It is discriminating against those who are different, what is more it is very selective in its discrimination and it is not against all foreigners, only those living in the township and those who are black.

During Apartheid, thousands of South Africans were hosted by countries represented by victims of this current racism yet the generosity of all these countries seems to be all but lost in the silence.

Our democratic constitution and bill of human rights is very clear on the matters of racism. Mohandas Karamchand Gandhi was clear regarding the disgrace of the caste system and stated, “A nation’s culture resides in the hearts and in the soul of its people.” Former President Nelson Mandela was clear in the speech he gave in the Old Synagogue on 15 October 1962 when he said, “I detest racialism, because I regard it as a barbaric thing, whether it comes from a black man or a white man.” In a speech on 21 June 1990 in Harlem he said “Racism pollutes the atmosphere of human relations and poisons the minds of the backward, the bigoted and the prejudiced.”

So, as a nation and as individuals let us take a pledge this Mandela Day, July 18, to fight against racism. Let us resolve to speak out and never to allow racism in any form to take hold in our land again, whether it is white on black, or black on white, or any other group over another. We should not accept this and our faith has no room for it either - name it and shame it and reject it for what it is - plain criminality and racism.

Roché van Wyk ~ Director

Feedback from the frontline

Khayelitsha

A brief glimpse out of my office window at the Learn to Earn campus in Khayelitsha reveals the wintry light and threat of rain that is an indication of another winter season drawing in. Inside our training rooms the seasons move at varying speeds depending on the duration of each course – from the 3 week Basic Computer skills course to the 10 month Graphic Design programme. The trainers need to move from the ‘spring’ of new students who undergo a Pre-orientation session to the ‘winter’ of job readiness preparation and linking to placement partners.

However, unlike the unvarying seasons, our teams are constantly innovating and training to improve the way in which we impact the students and their ability to access and retain employment. Last year, a number of trainers underwent a ‘train-the-trainer’ course while those who had previously undertaken that training advanced to the Assessor’s training. As an outcome of this, closer links are made between the information students receive at the outset of training and the final outcomes that are attained. Of particular interest are the student weekly reports – students are given an opportunity to



Sewing trainer Mandisa Melelo and students from the 1st sewing group of 2015

write down their experiences of the week gone by and the trainers are able to read, digest and filter this back into ongoing development of individuals and the courses.

A good example of this is when sewing student, Agrippe wrote in his weekly report asking his trainer ‘to be patient with my every question I ask, there

is a purpose in them, to be a better designer.’

This feedback is also used to populate the student coaching documents that measure the progress of each student and are made available to the Placement Officer so that she may match students to appropriate work opportunities.

Susan Wishart ~ General Manager

Hermanus



Home Management graduates hard at work

During the December holiday period, our Home Management graduates received several employment opportunities when holiday visitors streamed into Hermanus. Our thanks to Butlers Holiday Rentals Partners, Champagne Collection and Seeff

Properties, who provided numerous housekeeping assignments to our graduates and, who in turn, cleaned up to three homes daily and received good financial rewards for their efforts.

Nobuntu Masangwana, one of the Home Management graduates, used some of her earnings to purchase Christmas clothing and school uniforms for her children. In March this year, on the recommendation of one of the ladies she worked for in December, Nobuntu was offered a permanent job.

In January, students from our Sewing, Cater Care and Basic Computer Courses attended a 2-day pre-orientation workshop. They then went on to complete their training and have been placed into various employment opportunities: Cater Care students as kitchen assistants and waiters; Basic Computer students (who re-registered and completed the Point of Sale Course)

were placed as cashiers in various shops. Most sewing students opted to start their own sewing businesses.

While attending job shadowing and internship opportunities with a potential employer, the capacity and experience of the student is further developed which, in turn often leads to a successful placement of the graduate. Our partners have learnt to value and trust the graduates we recommend because, together, we build the capacity of our students.

We have also been fortunate that many companies are using our hall, coffee shop and classrooms for meetings and workshops after hearing of the good service we provide. This has allowed us to consistently provide training opportunities to our Catercare students.

Martin Isaacs ~ Hermanus Branch Manager

The Feel Good Project (tfgP)

Sales at both the Khayelitsha and Claremont tfgP stores have been going well, with 3rd quarter sales marginally exceeding expectations. As a team we continue to push forward - looking at every opportunity to boost sales, from our New Year crazy sale to the '3 for 2' Knitwear clearance promotions.

Our core purpose of training unemployed people in retail skills is being fulfilled in the successful placement of our group 8 graduates – so far we have placed 66% of this group. We are looking forward to the current group completing their internship programme and placing them in employment opportunities.

Some of our recent success stories include:

Siyanda Mdlankomo, Claremont Retail graduate, who nearly did not complete the programme and who has gone on to be one of the most successful placements and is thriving in a very demanding Markham environment.

Sniko Msutu, Warehouse & Distribution Centre, is a very determined man, he excelled on the programme and finished top of his class in all areas of training and operations. He is leading the current group of warehouse trainees at several TFG DC's.

“Doing Good Never Goes Out Of Fashion”

William Bent ~ The Feel Good Project



The tfgP '3 for 2 knitwear sale' promotion

E³ Report

There have been exciting changes in Learn to Earn's Enterprise Development department. I have joined the team as an Enterprise Development Facilitator, and will be standing in for Genevieve Kruger while she is on maternity leave. We are looking forward to working together and continuing to build Learn to Earn's E³ Department.

Hermanus based Zukisa Fono from Zuks Mini Factory successfully completed his 3-year programme with E³ in December 2014. He said: 'I really enjoyed this time with Learn to Earn and while being here discovered what I really want to do'. Zukisa will be concentrating on upholstery and leather bags. For the next 6 months he will be using one of the hives at LtE Hermanus, after which he will be moving

Business Resource Centre



Part of the BRC conference bag range

What is there not to like about sustainability and social enterprise? Most of us will understand, especially those entrepreneurs amongst us, just how challenging the reality of achieving this is. However, it is immensely exciting and satisfying to see a social enterprise work successfully.

This last year BRC sewing has been at the coal face streamlining its processes and has more or less halved the loss it made in the previous year. We produce quality products, but sales are our biggest challenge and we are grateful to clients such as the University of Stellenbosch Business School who regularly order from us.

We continue to see demand for machinists in the market place and have placed a number of trainees in established factories in the last year. Some of our trainees are studying part time; Amahle Mguca, is studying Pattern Making & Grading part-time at CPUT. Amahle shares that 'it is very encouraging to work with people who support and value other people's careers. I enjoy attending the pattern development course at CPUT and practically working as a sample maker at the BRC.'

The BRC makes a great range of products (including ipad sleeves, laptop bags etc.), so if you are looking to support us in this venture please feel free to mail us on brc@learntoearn.org.za.

Matt Bertram ~ Financial Director

into town and selling his product via a website. We wish him well as he sees his business grow!

Khayelitsha Coffee shop mentee Ntombie Macanda from K & L Catering is now in her second year and is doing well. We trust she will go from strength to strength as she continues under the direction of the team. We are hoping for a great candidate to join our Hermanus coffee shop and look forward to beginning the journey with them.

Our Business Skills course has started at LtE Khayelitsha and will shortly be commencing at LtE Hermanus. Two courses will run at each campus and we hope to have a number of people applying to being mentored through the E³ programme - changing their lives and assisting them to make a great success of their businesses.

Leanne van Vuuren ~ E³ Facilitator, Hermanus Campus

The LtE City of Cape Town Project



CoCT trainer Bronwyn April and graduates from the Hanover Park group

The City of Cape Town is known by many different names, and renowned for a variety of attractions, spanning from Khayelitsha to the Victoria and Alfred Waterfront. Residents and visitors alike fondly refer to Cape Town as being the 'Mother City', but what happens when a City and its people fail to fulfill the promises to its children? Over a period of 15 years ending 2011, the City's population increased by 46%; the average household size decreased and with it the number of people employed. The number of unemployed and discouraged work seekers collectively increased by almost 100,000 in certain communities – have we as a people failed to identify, nurture, empower, equip, provide and discipline as a mother would?

Together with LtE Associates and with the support of the City of Cape Town's Economic Development Department, the LtE CoCT Project is being implemented in Durbanville, Grassy Park, Sir Lowry' Pass, Lavender Hill, Hanover Park and Mitchells Plain. Participants are being trained in the LtE Life Skills Programme and follow-on skills training in Retail Point of Sale; Call Centre Skills, Bake for Profit or Home & Hospitality Management. The programme, now in its final run (ending June 2015), has not only sought to provide individuals with an economic skill – it has been dedicated to restore human dignity, ignite a sense of purpose, motivate the discouraged and contribute towards the transformation of our 'Mother City'.

We are often asked what transformation has occurred – to which there is no simple answer. What can be said is that individual transformation catalyses group transformation which results in community transformation. Have we failed our children? Not yet! Each of us has the opportunity to make a difference through partnership and practice. If you would like to partner with us through graduate job placement, mentoring or prayer - do so today!

Lloyd Williams ~ LtE City of Cape Town Project Manager

LtE Association

The objective of the Learn to Earn Association is to replicate our approach of developing people, especially unemployed people, socially, economically, emotionally and spiritually across Africa in order to contribute towards eradicating unemployment and other legacies of injustice. This mandate cannot and will not be achieved without the development and appreciation of shared values partnerships. Towards the end of 2014 our newest partner, The Message (SA) was welcomed into the Association. Based in Cape Town, The Message is dedicated to reaching young people through Prisons Ministry, Creative Mission, Community Transformation and Christ-Centred Enterprise. The Message, led by Tim Tucker and Mark Slessenger are currently implementing the Learn to Earn Life Skills and Business Skills Programmes as part of a Pre-release Programme for youth in the Drakenstein Prison.

Organisational Leadership is a complex task and the leaders working within our Association are dedicated towards developing sustainable organisations. These leaders work in evolving contexts that are burdened with funding constraints and capacity challenges. But what remains constant is the heart and commitment of each of these leaders serving at Get On Skills Development, Phambili Nge'Themba, and Ethembeni. Daily they strive to develop these organisations into centres of excellence. As Jane Gelderman from Fisantekraal Centre for Development shares:

"FCD's association relationship with LtE continues to make a major ongoing, positive impact on the wellbeing of our organisation. We see them as our "big brother" in the non-profit and skills development environment we operate in. They are always available with advice, assistance, guidance and ideas across a number of areas such as training, fundraising, and beyond. We really do appreciate the close relationship we are able to have with LtE. Their work of the past 26 years serves as an inspiration for our own work here at Fisantekraal Centre for Development."

At the start of this year we had to say farewell to the Coach who lead, encouraged and equipped this team of Champions. Paul Sturrock, who lead the Association from 2012, is now serving the greater Christian community through mentoring. So as we reflect on the past and remain mindful in the present, we look ahead with anticipation at what God is doing in the lives of those we are called to serve.

Lloyd Williams ~ LtE Association Coordinator



LtE's Paul Sturrock and Tim Tucker of The Message signing the LtE Association agreement

Indlala Iphelile - Poverty is Over !

CoCT



Bulelwa Antonie

Bulelwa Antonie graduated from the Learn to Earn City of Cape Town training project in April 2014.

Bulelwa, or Bulie as she is affectionately known, hails from Mfuleni, a township 40 kilometres from Cape Town. She describes her community, as being one with high levels of crime, HIV/AIDS and unemployment. As a result of witnessing so many social ills, Bulie saw fit to seek opportunities, which would not only enhance her quality of living, but also help break the cycle of poverty within her home. It was at that point when she decided to enrol into the Learn to Earn, City of Cape Town Training Project in Mfuleni. Says Bulie of this time 'I knew on the second day of training that I was in the right place.'

Bulie successfully completed the Retail (Point of Sale) and Customer Care Programme. She later completed the pilot Barista Training Programme, while working at The Odd Cup at Learn to Earn, Khayelitsha.

Bulie's hard work and tenacity has paid off as she is now working as a barista at The Blend, a lovely coffee shop in the CBD. Aspects Bulie enjoys of her job include the ability to interact with a diverse range of people, the busyness of the shop, and the opportunity to develop her taste for coffee.

'I cannot celebrate my life right now without thanking Learn to Earn and all the people that took time for me.'

Khayelitsha



Nomandlovu Mzileni
Basic Computers and Office Admin

In 2012, after I had been unemployed for many years a friend told me about Learn to Earn. I enrolled for 2 courses. It wasn't easy in the beginning because I had not been in school for many years, but I did my best and learned a lot from all my trainers.

The plan was to get a job after graduating. I thought it would be easy because of my certificate but it wasn't and I was disappointed after every interview as I didn't qualify because of my age. I cried for my kids because it was tough to see them struggling.

In 2013 I received a call from Jabulani Madlingozi, Learn to Earn's Placement Officer and we talked about jobs and interviews. After this, I was interviewed for a Doctors Receptionist position, and after completing a job shadowing opportunity, was told I got the job and I'm still here.

One of my roles is to organise locum doctors. This helped me learn how to organise and speak with professional people. It has been tough to work with angry clients but I am patient and give them a friendly welcome. And, when I see sick people, I sometimes share God's love to them so they can have strength and hope. I am happy at work and our team works well with one another.

I thank Learn to Earn because I would not be where I am now right now without them.

tfgP



Nobuntu Gana

'After 3 years of unemployment, I'd given up on my future, until I decided to try out LtE. I experienced so much positive change at LtE; I regained hope, my faith grew stronger, and I received access to an opportunity to train for 6 months with tfgP as a Retail Trainee. When I started at tfgP, I said to myself 'I must do something every day that my future-self will thank me for'.

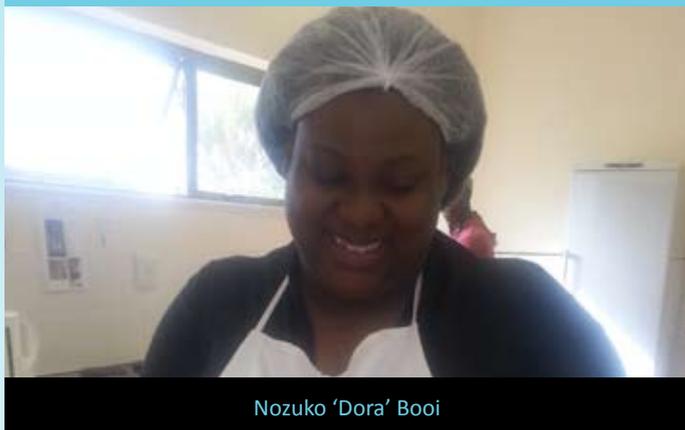
Never in my wildest dreams did I think I'd become a Store Supervisor or a permanent employee at tfgP. It's been a wonderful journey full of learning and encouragement. It sometimes feels like I'm dreaming just waking up every morning to go to work knowing that I have a bright future.

Today I'm able to provide for my family and that alone is the best thing. I'm no longer an unemployment statistic, instead, the sky truly is the limit for me and it is all thanks to LtE and tfgP!'

**THE FEEL
GOOD PROJECT**

Doing good never goes out of fashion.

Hermanus



Nozuko 'Dora' Booi

A year after Nozuko 'Dora' Booi moved to Hermanus from Roodepoort, she heard about Learn to Earn from a friend and decided to register for the Cater Care course. She had already had some experience having worked at the Spar bakery department and Arabella Hotel but she wanted to know more. Dora is a humble person and always gave her all during the 12 weeks she was at LtE. She describes her time at LtE as life changing and is grateful for the support she received from fellow students and staff during a difficult time in her life.

She has since been placed at the Marine Hotel as a breakfast chef and although it is hard and demanding work, it has stretched her and given her lots experience. She is grateful that she can stand on her own feet and support herself and her children.

Learn to Earn's Job Placement Programme

Together with skills development, one of Learn to Earn's strategic priorities is job creation. Through our job placement programme we look to link our graduates with job opportunities across relevant industries.

LtE graduates have completed their market related skills training course, which includes job shadow or in-service training as well as Learn to Earn's life skills course and a money management skills component. The skills courses include: Bake for Profit, Barista, Basic Computers, Call Centre, Cater Care, Home Management, Office Administration, Point of Sale, Sewing, Sewing Production Line, Technical Skills and Woodwork. Graduates of the 10-month long the feel good Project (tfgP), our joint venture partnership with TFG, are skilled in either retail, clothing repair or warehousing skills.

For more information please contact:

LtE's Placement Officer Jabulani Madlingozi on plc@learntoearn.co.za or +27 21 361 5972.

tfgP's Placement Officer Keenan Swartz on tfgtrainer@learntoearn.org.za or +27 21 363 4374.

For Hermanus based placements please contact Monica Pike on herm@learntoearn.org.za or +27 28 313 0564.

For Ground UP Barista placements please contact Aleks Jablonska on donordev@learntoearn.org.za or +27 21 671 2230.

LearntoEarn

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See our website for additional information and back issues of the newsletter.

SA SUPPORTERS

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