



Learn to Earn

June 2012

a hand up - not a hand out

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

tfg 3rd year celebration

In May, The Feel Good Store celebrated its third birthday - we spoke to some customers about their experience at the store.

Mrs Arendse of Coniston Park, Steenberg, who has been an avid "feel good shopper" since our opening sale in May 2009, had the following to say...

The Feel Good Store is probably my favourite clothing store. I enjoy coming into the shop almost every morning, as it is on my way to work. There is so much I can say about the shop - I like the good prices which match the quality clothes. I like the way the clothes are displayed and the store is always neat and tidy. I really enjoy the gospel music played in the store, sometimes when I am feeling a bit stressed and not too well, walking into the store I immediately feel uplifted. [We play gospel in the morning and later during the day more contemporary music]

The manageress, Helen Magazi, is very professional, very helpful and always friendly, I like how she engages the clients. The staff are just as friendly, they always look and smart in their black and white uniforms. The thought of coming into a place which has friendly people who always give you a warm welcome, with smiling faces and who are always willing to help is what makes me keep coming to the store



In May, The Feel Good Store celebrated its 3rd birthday

My one request is that you re-look at your exchange policy and be a little more flexible with returns. Over the past three years shopping at the Feel Good Store has been very pleasant experience, I wish the management and staff success and can only say "keep up the good work guys" and may God Almighty bless you abundantly.

Nonkosi Dilika of Claremont is a very satisfied "feel good customer" who had the following to say...

I simply love coming to shop at the Feel Good Store - the staff are really friendly and you are greeted with a warm inviting smile as you step into the door. My compliments to management as I can tell that the staff are well trained, this is evident in the assistance and service offered in-store. The store is always neat and stocked with current fashion at affordable prices. One thing I have against the store is its return policy, this can be more accommodating -other than that I am a "happy feel good customer".



Helen Magazi – The Feel Good Store Manager with satisfied customer Nonkosi Dilika of Claremont



Cynthia Mamvura – The Feel Good Project Head Office Assistant with Mrs Arendse of Coniston Park, Steenberg

Nwabisa Tweni of Khayelitsha

Says she visits the shop at least twice weekly and finds the service to be very good, with clothes at very affordable prices. She has recommended the shop to all her family, friends and colleagues.

Mrs Fernandez of Goodwood

She was told about the shop by a friend who is working in the area, she came in and has no regrets - she has since told all her friends and family about the shop. She loves the low prices and the friendly staff really encourage her to come back time and again.

When asked about the comments regarding the tfg store return policy, tfgP Manager, William Bent replied 'we like to take into account the needs of our customers and are currently reviewing our exchange policy.'



Indlala Iphelile -poverty is over !

Msindisi Khupio
Learn to Earn Woodwork
Graduate 2010



Our Woodwork trainer, Leslie Grimwood, with Msindisi

Our Woodwork trainer Leslie Grimwood recently had a visit from one of his previous students, Msindisi Khupio, who graduated in June 2010. Leslie had the following to share: Msindisi was placed in permanent employment with a timber company. After 6 months he left and found himself a job with the Cape Gate branch of Geen & Richards (a furniture sales company).

Here he is very busy and enjoying his work. He has been able to use his LtE learnt woodwork skills in making furniture from home as well as repairing chips and assembling furniture at Geen & Richards. He is also using the business skills he learnt from Lifeskills and Business trainer Zuzakhe Kulata on the sales floor as he sells the furniture. Msindisi's salary (basic plus regular commission) is now more than Leslie his former trainer.



Bukelwa Tibini-Mgoqi
Basic Computers & Office
Admin 2009 graduate



Bukelwa Tibini-Mgoqi at work

Bukelwa was unemployed for a year before enrolling at LtE. After graduating, she was unfortunately still without a job. Instead of feeling sorry for herself, Bukelwa offered her admin skills to LtE as a volunteer. Through her interest in computers and a passion for helping people, she had an opportunity to practice her skills when filling in at the busy LtE Khayelitsha reception. A few months later, she was recommended by LtE as a strong candidate for a full-time job opportunity. She was hired as a receptionist at the Sibongile Centre for children with cerebral palsy in Khayelitsha. Not even a year later, Bukelwa has been promoted to the centre's day manager. She is responsible for managing the quality of service provided through the staff, community carers and volunteers. Her advice to unemployed people is not to stay at home doing nothing: rather to expose themselves to the working world through volunteering!



Nombulelo Nondula
& Noma Jwambi
Sewing 2011 graduates



Nombulelo Nondula & Noma Jwambi owner of Sunrise sewing business

Noma used to work as a teacher in the Eastern Cape and later as a teachers' trainer. This came to an end with the death of the business owner and Noma became unemployed. Nombulelo was a housewife who wanted to do something for herself. The two ladies got to know one another during the LtE sewing course and decided to pool their resources to start a sewing business after graduation. Working from Nombulelo's house with the sewing machines they have purchased over time, the Sunrise Sewing business was born. So far Sunrise Sewing has focused on tracksuit and uniform orders for local and Eastern Cape schools, however, the ladies are keen to take on new types of sewing orders as well as clothing alterations. If you would like to contact them to place an order or to get a quotation, contact Nombulelo on 073 957 6429 or Noma on 082 083 3769.



Bake for Profit

Between 2001 and 2007 LtE ran the highly successful Bake for Profit course in conjunction with Snowflake flour, a large South African flour brand owned by Premier Foods.

Owen Makhoba is one of our graduates and this is his story:

In 1996 Owen was retrenched from his job and despite searching for new employment was unable to find any work. In 2001 Owen enrolled at Learn to Earn, Khayelitsha and completed the 8-week BakeforProfit course. According to his then trainer, Nobom Ntsuntswana, Owen was quiet and depressed when he first joined.

Owen graduated and immediately started his own baking business in 2002. His business now supports a family of 7, employs 8 sales people, and has a minimum weekly turnover of R8000. Most nights between 6pm and 6am you will find Owen baking off approximately 150L of dough in to scones and muffins.

The Bake for Profit Programme was recently re launched with funding received by The National Lottery Fund. We look forward to sharing many more inspiring testimonies.

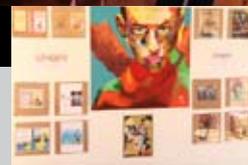


Graphic Design



Graphic Design Showcase 2011 @ Stellenbosch's Art Gallery

'Growing the Seed'



The highlight and culmination of Graphic Design 2011 was exhibiting our work at the University of Stellenbosch's Art Gallery. Our exhibition was entitled 'Growing the Seed'. In many ways, it was also the pinnacle of Learn to Earn's Graphic Design course since 2008. A variety of work was displayed a representation of everything the students had covered during the year. This included the studio shoot at the Cape Town School of Photography, photographs taken in the local community and briefs & paintings that the students completed. As always, it was hard work preparing and setting up, but the end result achieved was worth it.

The evening was a roaring success, it meant a lot to the students seeing their parents there. Overall the opening evening was well attended, with support from LtE staff as well as friends of LtE and members of the public. Speeches were made by Khayelitsha Branch Manager Martin Isaccs, student representative Ayanda Cuba, Paul Newman, a businessman in the industry and myself. During the next few days, the exhibition was open to the public and, according to the gallery staff, was very well received.

All students from the 2011 class have been successfully placed in tertiary institutions and are doing well.

Lubabalo Faltein is the first student from the LtE Graphic Design Course to complete his Graphic Design Degree at Stellenbosch Academy. Some of his work was shown at the Academy's annual exhibition. His ideas are fresh and original, and we are very proud of Lubabalo. We wish him the best in his career, and we are confident that he will continue reaching new heights.

Esaias Caltiz – Graphic Design Trainer



Lubabalo Faltein graduated from Stellenbosch Academy with a Degree in Graphic Design

Nomination for a Loerie Award

Branch reports



Nozi with her Basic Computer class



Babalwe training the Alpha course

Khayelitsha

1 Chronicles 4:10

Jabez cried out to the God of Israel, "Oh, that you would bless me and enlarge my territory! Let your hand be with me, and keep me from harm so that I will be free from pain." And God granted his request.

1 Chronicles 4:10

This has been our prayer over the past months and God has heard. LtE officially sealed our partnership with the City of Cape Town when our application to provide training in six sub-councils was approved. This has opened up a new scope of training for us, allowing us to share training opportunities with more communities and extend our influence to impact further unemployed people.

Over the past year we have successfully trained 72 students through the Bake for Profit programme, enabling them to startup mini businesses. We have, with the help of the United States Ambassadors Self-Help Fund, revamped the baking classroom, renovating and installing more cost effective equipment, thus allowing students further opportunities to hone their skills using different equipment during their training.

The introduction of the Alpha Course to our students has significantly impacted their lives and has allowed for healing and restoration to take place in the lives of many of our students.

The course allows for self-reflection and asks the important questions that lead them back to a closer relationship with God.

It has been an amazing experience during the last few months to see the hand of the Lord at work in lives of our graduates. Although we are still facing a financial crises and unemployment is rife, many of our graduates have been very fortunate in finding employment in the midst of the storm. Equipping them with a skill has empowered them with new hope, but inculcating the right attitude, has taken them over the top to see and experience life in a different way.

"Lord, we want to say thank you for your faithfulness and grace that you have extended to us over this time. We are human and grow weak in times of trials, but remembered that you are our fortress and our strength. It has been during these moments that you have nurtured us back to fullness and have reminded us of the promise, that you are still the same God, Yesterday, Today and Tomorrow".

Martin Isaacs – Khayelitsha Branch Manager



Thandi Ngcose, who also spent 8 months as part of the Zakhele Sewing project

Hermanus

All systems go...

A co-ordinated marketing effort by the Hermanus team throughout 2011 is bearing fruit if student numbers are anything to go by at the Branch this year.

Staff members worked in pairs marketing Learn to Earn as a place for learning skills, finding employees, holding workshops and other functions or providing services in the sewing and abalone fields –



Nomfuzo Gawulekapa is taking on the Home Management portfolio in addition to her Sewing training.

this multi-faceted approach has proved valuable in growing the organisation's profile in the Hermanus community.

Since the beginning of the year, we have had 95 students coming through the doors at Hermanus and joining in the Baking (22), Basic Computer Skills (33), Home Management (23), Catercare (8) and Sewing (9) courses. Learn to Earn continues to offer courses which are relevant within the community with many of students seeking work in the restaurant, guest house and hotel and domestic work environments.

Exciting new moves have involved Nomfuzo Gawulekapa taking on the Home Management portfolio in addition to her Sewing training, thus allowing Nicole Bekker to focus on Baking and Cater Care. We are grateful to Malan Erasmus, a volunteer, who has willingly taken on our Computer Skills training – these classes are constantly oversubscribed and we are in the process of taking on a full-time trainer.

We have had good news regarding one of our Sewing graduates, Thandi Ngcose, who also spent 8 months as part of the Zakhele Sewing project with Leeanne van Vurren, our BRC Supervisor in Hermanus. Thandi, who also managed to complete the Basic Computer training during her time in Zakhele, is now employed full-time as an apprentice upholsterer at Leomar Upholsterers in Hermanus.

We welcome Edwin Brooks as our new Hermanus Branch Manager. We look forward to sharing Edwin's getting to know you feature in the next newsletter. Susan Wishart – General Manger

The Feel Good Project (tfg) “to feel good matters”



tfg group 4 retail and warehouse graduates was placed on a two months internship within TFG stores.

Greetings from The Feel Good (tfgP) Project front, the past four months have been full of excitement, with developments, placement, celebrations and challenges.

Developments:

tfg Project is growing in leaps and bounds, the growth necessitates bigger premises as the current spaces we operate in are far too inadequate to achieve the goals set. We are in the process of securing new premises, which are being built in Harare, Khayelitsha. Here we aim to set up a second feel good store, move our repair centre and add the warehouse plus other aspects. Target date August 2012.

Placement:

Placement is twofold in that we have recently appointed Basil Carelse as assistant manager on the project as well as Jabulani Madlingozi as LtE group placement officer. She will engage The Foschini Group and other businesses in placing tfg learners after graduation. The current retail and warehouse graduates were placed on a two months internship within TFG stores.

Celebrations:

In April the tfg Project team enjoyed a buffet dinner at Schoongezicht restaurant celebrating phenomenal sales during the previous financial year ending March 2012. The 7th of May also marked the 3rd birthday of the Feel Good Store, since trading in Claremont.

Challenges:

Our next hurdle to cross is engaging several clothing manufacturers in giving our repair centre graduates an opportunity for internship and possibly offering employment. The Harare project is also full of challenges: meeting deadlines, setting-up the retail shop, restructuring staff and the recruitment of additional learners to join the project.

We are excited at what God is doing on the tfgP project and lean on Him for guidance, direction and wisdom. He has proven to be faithful and we will continue to trust Him. William Bent - The Feel Good (tfg) Project Manager



tfg new premises, which are being built in Harare, Khayelitsha

Business Resource Centre

As the economic environment continues to falter, and our economy continues to struggle to create jobs, the BRC has valiantly maintained its focus on providing LtE graduates with practical work experience. This experience allows our graduates to either enter the workforce as capable and competent employees, or empower them to start their own small businesses.

The BRC has undergone significant changes over the last 6 months. Andrew Lane, the BRC Manager resigned after many years of loyal service. We have revised the sewing graduate training cycles to 6 month learnership contracts, and reoriented the graduate training programme to include a more intense focus on production line techniques and processes. The learnership approach has ensured that graduates focus on accuracy, speed and quality, so that they are fully prepared for the rigors of the work environment and will be well equipped to face the future.

The Hermanus branch of the BRC has made great strides in accessing the golfing fraternity and continues to specialise in golf accessories and merchandise. Leeanne van Vuuren, our Hermanus BRC supervisor recently completed a CPUT supervisory course with flying colours, and continues to build opportunities for the Hermanus sewing graduates.

We thank GOD for the many blessings He has given us. We are also grateful for the continued support of loyal LtE clients who make use of the BRC services as we strive to ensure that our graduates are not only equipped with competency and skill, but that the BRC is able to compete in an ever increasingly competitive environment.

Christopher Rutledge – E³ Facilitator & temporary BRC Manager



E³ Report

In August 2011 at a meeting for BOE Private Clients JP Landman shared that the realities of low economic growth, high unemployment and unacceptable levels of poverty are faced by South Africa. More than 4.3 million people who form part of the potential work force do not have work and are not earning a regular income. Poverty is a major threat to South Africa's social fabric. Learn to Earn (LtE) is making a concerted effort to encourage entrepreneurs to start and grow their businesses through its E³ initiative.

E³ vision is to create a 3 year competency-based mentorship programme that nurtures and equips LtE graduates with sound technical and business skills to ensure a robust approach to business. Graduates are carefully selected for this programme.

The main challenge faced by graduates pursuing their own business, is that once the skills training & business skills course requirements are complete they often fail to apply the learnt business principles in growing and sustaining their ventures. This results in the failure of their new entrepreneurial businesses. Learn to Earn's E³ programme provides in-depth training and mentoring support to ensure success.

Past mentees of E³, include Nokuthula Sigaba of Sweet & Lovely Catering who is now pursuing her own interests. We wish her well in all her future endeavours.

Current mentees include Hermanus-based Gilbert Muchanyara, responsible for Gilbert's Catering and Zukisa Fono of Ghetto Manskap. In Khayelitsha the new partnership of Thomokazi Mvimbi and Amanda Mkwela aim to take 'The Odd Cup' coffee shop to new heights.

Zukisa had this to say: "(this mentorship programme)...is opening up my mind!" while Gilbert said: "...it is encouraging me to think and be more deliberate in what I do."

We salute these entrepreneurs for their courage and wish them well as they see their businesses grow!
Neil van Niekerk – Assistant E³ Facilitator



Matthew Clement trains the new entrepreneurs in the coffee shop

LtE Association

LtE Association impacting Gauteng and KZN

The vision of replicating the LtE model has significantly impacted two associates, namely GetOn Skills Development outside Pretoria, and Ethembeni outside Howick.

Since June 2011 LtE has been managing GetOn in order to turn it around and develop it into a sustainable organisation. There have been many challenges. However, the staff have embraced the holistic developmental approach and started to buy into new values and attitudes which are significant in developing unemployed people. In April, a new manager, Brenton Cryer, was appointed and his energy, skills and dedication have already been felt.

Another major development is relocating GetOn nearer to Pretoria. This will make it more accessible to students and staff, creating opportunities for partnerships with businesses close by, reducing the security risk and resulting in big cost savings. The new venue at ArcelorMittal will be completely renovated by GetOn and ready for occupation in August. LtE will soon be exiting as manager and GetOn will continue as an associate member. Kulula airline's sales will drop radically and Roché, Susan and Paul will miss the visits to friends and family up north!

Ethembeni, an HIV/AIDS ministry outside Howick in KwaZulu-Natal is our newest associate member. Grant Edkins, director, has been very excited about the partnership as they have been wanting to grow into income generation projects for their clients. This has happened through implementing the Bake for Profit training. Nelisiwe Thabethe, one of the students, said "I am thanking God for the Bake for Profit course that came to my rescue at this difficult time. I am excited that I can now do costing and pricing on my own."

Paul Sturrock – Association Coordinator



Visitors to GetOn's recent open day



Director's note



Recently I was asked by a USA student; "What are the main challenges facing South Africa?"

My first thought was, "just go online and read any of the South African newspapers or those of the world that give coverage to international news.

It is guaranteed that South Africa would feature for racism claims, unemployment, moral degeneration, debacles in education and perpetual fraud at the highest level of every institutional form. Even in those institutions that are meant to curb corruption, crime and enabled stability and security in our society."

We have politicians and want-to-be politicians who cannot fathom that their role as elected officials is to work to build a nation and not to design its destruction on the back of greed, selfishness and self-preservation. Nation-building should be the Hippocratic Oath of every public-political figure, indeed of every citizen.

My heart is troubled and really desires something that will allow for the peeling back of all these layers of moral baselessness and despicable behavior that is almost seen as normative and that receives incessantly high profile publicity. I long for something that will reverse the effect on the average citizen; that stops them wondering if it is at all possible to stop or change these things.

Archbishop Emeritus Tutu and former Minister, founding General-Secretary of COSATU and now successful businessman, Jay Naidoo, have independently and publically urged us all to indirectly resist the temptation to self-preservation and to reach for participation in bringing change. The 'how' of this is the most difficult part. Become an active citizen - challenge corrupt activities at all levels, work towards a new electoral system away from a party list base. These are strategies that need to be driven by a collective passionate focus which both of these public figures indicate has been lost.

We require the passion and intensity of the biblical prophets, their straightforward moral appeal, adopting as Philip Yancey puts it, their two pronged approach. The short range view of whatever God requires now: exhortation to acts of faithfulness, rebuilding the temple, purifying your marriages, helping the poor, destroying idols and putting God first.

The long range view of the prophets was to respond to the heartfelt questions of people; "How can we believe that God loves us in the face of so much suffering? How can we believe in a just God when the world seems ruled by a conspiracy of evil?" Prophets answered such questions by reminding people who God is, and what a future kingdom of righteousness looked like.

The lasting question and challenge remains for us as a church, "Why the silence, why are we not rising above party politics and challenging the actions and activities of those in the public eye.

We need to rise above party politics and general corruption and make our lifestyles subservient to our faith and not the Apartheid norm of political ideology and abuse of power informing our faith and practice." To use a challenge put out by Yancey in his book *Soul Survivor*; what keeps us, in this new century and new country, from realizing the beloved community of justice, peace and love. Surely what should haunt us more than the sins of the past, should be the sins that we are blind to today? Clearly raising, developing and building a socially responsible nation is the challenge of this generation.
Roché van Wyk - Learn to Earn Director

Golf Day 2012

Thursday 15 March 2012 saw the 9th LtE Golf Day taking place at De Zalze Golf Club, Stellenbosch. A total of R35 555 was raised on the day. This year a field of 100 golfing enthusiasts took to the course, and as always an enjoyable day was had by all. Congratulations to the winning four balls – we are sure that they have been enjoying using their Le Creuset prizes and are certain that they will be back in 2013 to defend their placings.

Thank you to the sponsors of 2012's prizes:

Adidas | Africa Geographic | Arabella Hotel & Spa | Ciro Beverages | Cape Town Toiletry Company | De Zalze Golf Club | Deetlefs Wines | Dischem - Claremont | Distell | DMKC Insurance Brokers | Dongola Guest House | Ecco Tours | Exim Spices | Hamilton Russell Vineyards | Henry Taylor Ries | Ina Paarman | Indigo Cosmetics | Le Creuset | Ocean Basket | Pam Golding Properties | Pick n Pay | The Pro Shop | Ramsay Media | Really Great Brands Company | Rose Foundation | South African Rugby Union | Swagg | Towers Watson | TFG Group - @home, Exact, Markham, Total Sports, TFG Management | Tiger Wheel & Tire, Stellenbosch | Windsor Hotel | Wines with Heart |

Thank you for joining with us on the journey to achieving LtE's mission – that of developing people, especially unemployed people, socially, economically, emotionally and spiritually - and our vision 'to eradicate unemployment and other legacies of injustice in South Africa and Africa'.

Barbara Lipp

LtE Golf Day 2013

On Thursday **14 March 2013** Learn to Earn will be holding our 10th and final Golf Day for some time.

We hope that you have already booked Thursday 14th March in your 2013 year planners. (fyi: There are already 7 pre-booked four balls.) If you would like to take part in one of the remaining four balls on the day please contact us via email (pahq@learntoearn.org.za or give us a call **021 671 2230**.)

Staff: getting to know you

As is our tradition, all recently appointed staff members are asked to share a little about themselves to the greater LtE family. Here are two of the latest appointees ...

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.

Paul Sturrock



My family and friends would describe me as being sports crazy: playing tennis, running half marathons and watching anything that moves on SuperSport. Fishing is my ultimate relaxation, after snow skiing. I am loyal, caring, fun and someone who seeks to live out his faith in God.

My role at Learn to Earn is that of Learn to Earn Association

Co-ordinator, here I develop partnerships with organisations around SA. "It's great to significantly impact other organisations and I look forward to seeing their impact on LtE as we learn together. I have been so enriched through my previous years (1999-2004) at LtE. It's wonderful to see the growth and to see that the values and ethos are still the same."

Vuyokazi Mnukwa

How would my family and my friends describe me? As a talkative, caring people centered person, a strong, assertive woman active in the home and community. As someone who likes to be recognized and loved as I do to other people. A hard worker who is always willing to do anything that can add a value. What you see in my face is what is inside me, I am an easy to read person.



What is my role at Learn to Earn?

I am the BRC Production Manager. I make sure that production in the BRC is running smoothly.

Why am I excited about working at LtE?

I am excited about working at LtE because it is a Christian organization and I thank God for that. Every morning we have devotions where we strengthen ourselves. LtE is giving me more skills and experience and I am growing spiritually. At LtE we are a family I am working with very nice people and the management is very supportive they are always willing to help and always available to check the performance and the progress in my department, that encourages me a lot.

LearntoEarn

a hand up - not a hand out

INFORMATION

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

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CONTACT PERSON IN USA:

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Did you know...

Learn to Earn's Business Resource Centre has made over 7000 conference bags for the University of Stellenbosch over the past 18 months. The bags are produced by our trainees, all of whom were previously unemployed, and are now afforded the opportunity to earn an income while improving their technical sewing skills acquired through the LtE Sewing Training Course. Every bag is meticulously inspected at each point in the production process and the trainees boast an impressive reject rate of less than 1% of all bags produced. If you are looking for conference bags with a social conscience, then contact our BRC manager on brc@learntoearn.org.za