



Learn to Earn

December 2011

a hand up - not a hand out

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

Bake for Profit

The revival of the Bake for Profit Course in May 2011 has, so far provided an opportunity for 60 students to start and grow their businesses from producing a basic daily income to a level where they are able to provide for their families. The course is practical, usable and produces good results in a reasonably short period of time. The need for this service is evident in the Khayelitsha Community as can be seen from the successful results of our graduates, who have set-up their mini businesses and have been able to connect easily to their customers needs, producing a variety of good quality baked goods.

To join the course, you need only the passion to make baking a profitable business and a fee of R200. The course content goes beyond baking to costing and practical skills development in the basic management of the business. During this intense 8-week course, students attend practical training once a week and once a week to be

nurtured in a life skills and discipleship training programme; to rebuild and strengthen their emotional wellbeing.

For students, the most exciting part of the course has been seeing profit levels from sales increase after only the second lesson. Evidence of their sales and progress is carefully monitored with students required to provide receipts and other documents to their trainer.

The programme's success can be attributed to the support and partnership with organisations such as Premier Foods, The National Lottery Fund and The City of Cape Town who bought into our vision and programme objectives, providing such guidance as the legal and health requirements for operating their businesses.

The proof is in the pudding or rather the baking, as students graduate from the course feeling empowered and

confident that they are now able to make a difference in their lives and the community. The strong bonds built during the course have also enabled the students to support each other and come up with solutions for the common challenges - such as dealing with illegal electrical connections. Three students have learnt from these discussions and have taken up an opportunity with Nobantu Women for Peace Centre, where they been granted the use of the kitchen for their business and an opportunity to add to their skills by attending a cater care course.

LtE has also been able to share this experience with a number of other organisations. From supplying material to mentoring, we have given opportunity for trainers to experience practically how the program works. It is our wish to see other communities also benefiting from this amazing programme.

Martin Isaacs
Khayelitsha Branch Manager



Indlala Iphelile -poverty is over !

Nosiseko Fante - *Bake for Profit*



With sheer determination to change her circumstances, especially after her husband's retrenchment, Nosiseko Fante, came to LtE to enroll in the Bake for Profit Course in June 2011.

Looking back four months later this reserved mother says: "I'm grateful to LtE for an opportunity that has provided me with life-long skills. It has enabled me to provide food for my family, pay my husband's hospital costs, the children's transport to school and their school fees. I bought equipment for my business and during the course started saving to extend my kitchen. I make a variety of products and sell at all hours."

Nosiseko has realized that planning, perseverance, discipline and her passion for baking has ensured the sustainability. She named her business 'Esiseko Bakery' "because my family regards me as the sustainer of the family. My customers enjoy my products which they find tastier than store-bought ones and I am known as Mrs Muffins".

We wish Nosiseko well on her journey of self-employment.

Yolandé Fransman
Bake for Profit Trainer

Nonyameka Ntsondwa - Hermanus *Home Management Graduate*

When Nonyameka first joined the Home Management course she was without hope, overwhelmed by her circumstances, and desperate for work. She had literally no food, no money, and two children to care for.

Nonyameka was determined, however, and worked hard throughout the course, taking notes and soaking up what her trainer was teaching her. She studied hard for assessments and gave her best.

Reliant on kind hearted neighbours and friends for the duration of the course Nonyameko showed incredible strength of character by completing it successfully. When the principal of a private school, Curro, requested a list of graduates to interview for a potential Housekeeper position at the school, Nonyameko was appointed and has proven to be Hermanus LtE's secret promotions weapon as she receives many compliments on her work ethic.

Nonyameka has been appreciative of LtE and all that she learnt. She can afford to give her children proper breakfast and has shared that her faith in God is what kept her going.





Khonzikazi Mananga - Hermanus Bake for Profit Graduate

Much to her delight, Hermanus trainer, Nicole Bekker, bumped into Bake for Profit (BfP) graduate Khonzikazi Mananga at Pick n Pay recently - with a trolley literally laden with flour and other baking ingredients!

This former trainee laughingly informed her trainer that she has been doing so well with her baking business (her employed sister bought her a large oven after the completion of her course), that her mother and grandmother have joined her.

Khonzikazi, who has an accounting qualification, could not find work, so signed up for the BfP course. She now earns R400 to R600 a day, and is so grateful for the BfP course. She says that her time at Learn to Earn has changed her life. She is now at a point where, without her family's help, she would not even be able to keep up with her orders.

Nicole Bekker
Consumer Science Trainer

The Feel Good Project (tfg) "to feel good, matters"

Ten recent tfg graduates have been placed on two-month long internships within The Foschini Group. Fashion Express and Donna Claire chain stores have been the privileged brands to experience our super tfg graduates – here's a report on how two of them are doing:

Ncedisa Zondani from - Site B - Khayelitsha



Ncedisa was placed at Fashion Express, Vangate Mall. Store manager, Natalie Manuel says, 'Faith (Ncedisa's English name), will do very well, she is cut-out for retail, she is a feisty sales assistant who interacts well with customers. Faith has worked in both footwear and clothing stores, mainly on the shop floor - to date she has really excelled.'

Ncedisa says that she misses The Feel Good store, but enjoys being in a mall environment and loves working in her new team. Natalie has a vacancy at the store which will be offered to Ncedisa.

Asanda Kuze from Makhaza - Khayelitsha



"Asanda is keeping us on our toes" reports Loreeza October, store manager at Donna Claire, Promenade Mall. "I am very happy to have Asanda, she is a really dedicated worker - we have to force her to go on breaks! Everyone, including Foschini staff have noticed her performance and have made positive comments." Asanda, who engages clients in their mother tongue resulting in new accounts, says that she enjoys retail and likes working at Donna Claire, Promenade and is looking forward to long-term employment at the store.

We thank and acknowledge God for his faithfulness and continual favour over the tfg project.

William Bent
tfg Project Manager

Branch reports

Khayelitsha

It is when we learn to serve and make a difference in the lives of others that the real meaning of being a Christian comes alive in us. During the life skills and discipleship classes, students share personal and common experiences and come to realise that, as their light lights up the lives of others, a whole community becomes illuminated.

During the second half of 2011, 36 students completed our sewing course. This very popular course within the Khayelitsha community is booked up until the end of April 2012. The introduction of production line training to the course is a new experience for the students and will open up new opportunities of employment

By supporting Graphic Design graduates at Colleges and Universities our trainer has helped them adjust to their new environments while showing our current students the serious commitment that is required at that level.

Stellenbosch University gave this year's students the opportunity to showcase their work at the Dorp Street Gallery from the 22-29 November. The first opportunity of its kind for LtE, it was an exhilarating experience as the students saw their work acknowledged at this level.

The office administration students visited Shell and the local Post Office during their work shadowing excursions. Having the opportunity to observe practical implementation of their training allowed the students deeper insight to their course content.

As we move nearer to the closing of 2011, I look back and thank God for the grace he has shown our organisation in so many ways. He has carried us through difficult periods and has shown us his unwavering commitment, because we dare to believe in his promises.

Martin Isaacs
Khayelitsha Branch Manager



Graphic Design showcase Dorp Street Gallery



Admin student 2011 Sewing student 2011



Students 2011

Hermanus

What a blessing to see the steady stream of visitors to Learn to Earn's onsite coffee shop, catered for by a former Bake for Profit trainee, now an entrepreneur in his own right.

This venue has played host to many weekday meetings held in The Odd Cup's very own herb garden, established with the help the Hermanus Support Group.

Now in full bloom, this garden is a constant reminder that what we sew – often in perceived drought with not a result in sight - we will inevitably reap!

A pilot group of Cater Care trainees has successfully completed their course, having enjoyed the benefit of hands-on training within The Odd Cup itself! This has opened up placement opportunities, the course having provided not only top notch tuition but also hands-on experience.

Once again, the commitment and enthusiasm of the staff team has spilled over to students: trainees recently brought the branch to a vocal stand-still as they called on the Lord to bring in to Learn to Earn every person whom He has appointed. Their personal testimonies, shared on a visit to our local grant queue with their trainer, prompted over 100 unemployed people in the queue to put their names down for LtE opportunities.

And so we end 2011: celebrating full classes, quality results, broadening

community relationships, successful placements, happy contractors, the encouragement of supporters and budding entrepreneurial concerns. More importantly, we bear testimony to lives touched and changed by the One whose birth we celebrate this season – the only One who can!

Lesley-Anne James
Hermanus Branch Manager



Thandi of Zakhele contractors



New Cater Care students in the herb garden

The Feel Good Project (tfg)

“to feel good, matters”



The tfg Shop turn 2 years



Mapaseka graduating



Ronald training Mfundos

The Feel Good Project is a joint venture, CSI project of TFG (The Foschini Group) and LtE (Learn to Earn).

In October we started with a new group of learners, while the previous class moved on to internships with various stores within TFG. The retail group started with a bang, they are oozing with confidence and have to-date really impressed. Their commitment to the project and support for each other is second to none. It has been pure joy for me to take them through the basics of contracts, code of conduct and other formalities.

At the repairs centre (situated at LtE Khayelitsha), the group of ladies are grateful for an opportunity to earn while they learn, most of them being the main bread winners in their homes. Being part of the tfg project has made a big impact in their lives. Our Warehouse team is going from strength to strength and I would like to acknowledge Ronald Takavengwa, his team flourishes under his leadership and he inspires all of us to do better. Thank you Ronald.

On December 8, we celebrated this year's tfg graduates at the tfg certificate hand-over ceremony with LtE and their graduation. Our highlight for the year is the employment of Mapaseka Gontse with Foschini, Gugulethu Square; she is making a real feel good impression on staff and customers alike. Yolanda Kewana, store manager, is delighted with Mapaseka and what she brings to the store.

We thank and acknowledging God for his faithfulness, continual favour and blessed hand over the tfg project. The Feel Good store wishes all our customers and supporters a blessed Christmas and prosperous 2012.

Visit the feel good store in Ralph Street, Claremont for bargains 021-671-7392
William Bent, tfg Project Manager

Business Resource Centre

Mandela Park Mosaics has come full circle as they have moved back to Hout Bay. The New Disa Primary School based in the township of Imizamo Yethu will accommodate them during their contract to make-up beautiful mosaics for the school. Their mosaic work has also enabled them to create various items for the new Khayelitsha Hospital, so in a sense the hospital contract was their farewell gift to Khayelitsha and the school a welcome home present for Hout Bay. It is quite remarkable how God has pieced their journey together.

The Zakhele Sewing project has now completed their 3500 bags for the year for Stellenbosch University's Business School - this was a great opportunity for ongoing work for this year and 2012 in the BRC.

Our Khanya Bags were selected for a year-end corporate gift which gave us some great exposure to the corporate market. We also enjoyed exports to Mauritius, Germany and France. The Old Mutual PLC Directors were also presented with Khanya Laptop bags when they visited LtE Khayelitsha in November.

The Nonceba Family Counselling Centre based in Khayelitsha has linked up with LtE to make up dolls for their counselling centre. These dolls, made with love here in the BRC, will be cherished and cared for by the children at the centre.

So all-in-all we have had an impact on many people's lives over the past months and continue to thank God for his guidance and love for the work that we are doing here at the BRC.

Andrew Lane
BRC Manager



Zakhele Sewing project



Mandela Park Mosaics create various items for the new Khayelitsha Hospital

The Association report

LtE's vision is to eradicate unemployment and other legacies of injustice in SA and Africa. This requires a strategy that can multiply the current impact of LtE. The Association enables the replication of the LtE model of holistic human development through education, training and job creation.

In April, I was appointed to co-ordinate the Association and, in August, a board was appointed. Jerry van Niekerk (chair), Alex Cotchobos and Gavin Jones are serving on this board. The Association is being formalised and partnerships with the current Associates reviewed.

In June LtE took on the management of GetOn Skills Development, an associate outside Pretoria. The goal is to build capacity within GetOn and enable it to become sustainable. It has been a valuable learning experience in understanding what's involved in impacting another organisation.

The challenges at GetOn have included snakes (!), lightning damage, electricity cable theft, a disastrous bus, the bus driver's finger being amputated due to injury, as well as the normal issues in an organisational change management. However, it has been encouraging to see the increase in student numbers, graduates finding employment and a new Point of Sale course starting. Finding a better venue and appointing a new manager are important next steps.

This year, LtE received funding from the National Lottery to train the BFP course at 7 centres around the country. So far this has rolled out at LtE Khayelitsha, Hermanus and at GetOn. There have been problems which have delayed this at other identified associates and potential new associates. Ethembeni, an HIV/AIDS ministry in Howick, KwaZulu-Natal, is coming on board and their trainer recently spent a week at LtE.

May the LtE Association extend God's kingdom and bring hope to those who are unemployed.

Paul Sturrock
LtE Association Coordinator



GetOn Skills Projects' graduation for 2011

Director's note

Sitting in the shadow of one of the new 7 Wonders of the World – Table Mountain has caused me to reflect on the objectivity of this list and its inadvertent acknowledgement of a creator.



In the light of these reflections, Psalm 139, a wonderful passage of reflection on humanity and the Sovereign Creator God, has been highlighted in numerous situations in which I have found myself recently. In addition, a friend sent me one those emails that says "this is cute" mentioning a story of a child engaged in an exercise listing the 7 Wonders of the world. Instead of listing those commonly referred to, she listed: The ability to see, to hear, to taste, to touch, to feel, to laugh and to love.

So what? That is the real response for many of the people impacted by LtE regarding the physical 7 Wonders of the World. Their circumstances really brings into perspective the essence of life, which is where the tradition of Thanksgiving, as celebrated by our American friends, is helpful in focusing our attention away from the grand and elaborate to that which is significant and vital.

I recently had the privilege of speaking at a conference on IDEAS for the Pretoria Institute of Architecture, on the idea that sparked Learn to Earn. I was one of quite a select list of speakers from the head designer for Jaguar to renowned artists. I am not sure how I got on the list, but the one thing that did strike me from the first to the last speaker is that a fundamental understanding of oneself is the necessary breeding ground for creative ideas.

Our quest is helping people in growing in dignity and self-respect and this can only happen if you understand who you are and who created you and why. Hence the importance of our holistic approach to development - it is about the person and not just their lack of money.

So, as we approach the end of 2011, and turn our thoughts to Christmas, let us focus our thoughts on our own beginnings, as set out in Psalm 139, and then just what the birth of Christ was in terms of the beginnings of Grace and Mercy personified for us. Thank you for your support and partnership. Blessings to you all.

Roché van Wyk
Director

E³ REPORT

Our country is in the grip of an ever-increasing unemployment crisis. Unemployment often leads to a loss of hope and, the loss of hope often leads to a rejection of society and increased criminality. Work skills training is only relevant and can only provide hope as long as there are work opportunities for our graduates to strive towards.

In true Learn to Earn tradition, and in line with its motto of a "hand up not a hand out", Learn to Earn has been actively building small businesses through its Enterprise Enabling Environment (E³ cubed) Project.

Besides the two Coffee shops in Khayelitsha and Hermanus, which are currently assisted by E³, the Project has also initiated and is assisting in starting up a Consumer Co-Operative business for the students from the BfP course, a Sewing Co-Operative for the Zakhele contractors, and a soap making business called Nurture Soaps.

E³ has also taken on the nurturing and mentorship of Zukisa of Ghetto Manskap, a Hermanus graduate who started his business in 2009.

E³ has the potential to change lives and provide hope to our graduates in real and meaningful ways. We thank God for the vision that prompted us to initiate such a significant venture. We trust that 2012 will be a fruitful year in which God's favour will be manifest and multiplied.

Christopher Rutledge
E³ Facilitator

10 years Loretta and Babs

This year LtE celebrate the 10th anniversary of employment with us of two of our staff members Loretta Burgess, in our sewing department and Zusakhe Kulata (aka Babalwa Madikane), our Life Skills and Business Skills Trainer



Loretta started working at LTE on 18 June 2001 and says that as she reflects on that day, it is humbling and rewarding to say God just never knows when to stop moulding and rebuilding broken cups.

'As I completed the first step of my journey, overcoming challenges,

I realized if God is for you who can be against you. Firstly God positively impacted my

life as well as the lives of the students I work with. Many days I take myself down memory lane, in a positive way, just to remind myself of God's greatness and His mercy that endures forever. I can never forget where I come from but I know if I stay on this journey God will take me to my destiny.'

The most surprising thing she has learnt with her 10 years at LtE is 'never plan on your own; you will end up going the completely opposite way.

Loretta regularly has her class laughing and giggling as she confidently tries to express herself in isiXhosa and realises when the giggles start that she has had another 'bad hair day' when communicating with her class.

Loretta, we are thankful for your contribution to LtE over the years and hope that you will continue to encourage and motivate staff and students alike for many more years to come.

Zusakhe started working at working at LtE on 28 March 2001 as the receptionist receiving a promotion in August that year to BRC Manager's PA. In January 2009 she started working as the Life & Business Skills Trainer; she is also responsible for the job placement of our students.

The biggest lesson that Zusakhe has learnt at LtE, is that you don't just live for the sake of living, but to leave a mark, live that you may be a blessing to others.

Zusakhe has enjoyed her years at LtE, and when asked for an amusing memory mentions enjoying the Afrikaans lessons conducted by Esaias Calitz (Graphic Design Trainer). 'The things he made us do were really funny and brought a lot of laughs, having Baba as one of the actresses and Nobom's team with the Bobbejaan (Baboon) song.'

Zusakhe, thank you for your contribution to LtE over the years, your words of inspiration and motivation have made a vast impact on the lives of your students' lives and those of their families.

We congratulate Zusakhe and her husband Xolani Kulata on the birth of their baby boy, Lidinga, meaning 'vow to the Lord' on Sunday 20 November.



Staff getting to know you

As is our tradition, all new staff members are asked to share a little about themselves to the greater LtE family. Here are our two newest staff members ...

They were asked:

How would your family/friends describe you in a nutshell?

What makes you unique

What is your role at LtE?

Why are you excited about working here?

Welcome to the LtE family, we hope that you will spend many life changing years with us.



Noziphiwo Jack

My family would describe me as a humble, respectful, kind hearted individual with big heart for helping others as I always want to see a smile in their faces.

I am the Office Administration and Basic Computer trainer. I always make sure that I give attention to all the learners in order for them to succeed.

Learn to Earn is the best. I love this ministry because it helps me grow spiritually and gives me opportunity to spread the word of God to learners because some of them they need someone to confide in as they can't do that with their parents.

Christopher Rutledge

My wife describes me as dependable, loving & caring (even though she does not always get the benefit of my affections!) and generous.

I used to think that I was average, but now I know I am 1 in 7 billion.

I have been tasked with assisting and developing enterprises for LtE graduates

That I am able to use my wealth of business experience in building enterprises that builds community, provides hope, and brings the Good News to the poor.



LearntoEarn

information

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

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Staff retreat 2011 (A recipe for.....)

Trying to guess if what you can smell but not see is mint or lavender, a chocolate –making demonstration & a tour of a herb packing plant and battling it out to be the 'Masterchef Team, Learn to Earn 2011' – all ingredients of the Staff Retreat held this year in Franschoek. Underlying this foodie-based theme was the serious business of understanding the Lord's ingredients for our lives as we make up the recipe that is Learn to Earn. Amidst the hilarity of the weekend and the character-building experience of working as teams in a hot and crowded kitchen came the opportunity to grow closer as a team and learn how to add salt to the lives of our students.

Susan Wishart
General Manager

