

# S.A.'s FUTURE LOOKS BRIGHT.



2024 Mid-Year Report  
for Youth Jobs and Children's Education



# The NEED in South Africa



# Our MODEL addresses both problems

## Literacy

 **75%**

of 3-4y/o South African children  
receive **NO EARLY LEARNING  
STIMULATION**


**81%**

of children **CANNOT** read  
(vs 4% in United States)

**56%** 

of South African homes  
have **NO BOOKS**

## (un)Employment

 **Highest**  
Youth Unemployment  
Rate in the World

**18 million**

South Africans live on  
less than \$2 a day.

**75%** 

**OF UNEMPLOYED**  
South Africans are youth



## early childhood education

Implement data-driven, high impact  
educational interventions to teach  
children to read, write, & count.



## community jobs


Creating hundreds of desperately  
needed jobs in the community to  
implement our education initiatives.



## scholarship programme

Creating a generation of graduates  
empowered to uplift their own families  
and communities.





Together, we have created hundreds of jobs and are changing the lives of tens of thousands of children.

*Masinyusane is filled with excitement and pride as we reach the midpoint of 2024. We are thrilled to share that the first half of this year has been nothing short of incredible. We recently completed our midyear assessments, and the results are fantastic—our children are making tremendous progress!*

*As you'll see in the rest of this report, our work continues to expand and deepen. We are now actively engaged in 69 preschools (ECDs) and 42 primary schools across the Eastern Cape of South Africa. Our commitment to both literacy and math remains strong, and the positive impact on the children we serve is clear.*

*Our team of dedicated young coaches—who themselves are products of these communities—are at the heart of this success. They bring essential literacy, numeracy, and storytelling support to local schools, helping to build a solid educational foundation for each child.*

*Our data-driven approach ensures that every intervention is effective and scalable, focusing on customizing our intervention for each child (often referred to as Teaching at the Right Level). The results below speak for themselves. Our children learn to read twice as fast as control groups.*

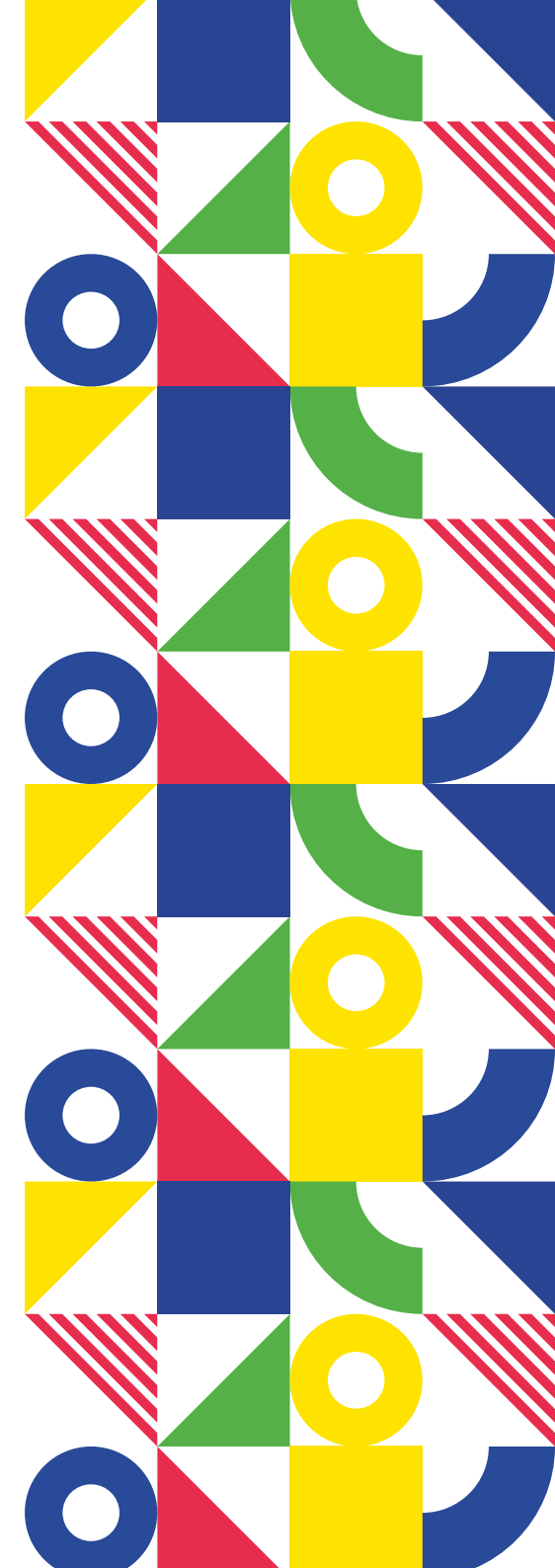
*We also published our new [Data Portal](#) this quarter. It's designed to showcase our successes (and struggles!), provide transparency, and ensure we are held accountable. By openly sharing our data, we aim to provide you with a clear view of how your support is transforming lives.*

*We continue to provide opportunities for young people to grow, learn, and uplift their communities. We have created jobs for over 300 young people in 2024, over ninety percent of which are women. With every step forward, we are more determined than ever to build a brighter future for South Africa's children and youth.*

*As we look ahead to the rest of the year, we are excited to continue this journey of transformation, knowing that together, we are changing lives and building a better South Africa for all.*

*Thank you for making this possible.*

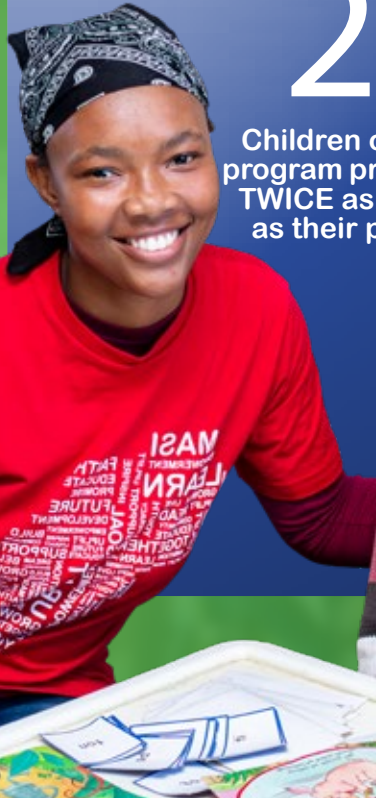
*Together, we have built one of Africa's best programmes.*







*Sinazo has her first job, her family has an income, and she's a leader in her community.*



**2x**

Children on the program progress **TWICE** as much as their peers.



*Olungaka receives the love, attention, and support to ensure she receives the education that she deserves.*



## Reading is a *SUPER POWER*

Children that read are children that learn. Children that learn are children that grow. Reading is therefore one of the keys to unlocking the potential of a child.

Young readers have bigger imaginations, are better at critical thinking, have stronger memories and show greater confidence.

You are providing children with the opportunity to develop this super power. Having it will change their lives forever.

## Job Creation = Talent Unlock

South Africa possesses one of the highest youth unemployment rates in the world. While there are a litany of ill effects from this, one sad result is that there are incredibly talented youth sitting at home. These youth could not only be learning, growing and developing themselves, but they could be helping to give back to society.

Masinyusane unlocks this talent by creating jobs for these youth. We put them to work in our libraries, literacy centres and computer labs helping children to get the best education possible.

# DATA DRIVEN



## Silubonile

	'22	'23	'24	
Letters	6%	76%	100%	
Phonics	2%	72%	92%	
Blends	0%	66%	90%	
CVCs	0%	22%	54%	
Reading	0%	20%	42%	
Writing	0%	14%	22%	

**Nangamso**  
invested  
**272 hours**  
in literacy  
sessions with  
both children

## Kungentando

	'22	'23	'24	
Letters	12%	34%	100%	
Phonics	6%	24%	100%	
Blends	0%	43%	92%	
CVCs	0%	38%	84%	
Reading	0%	12%	55%	
Writing	0%	8%	35%	

## Job creation in the community

Masinyusane employs a comprehensive Monitoring and Evaluation (M&E) system to rigorously assess and improve our programs. We have developed best-in-class data fidelity and analysis tools, including custom Python scripts, to process and interpret the vast amounts of data we collect. This information is stored in extensive databases, enabling us to track progress, identify trends, and make data-driven decisions.

Our M&E system provides a holistic view of each child's growth, combining quantitative assessments with qualitative insights to paint an accurate picture of their development. By leveraging cutting-edge technology and maintaining meticulous databases, we ensure the highest level of data integrity and analysis. This multi-faceted, data-driven approach enables us to continually refine and enhance our programs for maximum impact.



# OUR IMPACT

336

Youth Currently Employed



54

Currently operating in 54 ECD Centres



43k+

Hours of customized literacy sessions



17 653

Children reached through our programmes



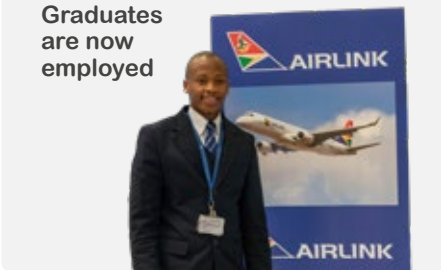
451

University Graduates



301

Graduates are now employed



## Every Child Deserves An Education

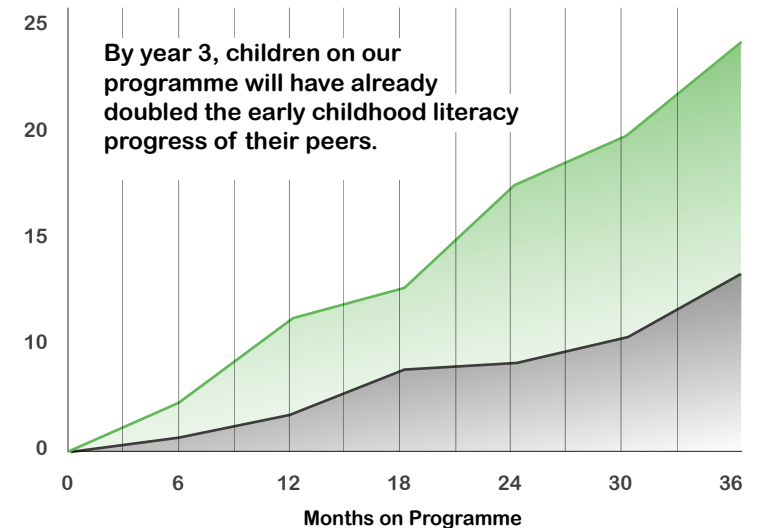
Nobel Prize-winning economist James Heckman's research has shown that the greatest return on investment for a society is in early childhood development. His work demonstrates that investing in quality early childhood programs can yield a 13% per year return on investment through better outcomes in education, health, sociability, economic productivity, and reduced crime.

By focusing on early childhood literacy and numeracy, while also creating employment opportunities for community youth, our project is leveraging the power of early intervention to drive long-term, sustainable change.

### LITERACY PROGRESS

Children ON programme

Children NOT on programme







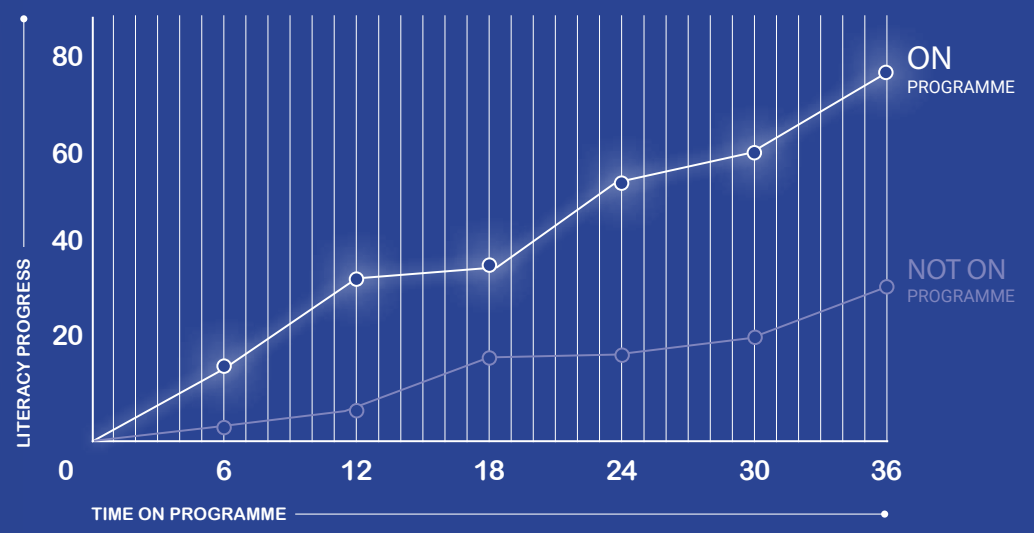
# 3X

She has tripled her literacy score the past 6 months.

## Meet Limokuhle

Limokuhle has been on our programme for 1.5 years and she's already gone from zero to reading! She has made huge strides with her writing as well.

In the first six months of 2024, Limo's literacy coach, Siyanda, worked hard to teach her how to blend together her letter sounds. After a few weeks of practice, it "clicked" and now she's making incredible progress. It's so exciting to see the light bulb go off and we are confident Limokuhle will shine for years to come.



# 100%

This little Grade R score has mastered her phonics and phonetic awareness!

**Izabele**  
Empumalanga P.S.



# 45%

5-year old Acwengile has already gone from 0% to 45% on her Grade R literacy assessment.

**Acwengile**  
Dumani P.S.



# 2X

Zanothando, only 5 years old, has made huge strides this year and is already reading short stories with her literacy coach.

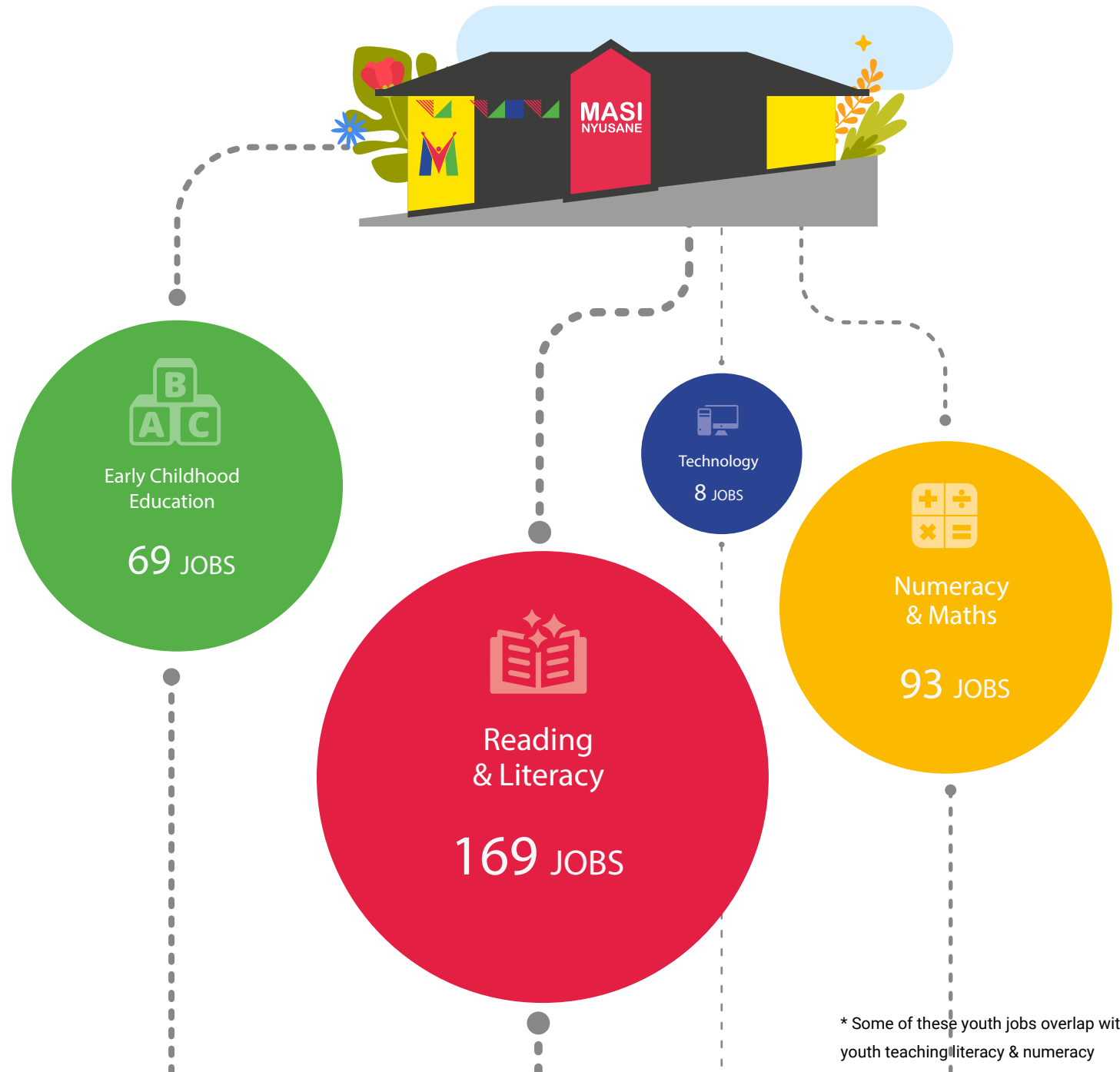
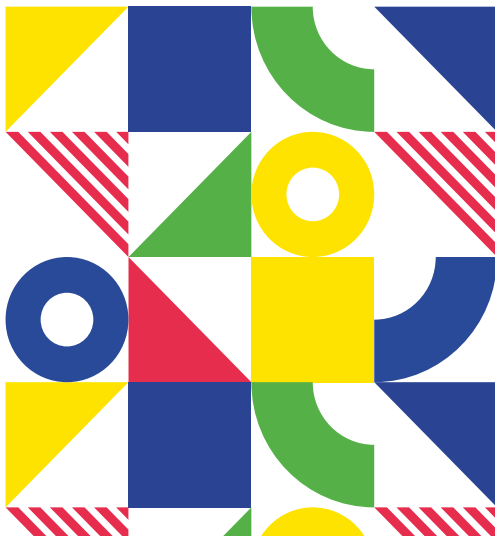
**Zanothando**  
Isaac Boo P.S.

# YOUTH JOB STREAMS

Masinyusane empowers communities to uplift themselves by employing local youth to work with children.

These social impact jobs create incomes for families, give youth their first job, and simultaneously invest in tomorrow's generation.

Below are some of our most successful youth jobs opportunities.



\* Some of these youth jobs overlap with some youth teaching literacy & numeracy



## 69 JOBS



### 1. Early Childhood Development

Masinyusane pioneers innovative preschool literacy initiatives, captivating young minds with storytelling magic. Our dedicated team aims to expose every child to 500 stories yearly, backed by research proving early story exposure enhances academic performance.

We offer personalized literacy sessions tailored to each child's learning style and level, focusing on crucial skills like attentive listening, sound recognition, and letter identification. Our results speak volumes: children in our program surpass their peers in reading assessments by an astonishing 500%, revolutionizing early childhood literacy in South Africa.



## 169 JOBS

### 2. Primary School Literacy



Masinyusane fosters primary school literacy by providing tailored sessions focused on reading, writing, and comprehension skills over 4-5 years. Our core literacy program consistently outperforms control groups by 40-50% annually, with long-term participants showing even greater advancement. By cultivating proficient readers, we equip children with lifelong learning tools, opening doors to limitless opportunities for their futures.

#### 3. Zazi Izandi

In 2023, we partnered with the government and leading organizations to expand our program into more schools, achieving astounding results: teaching as many letter sounds in 6 weeks as children typically learn in a year. Building on this success in 2024, we're scaling the initiative nationwide.

#### 4. 1000 Stories

Stories are life changing. Our 1,000 stories programme seeks to ensure every child has heard at least 1,000 stories before age 7. On top of that, we build libraries and send tens of thousands of books into our children's homes.



## 93 JOBS

### Numeracy and Maths



#### 5. Yebo

Masinyusane run Year Beyond's incredible Academic Success model in 16 schools. Employing 84 youth to work with children in Grade 3 & 4 in literacy and numeracy as they transition from isiXhosa to English in school. It's a rich, deep, incredibly well designed programme.

#### 6. Count

Our new Maths stream is introducing numeracy skills and number knowledge into 10 Early Childhood Development Centers across the Eastern Cape townships.



## 8 JOBS

### 7. Computer skills & Coding



In 2024, we have over 5,000 children participate in our computer classes and coding programmes. Building digital fluency is a critical skill for children and we are ensuring they are not left behind.



# 7

## JOB STREAMS





# YOUTH JOBS

## Meet Anelisa

**1 of  
336**  
Employed Youth

Anelisa is, for the second consecutive year, one of our Top 5 performing literacy coaches. She works at Sinethemba Creche, an informal wooden shack packed with 45 children.

What she has accomplished with her children is absolutely astounding. Her children, who all come from extreme poverty, came into the year scoring zero's on all of our metrics.

In just six months, they have nearly mastered all of their phonetic awareness skills and tearing through their letter knowledge and phonics.

She is single-handedly ensuring her children become little readers.







Thank  
You For  
Your Support

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## Empowering Through Education

