



10 Years of Change

2019 Annual Report



Empowering Through Education

Letter from Director

Thank you for making all of this possible.

Masinyusane is celebrating its 10-year anniversary in 2019 and what a journey it has been. I find myself reflecting more on the past decade and am in awe of how far we have come, how generous all of you have been, and how lucky we are to be doing this work. It has been my great honor and privilege to connect your generosity with these kids' lives over the years.

It feels like yesterday I was sending emails around in search of support for Avuyile, our first university student. Today, he's a Chartered Accountant working as a Finance Business Partner for Rio Tinto, one of the world's largest mining companies. His family has moved out of their wooden shack and into a proper house. His family tree has been uprooted out of the grounds of poverty and planted on fertile middle class lands for all future generations.

After this December's cohort, we will have celebrated 141 graduations from our scholarship program. By 2025, we will have seen 400 graduates. Each with their own unique, inspiring story.

We have simultaneously developed an innovative project that empowers the local community to uplift itself by hiring local youth and having them teach children how to read and write.

The OECD ranked South Africa 113/116 in Children's Literacy. South Africa also has the 4th highest Youth Unemployment rate in the world. Our Children's Education & Youth Jobs initiative addresses both and is already being modeled by others for its innovative approach. We are giving children their first superpower - the ability to read.

We trust you will enjoy the photos and stories on the pages to follow. They are all lives you have changed.

Thank you for being so generous.

Jim McKeown



Jim, Avuyile (our first graduate) and his father outside of their home in 2009. Today, Avuyile is a Finance Business Partner working at Rio Tinto.

Teaching Children to Read

South Africa has some of the lowest literacy scores in the world. 78% of 10-year old children cannot read at all. For comparison, that number is 4% in the United States. The children here are being robbed of their future before it has even begun.

Masinyusane has partnered with some of South Africa's best literacy organisations to implement customised, one-on-one literacy sessions with children. Most of our kids are packed into classrooms with 40+ children. Their teachers are simply not capable of taking the time to help any one child. Especially one that has fallen behind.

Our literacy sessions are the only way many of these children will learn to read and write.

With your support, we are giving them the ability to learn. Which gives them a future. And every one of them deserves that.



543 Children Receiving Lessons

93 Children Graduated to Reading Level

42,674 Hours of Reading Sessions

Meet Siphosethu

A little love goes a long way.

Siphosethu was doing well in our literacy program, but something was missing. She was very quiet in class and didn't participate much in our library programs.

Nosisa, whom you will meet below, knew Siphosethu was capable of reading. She simply lacked the confidence.

They started to sit together in the library during school breaks and after school, reading books together. Siphosethu's confidence grew with each session and she decided to sign up for some of our library clubs.

Fast forward a year, she has graduated out of our literacy program and qualified as a super reader in our library. Over the past 3 months, she has borrowed and read 17 books from the library.

Our team shows our kids a tremendous amount of love. We write praise notes after each session. We high-five. And we make sure that every child knows that we believe in them.

This is about more than letters, sounds, and meaning. It is about teaching a generation of Siphosethus to believe in themselves and showing them that their potential is boundless.





MEET OLWETHU

Becoming a leader.

Olwethu was 5 years old when she joined Masinyusane's literacy program. She was able to write her name, but could not sound out or identify any letters.

Today, after four years of Masinyusane literacy sessions, she is borrowing 5 books a week and submitting impressive one-page book reports on each.

Olwethu has grown into one of our shining stars. At 9 years old, she is our youngest library leader at Ben Sinuka Primary School. We are so proud of the leadership she displays every day; keeping the library organised, overseeing the puzzles, and controlling the rowdiest kids. She may not have been a born leader, but she has certainly grown into one.

She lives at home with her mother, grandmother, brother, and dog (Fluffy!). Her favourite colour is red and her dream is to grow up and be a dentist one day.

She makes us proud every day and we have no doubt she will achieve that dream, or any other, in the coming years.



Building Libraries

Masinyusane built 2 more children's libraries in 2019. We have plans to build at least as many in 2020.

While our literacy sessions teach children how to read, our libraries make reading fun.

The library project managers run upwards of 6 projects at any given time, ranging from book clubs to competitions to story time.

Getting Books in Homes

91% of South African homes have 10 or fewer books in them. The number is undoubtedly even higher in our communities.

We are proud to share that our children have borrowed 8,018 books in 2019. Furthermore, our Super Reader kids have successfully completed and written book reports on 297 books.

Building a culture of reading isn't easy, but we are on our way.



Meet Nosisa

Empowering a community to uplift itself.

Nosisa joined Masinyusane as a literacy coach in 2015. She was the mother of a 2-year old daughter herself, and that love of children shown through. She was amazing with her Masinyusane kids, showing them the dedication, attention and love that they deserved.

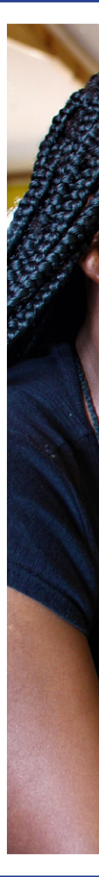
In 2016, she became the project manager of our literacy centre at Seyisi Primary School. Over the past 3 years, Nosisa's team of literacy coaches has grown from 4 coaches assisting Grade 2 learners to 14 coaches assisting children from preschool through Grade 3. She also oversees the library, educational technology centre and extra-curricular programs at the school.

Nosisa is the perfect example of the energy and talent that lives within our communities. Without Masinyusane, she would most likely be unemployed, sitting at home, and struggling to get by.

Today, she oversees the literacy sessions of 168 children, manages 17 Masinyusane staff members at her school, and has graduated 41 children as 'readers' out of her program.

She is also a more empowered mom, taking her literacy skills home and teaching her daughter how to read, write and comprehend.

"My life has been changed so much by Masinyusane. I am so proud to play a part in our children's lives here. We have taught so many children how to read. It's truly inspiring and I feel very grateful to everyone who makes this possible."



Creating Local Jobs

Masinyusane created over 50 jobs for unemployed youth in 2019. We have found a way to unlock an incredible amount of love, energy, and talent in our communities.

South Africa has one of the highest youth unemployment rates in the world. The amount of wasted human capital is staggering.

At Masinyusane, we are pioneering a way for a community's youth to earn an income while simultaneously uplifting their own community's schools.



Meet Ethel

A Story of Hope

Ethel Mavaivai was born in Zimbabwe and fled the country with her family. They settled in Port Elizabeth, South Africa.

Life is not easy for a refugee and South Africa has never been kind to immigrants. The past decade of xenophobic violence will be a scar on the country's history for a long time.

Despite this, Ethel worked hard in school. Very hard. She would graduate at the top of her class and qualify to attend university.

Unfortunately, there are zero funding opportunities for Zimbabweans. They do not qualify for financial aid and are unable to borrow money from banks.

With both her parents being unemployed, Masinyusane was Ethel's only hope. With your generosity, we have provided a full scholarship.

"Thank you so much for everything you have done for me, you have brought hope in my life. You made me step my legs through the university gate. I will never forget you in my life. Thank you so much."



Scholarship Fund

A Generation of Leaders That Will Uplift Our Communities.

Masinyusane's Scholarship Program has been providing promising young students with the funding and support to attend university for the past 8 years. With a focus on girls, the scholarship has been life-changing for hundreds of students over the years.

This December, we will celebrate our 100th graduate. A near impossible-to-imagine achievement when the program was launched.

Empowering young people to realise their talent and abilities is the surest long-term strategy to ensuring the upliftment of our impoverished communities.



Above: Some of the students that live in the Masinyusane Houses of Excellence. They benefit from free food, internet, mentoring, proximity to campus & a culture of success.



Meet Pamela

Entrepreneur & World Traveler

Pam recently returned from Thailand, where she was awarded a vacation for being a top salesperson amongst new employees. While this was her first trip out of South Africa, it will certainly not be the last.

She is an entrepreneur, successful businesswoman, and social media personality. She works as a marketing agent, but also has her own business as an MC, host, and social media influencer. She launched her YouTube channel earlier this year and already has over 13,000 followers on Instagram.

It's amazing to see how much she has achieved since it feels like just yesterday we were chatting together in her high school about what to apply for at university.

Pam was a senior at Chubekile High School in KwaZakhlele in 2014 when Masinyusane met her and helped her apply to university. She would be accepted and choose to study at Nelson Mandela University. Masinyusane would help with tuition, bus fare, a laptop, and even a room in the Masinyusane House of Excellence.

"I wouldn't be where I am today without Masinyusane. Jim and Ta Fiks showed me so much love and support over the years. They always believed in me, even when things weren't going well. I will always be grateful for everyone's investment in my education and promise to make you all proud."

Masinyusane Graduates



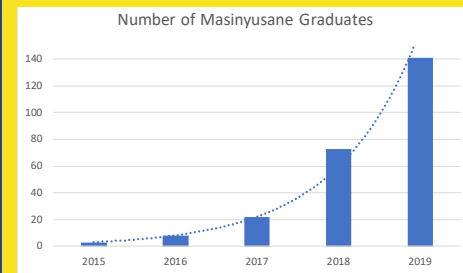
A Generation of Leaders

We are flooding our impoverished townships with university graduates empowered to uplift their own families, solve their own community's problems and serve as role models to other youth.

In 2019, we had another 68 students graduate, bringing the total number of graduates to 141 over the past decade.

Our graduates have been buying homes for their parents, cars for themselves, sending siblings to school and inspiring us all.

They are already changing the trajectories of their family's future and giving hope to all.



Piloting New Projects

Building Educational Technology Centers in Impoverished Schools

Masinyusane's Educational Technology ('EduTech') Centres provide children with the opportunity to use laptops and tablets every day. Our children, learning from impoverished communities in South Africa, are now able to utilise the same software, apps and websites as children in America, China & Europe.

Our EduTech Centres are built around a spirit of curiosity, discover and seeking knowledge. One day one, having never touched a laptop before, the kids are asked to figure out how to play a game ('My Very Hungry Caterpillar' for those wondering!). That experience, of figuring it out on your own, sets the tone for their future years in the centre.

Through this process of discovery, the kids are guided through a variety of games and apps, depending on their age. The younger children focus on logic, art, puzzles and numeracy games, while the older ones are given more projects with Microsoft Office, email and research online.

Perhaps most importantly, all of the children become technologically literate and leave our schools with the confidence needed to succeed with technology in today's world.





Tablets Project

Masinyusane has 60 children utilising tablets every day after school. The children sit in groups of 5 with a Masi nyusane Youth Coach. They then work together or compete in a variety of fun and creative games.

We use the after-school space to help children discover and develop talents.



Google Play Store

These tablets allow us to leverage the creativity and genius of developers from across the world.

Our team is constantly testing the top rated games and apps in the Google Play store and downloading them for our kids to use.

2019 IMPACT STATS

93

Children Have
Graduated As
Readers



543

Children Are
Receiving
Literacy
Sessions



12

Letter Sounds
Learned by 5 & 6
Year Olds



42,674

Hours of Literacy Coaching
Children Received in 2019





68

2019 Graduates
at Nelson
Mandela U.



386

University
Students



84%

Pass-rate at
University



141

Total University Graduates
over the past 10 years



FINANCIALS

Masinyusane takes great care to invest our donors' contributions in high impact projects that make a difference. We maintained a project-to-overhead ratio of 91% to 9% in South Africa, ensuring our donors' money is being spent efficiently.

The bulk of the University Students' funding supported student tuition, bus fare, and housing.

The bulk of the Children's Education funding went towards our library and literacy initiatives.

** The numbers to the right are from our FY 2018-2019 Audited Financial Statements.*

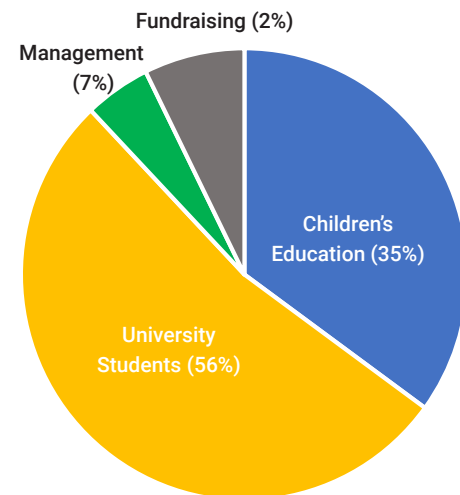
DONATIONS RECEIVED

Contributions	R5,011,458
Interest	R241,444
TOTAL	R5,252,902

OPERATIONAL EXPENDITURE

Children's Education	R1,807,688	35%
University Students	R2,882,257	56%
Fundraising	R104,750	2%
Management	R339,116	7%
TOTAL	R5,133,811	

FY 2018-2019



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R 1 million +

Nov 2018 - Nov 2019

Winds of Change Community Trust | Anonymous Family

R 750,000 - R999,999

Kouga Wind Farm | Ayo Technology Solutions | E'Zethu Development Trust

R150,000 - R749,000

The Learning Trust | Dr. Doug Dix & MOMS | Kellan & Diana Florio | Rosaria Salerno

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R6500 - R14,999

PWC | Shine Literacy | Kyle & Samia Pope | Mike Ortiz | Caitlin Marsh | Ruth Radermacher-Yurick | Amen Dhyllon | Jim & Vanessa Supple | Marian Johnson | Beatriz Castro | Matt & Kate Anderson | Andrew Smith | Barb Bailey | Brendan & Christine Hennessey | Sean & Erin Simmons

R1 - R6499

Chris & Neemo McKeown | Martin & Nicole Lewis | Stephen Bilezikjian | Mandela Bay Development Agency | Adam Baden-Clay | Ayo & Alicia Olakanye | Edwin & Melissa Delgado | Emily Wilson | Jim Cunningham | Jo Kearney | Jonathan DeVito | Josh & Sam Bey | Global Giving | Kdg Donation | Carrie O'Neill | Dezz & Danielle Morris | Eddie & Trish Kleissler | John & Dolores Greenwich | Kathy Viele | Kay Tucker | Shamil & Desiree Turner | J Baz | Michael Carolus | Matt Longo | Joe & Kaila Baker | Ralph & Ann Gilmore | Tom & Amy Kleissler | Corpus Christi CWL | Jason Lurie | Joe Simmons | Janelle Hinchley | Sharon & Tim Lang | Mrs. Mack | Kelaine Conochan | Gillette Hall | Gillian Painter | Mark Dibben | Ambka Sabiki | Heather & Ryan Corkery | Katelyn Spengler | Richard Orr | Tomas Vagoun | Ben Dahl | Brian Levine | Diana Martinez | Donate Well | Fabio Leonardi | Mark & Lizzie Kendrick | Mary Harbaugh | Nanette Flynn | Rachel Bixler | Ronny DiFranco | Tessa Lasswell | Mike & Nancy Frederick | L Mcelligott | N Murphy | Dan & Kate Sampson | Ann Lewis | Ashley Gonzalez | James Schnepf | Joe DeSimone | Lawrence DeSimone | Thomas Kugelmeier | Yun Jeong Kwak | Carolyn Florio | Kelly Adams | Alicia Rasich | Daniel White | Thomas Approbato | Megan Riley | Mellisa Louis | Chandrika Agarawal



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