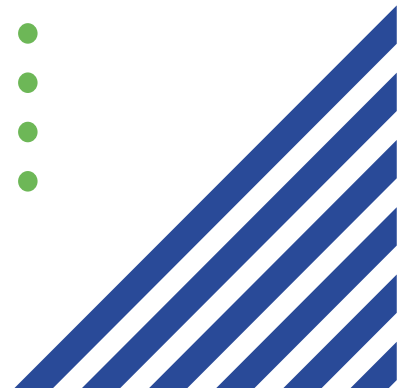


**Annual
Report**

2023



Letter from the Director

“As I write this, I am filled with an exhilarating blend of joy and anticipation. Taking over as the Executive Director of Masinyusane in South Africa marks not just a new chapter in my professional journey, but also a deepening commitment to a cause that resonates with every fiber of my being.

Reflecting on the great legacy that has been built, I am both humbled and excited by the responsibility to not just maintain, but significantly grow our impact.

This past year, Masinyusane:

- ▶ **Created 342 community jobs**
- ▶ **Expanded to over 125 schools**
- ▶ **Worked directly with over 15,000 children, and**
- ▶ **Celebrated the graduation of 50 of our university students.**

The foundation laid is solid, and my determination to elevate our work is unwavering. Masinyusane has all the tools one needs to grow into unprecedented heights.

Looking ahead, the horizon brims with promise. The coming year is shaping up to be groundbreaking, with several exciting projects in the pipeline. A milestone achievement will be the construction of Masinyusane’s first own Early Childhood Development (ECD) Center right in the heart of New Brighton township in Gqeberha, Eastern Cape – a dream turning into reality. Additionally, we are transitioning into a new office building, a testament to our growth and expanding influence.

I am immensely grateful to the organisation for entrusting me with such a pivotal role. My journey from the corporate world to community development has been transformative. In Masinyusane, I have found a home, a place where my passion for making a difference finds its true expression. The culture here is nothing short of phenomenal – it’s a melting pot of dedication, warmth, and collective drive towards a noble cause.

Our focus is on nurturing a happy, motivated team, because I believe the joy and positivity we cultivate among ourselves is what we pass on to the young souls we are privileged to teach. Their smiles, their progress, and their dreams are the fuel that keeps us going.

The following pages are a testament of how big a difference just a little intervention could do. Thank you for making all of our work possible though your donations and continued support.

Together, we are not just dreaming of a brighter future; we are actively building it.”

Zama Zulu
Executive Director



The NEED in South Africa



81%
of children CANNOT read
(vs 4% in United States)



1st Highest
Youth Unemployment
Rate in the World



75% of 3-4y/o
South African children
receive NO EARLY
LEARNING STIMULATION



56% of
South African homes
HAVE NO BOOKS



75% OF UNEMPLOYED
South Africans are youth



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

**OUR
MODEL**
ADDRESSES BOTH
PROBLEMS



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.



342 JOBS CREATED

Job creation in the community

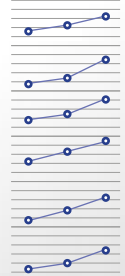
Masinyusane is empowering communities to uplift themselves. We recognize that while impoverished, our communities have incredibly talented young people in them. They simply need the opportunity to learn, grow, contribute, and give back.

In 2023 we created 342 jobs for previously unemployed youth to work with children in our schools and preschools. These jobs are life-changing for the youth. For most, it's their first employment opportunity and it gives them the chance to earn an income (bringing much needed money into their homes), obtain workplace experience (critical for their CV), learn new skills, and to give back in their own community.

As pages that follow show, the employment opportunities we provide for youth not only transform their lives but also create a profound and positive impact on the children they work with.

Enzokuhle

	'20	'21	'22
Letters	22%	34%	49%
Phonics	18%	24%	40%
Blends	26%	38%	52%
CVCs	30%	48%	60%
Sounds	15%	30%	45%
Sentences	10%	28%	34%

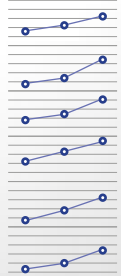


Anelisa Nakani

invested
345 hours
 in literacy
 sessions with
 both children

Likuwe

	'20	'21	'22
Letters	22%	34%	49%
Phonics	18%	24%	40%
Blends	26%	38%	52%
CVCs	30%	48%	60%
Sounds	15%	30%	45%
Sentences	10%	28%	34%





6 JOB STREAMS

01 Early Childhood Development

Masinyusane is at the forefront of introducing innovative preschool literacy initiatives, bringing the magic of storytelling in young children's lives.

Our dedicated team is committed to a unique objective: ensuring that every child is exposed to 500 stories a year. This approach is grounded in substantial research, which consistently demonstrates that early exposure to stories significantly enhances academic performance.

Furthermore, we provide personalised literacy sessions for each child, tailored to their individual learning style and level. These sessions develop essential reading skills such as attentive listening, sound recognition, letter identification, and the foundational elements of blending sounds and beginning to read.

Our results are remarkable. Children in our programme outperform their peers in standard reading assessments by an astounding 500%, setting a new benchmark in early childhood literacy development in South Africa.



02 Primary School Literacy

Masinyusane extends its impactful literacy journey into primary school, where we nurture the vital skills of reading, writing, and comprehension. We will stick with the same child for 4-5 years until they are fluently reading, all the while providing customised literacy sessions tailored to that child's needs and level.

Children involved in our core literacy programme consistently outperform their control groups by an impressive margin of 40-50% annually. This significant advantage becomes even more pronounced over time, with children who have participated in our programme for 4-5 years far outpacing their peers.

By fostering a generation of proficient readers, we are not just teaching children to read and write; we are empowering them with the tools for lifelong learning and success. Our programme is more than an educational initiative; it's a gateway to endless possibilities for each child's future.



At Masinyusane, we operate a dynamic, multi-stream model characterized by continuous testing, measurement, and refinement. Our team strives for rapid iteration, consistently enhancing and deploying improved versions of our programmes. A key concept for us is 'programme velocity' – the speed at which we gather data, analyze it, and upgrade our programmes to more effective versions. This agile approach enables us to identify and invest in the streams that demonstrate the most significant impact for the children. Our ethos is one of perpetual motion; we are always learning, improving, and striving for excellence in everything we do. We owe the children nothing less.

03 Zazi Izandi

In 2023, we partnered with the government and a few leading organisations to roll out a streamlined version of our programme into more government schools. The programme is built to scale. The results were astounding! In just 6 weeks, we taught children as many letter sounds as they typically learned in an entire year. In 2024, we build on that success and begin scaling it up across the nation.



05 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.



04 Yebo

Masinyusane run Year Beyond's incredible Academic Success model in 16 schools. Employing 91 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.



06 Computer Skills & Coding

In 2023, we had 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.





Meet Zintle

We often preach about unlocking the talent that already exists within our communities. This talent can be unleashed to uplift the communities themselves.

When we say that, we are referring to people like Zintle. She worked at eBongweni Primary School, located in a very dangerous and impoverished townships. There is typically very little opportunity for children born there.

Every day, Zintle brought her radiant smile and personality to work and brought hope to the children at eBongweni. With her incredible work ethic, she managed to get two of her children into our Top 10 (out of 1470 children).

In recognition of her incredible achievements, we recently promoted her to take over our new Educational Technology centre there. She is now teaching hundreds of children computer basics and running introductory coding programmes.

She is a testament to our belief that our communities have the talent to uplift themselves. We just have to give them the opportunity.



“I had a great experience working with the kids at my school. Seeing them improving each and everyday made me proud.

This job has changed my life. I hope it is the beginning of great things for me.”

6x

improvement

Zintle’s children improved from an average of 12% to 70% on their letters, sounds, and phonics assessment in 2023.

It was their first year on our literacy programme and she spent over 400 hours ensuring each and every one of them develops their foundational reading skills.

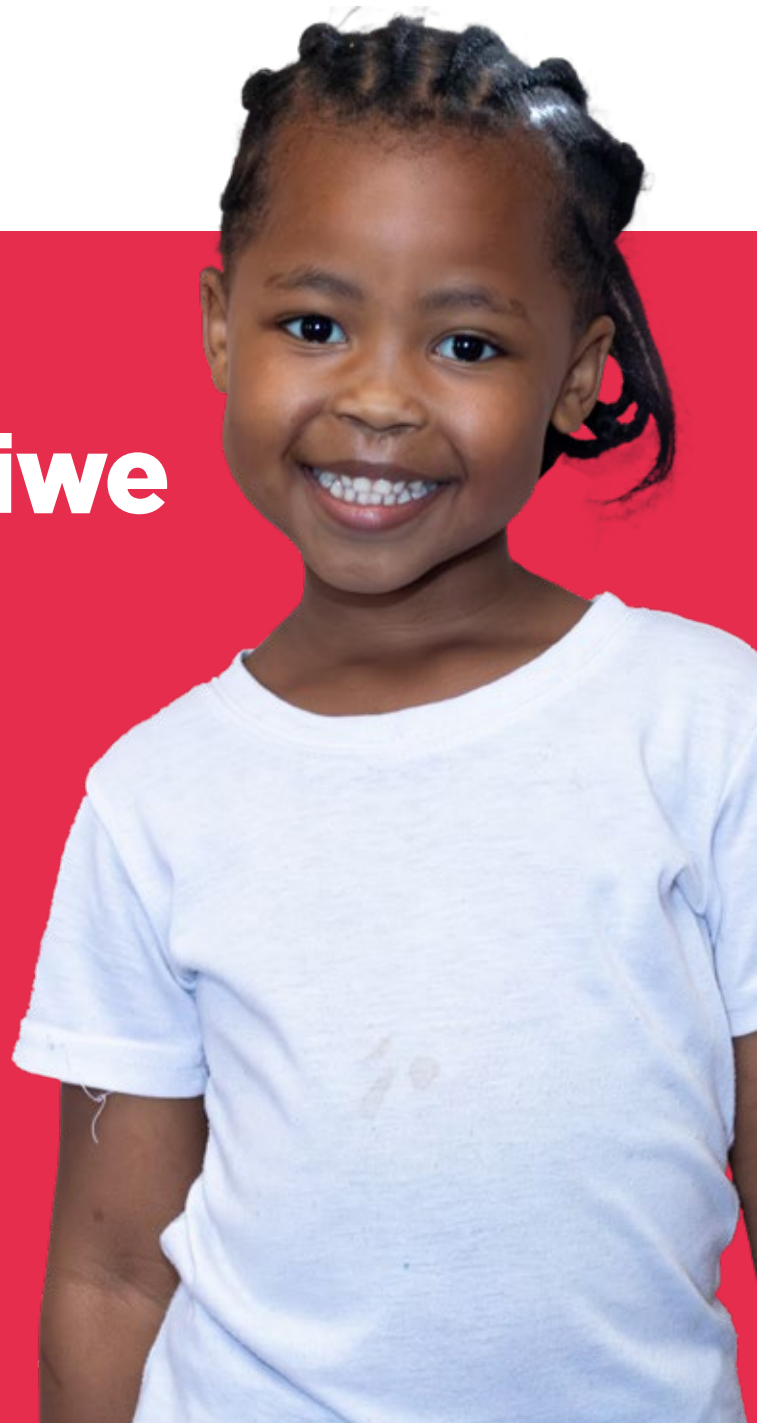




Meet Simnikiwe

7%  98%

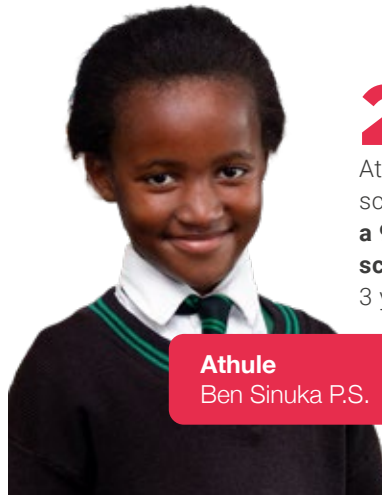
In 2023, 5-year old Simnikiwe **12X'd her literacy score**. She spent 84 hours with her literacy coach and mastered all of her letters, phonics, and listening skills. All before starting formal schooling!



21

Alungile learned to read and write **21 of her letter sounds** in 2023. She also scored over 80% on her listening assessment.

Alungile
Charles Duna P.S.

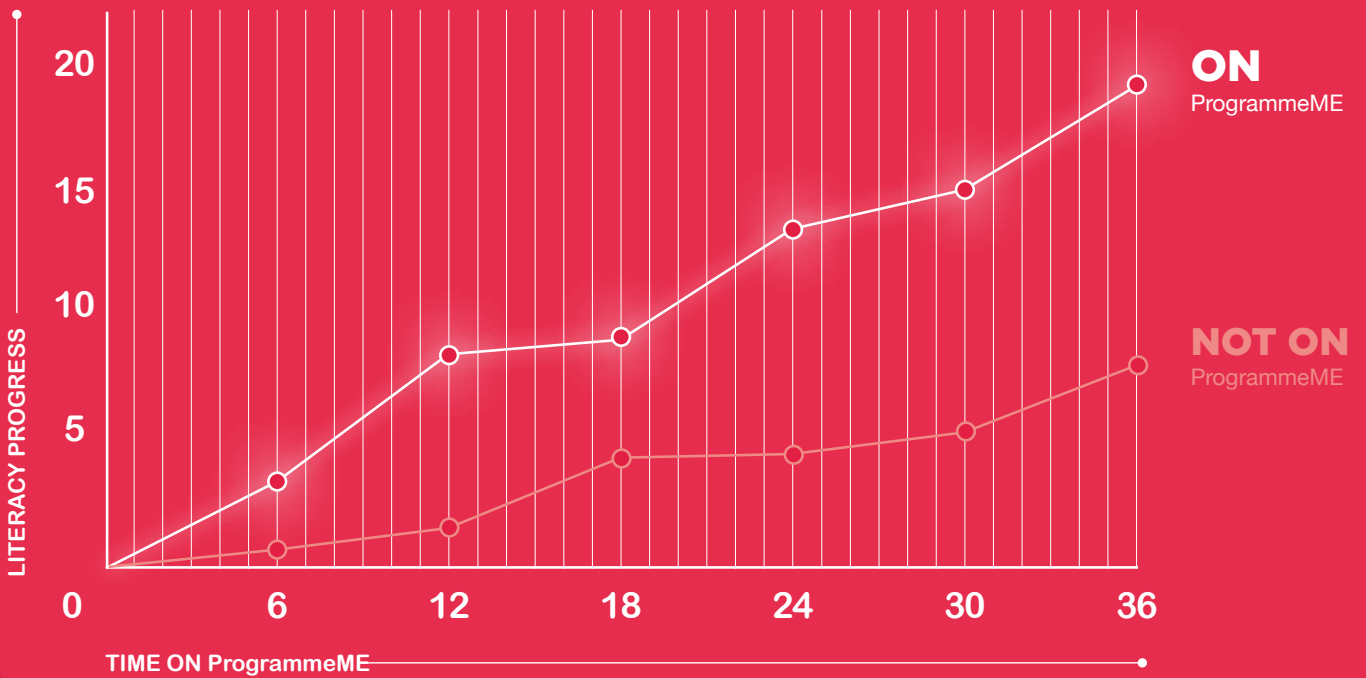


2x

Athule doubled her writing score in 2023 and **achieved a 94% overall literacy score**, graduating out after 3 years on the programme.

Athule
Ben Sinuka P.S.

2x Children on the programme progress **TWICE** as much as their peers.



10x
Kungawo's literacy score 10X'd in 2023 as he learned to blend his phonics, read basic sentences, and master his sight words.

Kungawo
 Ebongweni P.S.



100%
Avela scored a perfect score(!) on her literacy assessment after being on our programme for 3 years

Avela
 Fumisukoma P.S.



Sinethemba ECD

Starting Early

Change the trajectory of a ship, by even one degree, and it ends up at a vastly different destination. This is exactly what we are doing with very young children across the Eastern Cape. Our work at Sinethemba is but one example.

Siphokazi, and her colleague Ntombovuyo, have worked magic at Sinethemba Creche. Sinethemba is one of 53 creches Masi youth work in (22 of which have the full-time literacy coaches). Sinethemba is a large shack with no desks, no supplies, and no curriculum.

The 34 children would be sleeping and playing on the ground without the Masi youth there.

Siphokazi's children, aged 3 to 5, have already mastered an average of 21 of their letter sounds. This is an astounding foundation upon which to enter Grade R. For context, children finishing Grade 1 in South Africa know 12 letter sounds.

The children have also heard hundreds of stories over the course of the year.

Multiply the magic we have worked at Sinethemba across dozens of preschools and you begin to see scale and impact of Masinyusane's work.

Siphokazi Mcwabeni Literacy Coach

Siphokazi ran 706 hours of customised, individual literacy sessions with her 12 children this year. They made astounding progress, learning most of their letters, how to identify beginning, middle, and ending sounds, and have started blending sounds to make words.

She also read them over 500 stories over the course of the year. Hearing hundreds of stories is highly correlated to future educational success.

It is not an exaggeration to say her work with each of those twelve children has been life-changing.





OUR IMPACT



342

Youth Currently Employed



54

Currently operating in 54 ECD Centres



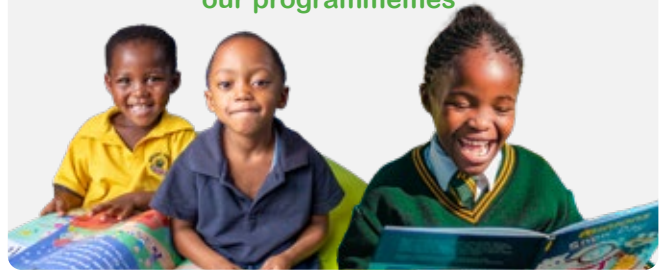
72k+

Hours of customized literacy sessions



15 278

Children reached through our programmes



320

University Graduates



259

Graduates are now employed



Every Child Deserves Access to Books

Masinyusane has built dozens of libraries, literacy centres, classrooms, and computer labs at schools and preschools across the Eastern Cape in South Africa. 2023 was no different.

With a focus on libraries, we are ensuring tens of thousands of children have access to books every day. In 2023, we have sent over 100,000 books with children to impoverished homes that typically do not have any. Our team has also read tens of thousands of stories to children.

Children who hear stories have bigger imaginations, better memories, more expansive vocabularies, and better educational outcomes. We are making sure that every child receives this precious gift.



Scholarships

Meet Esethu

Esethu is a beacon of hope and a testament to the power of dreams and determination. A stand out student in high school, she's defying the odds to become a Medical Doctor.

Initially a Masi High School Top Learner, Esethu was one of the rare learners from her high school to make it to university. Her incredible performance won her a Masi Scholarship and she moved into a Masi House of Excellence. She will be completing her degree in Microbiology this year and enrolling in Medical School in 2024.

Her story isn't just about academic excellence, it's about breaking barriers and setting new standards in her community. Esethu is more than a scholar; she's a role model of inspiration, kindness, and leadership. She is beloved by all. Her presence uplifts those around her, setting an example of hard work and dedication.

Your support plays a crucial role in Esethu's journey, lighting a path not just for her but for countless other children in her community who see in her a symbol of what's possible. Esethu is not just achieving a personal dream; she's forging a new reality, challenging what's possible, and inspiring a generation.

We are honored to share in this journey with her, thanks to your generous contributions.



One day soon I will be a doctor that is saving lives. I hope my story will be an inspiration for other children to follow their dreams.





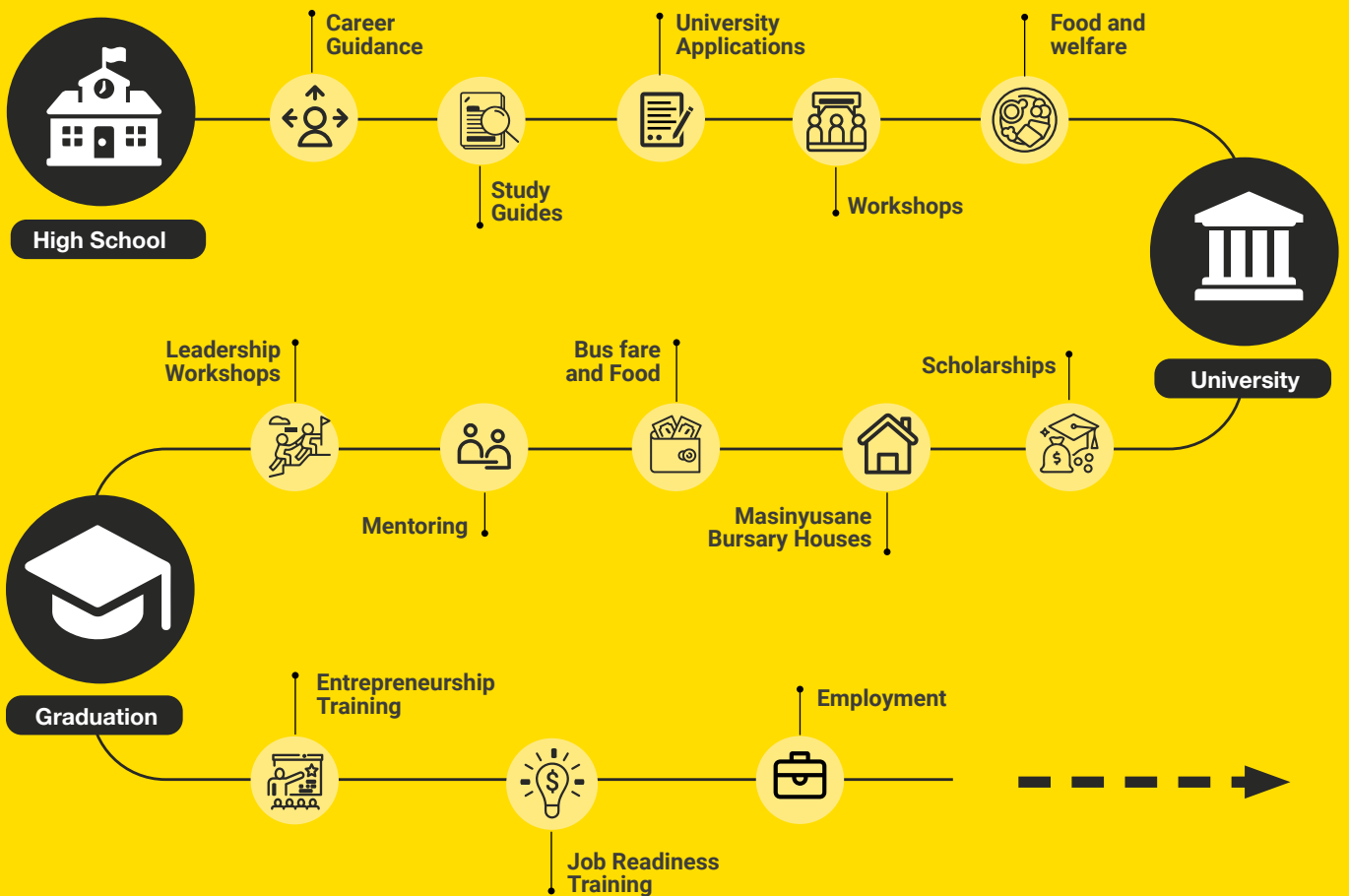
Masi House of

Masinyusane is providing housing to some of the most impoverished students in Gqeberha.

Without this assistance, these students would be deemed as a high 'failure' risk due to living in abject poverty.

The students in the houses come from informal settlements, live with 10+ people in a household and/or come from homes with severe challenges.

The houses continue to provide the students with a safe, secure home next to campus. They include study areas, free food, computers & internet access and daily mentoring from Masinyusane staff.



Excellence



Iviwe

BCom General
2nd year



Masentle

BSc Dietetics
3rd year



Benito

BCom Accounting
2nd year



Akhona

Dip Economics
Final year



Asekho

BA Media Comms
1st year



Babalwa

BHSC Med Science
2nd year



Yolisa

Dip IT
Final year



Yolanda

BR Diagnostics
2nd year



Lindokuhle

Dip Logistics
Final year



Lusanda

LLB
2nd year



Sibusiso

BHSC Med Science
Final year



Agcobile

Dip IT
Final year



300

MASI GRADUATES

In 2023, Masinyusane marked a historic milestone. After celebrating the graduation of 50 Masi students this year, we have surpassed 300 since launching our scholarship fund!

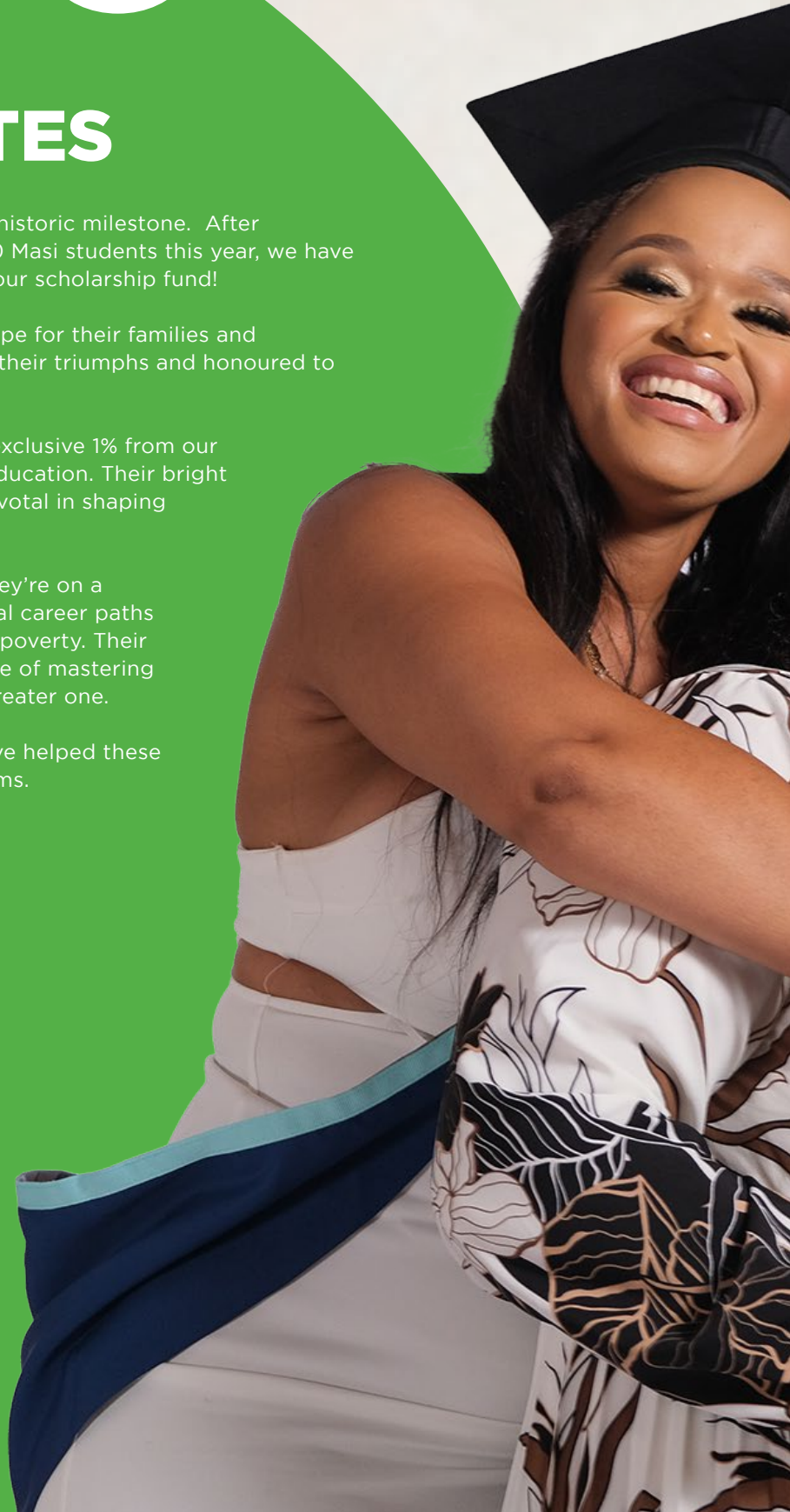
Each graduate is a beacon of hope for their families and communities. We're inspired by their triumphs and honoured to support them.

These graduates represent the exclusive 1% from our communities with a university education. Their bright minds and resilient spirits are pivotal in shaping South Africa's future.

Venturing into the workforce, they're on a twofold mission: forging personal career paths and uplifting their families from poverty. Their journey brings to mind the image of mastering one mountain to face an even greater one.

Your generous contributions have helped these young stars actualize their dreams.

They will be eternally grateful.





Meet Zimkhitha

Zimkhitha graduated with a Bachelors Degree in Construction. She will be a pioneering female in a field dominated by males in South Africa.

During her studies, Zimkhitha worked part-time as a Literacy & Numeracy coach at one of Masinyusane's primary schools.

She made a huge difference in the lives of dozens of our children.

More importantly, she served as an inspiring role model for children that need them. Every day, they could look up at her and say, "One day, that will be me."

Masi's dream is to flood our communities with university graduates empowered to uplift their families, solve their own communities problems, and to serve as role models to others.

With Zimkhitha, we have done exactly that.



A Generation of Leaders

Our High School and University Scholarship projects were built with the goal of empowering a generation of young South Africans to obtain professional employment. Those jobs, and the income that comes with them, would then empower the youth to uplift their families, solve their own community's problems and serve as role models to other youth.

This dream is now becoming a reality. We have graduates that are lawyers, engineers, teachers, bankers and even politicians! Some of these graduates have bought their parents new houses. Others have built up impressive investment accounts with the goal of ensuring no one in their family tree ever suffers from poverty again. Still others have become involved in local politics and are flexing their leadership muscles to fight for their own people.

The ripples of change from these young stars will be felt for many years to come. Masinyusane's generous donors have made long-term investments that will have a long-term impact. The future is bright.

Number of Masinyusane Graduates





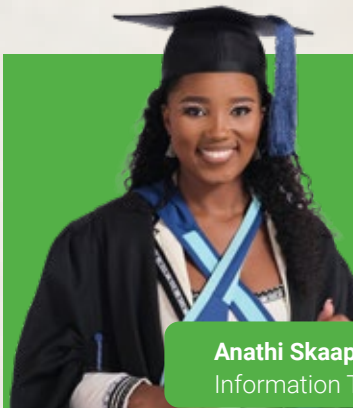
Simamkele Skweyiya
Information Technology

Masi has always embraced me like family and treated me like one of their own kids. Thank you forever.



Yonela Nika
Economics

My sister and I could never have made it this far without your help. Siyabulela!



Anathi Skaap
Information Technology

I want to thank you guys for always being there for me. It's been a long difficult journey.



Khotsofalang Ntlai
Economics

Ta Fiks is the reason I am a graduate today. I will never forget what's been done for me.



Mandisa Nodlawu
BA General

God blessed me with the Masinyusane family. They brought light to my life.



Yvonne Mramba
Business Management

I am going to do big things in life. Thank you to everyone who supported me.



Ayabonga Mdlankomo
Business Studies

I feel so happy. Honestly, today feels like I am living in a dream.



Siphosethu Gubayo
Environmental Health

I am very grateful to have the support of friends, family, and Masinyusane.

21

GRADUATES FOUND EMPLOYMENT IN 2023

Our scholarship fund graduates are making remarkable strides in life, significantly uplifting their families from poverty. By securing stable careers and purchasing homes, they are not only achieving personal success but also creating a nurturing environment for their families. This progress marks a crucial step in breaking the cycle of poverty, offering a brighter future for subsequent generations.

These young professionals have the incredible opportunity of pulling their entire family trees out of poverty, forging paths of opportunity and hope. Their achievements extend beyond individual triumphs, setting in motion a legacy of empowerment and prosperity for generations of their families children to come.



Employed Graduates

Meet Sisipho

Sisipho's journey is nothing short of inspirational. Growing up in abject poverty, Sisipho overcame incredible odds. Her resilience and determination earned her a home in our Masi House of Excellence, where she spent five transformative years.

Sisipho has taken her Industrial Engineering degree to Continental Tyres, where she has been working for the past 3 years as a professional Engineer. As a young black female engineer in South Africa, Sisipho is a true pioneer in her field, breaking barriers and setting a precedent for others to follow.

Her ambition isn't stopping there; she is currently pursuing an MBA at night while learning to code in her "spare" time.

Her recent achievements include a well-deserved promotion and the purchase of her first car!

Her next 'dream' step would be to live and work abroad.



Employed & Empowered



**Thuli
Grootboom**

Accountant

Thuli's journey towards becoming a chartered accountant, a highly sought-after profession in South Africa, is a story of remarkable determination and success.

In 2023, she spent hours every day with Bhut'Jim at our high school tutoring classes. She then moved into a Masi House of Excellence and graduated with excellent grades.

Today, she's writing professional exams and nearing the 5-year mark as a professional accountant. Her thriving career not only fulfils her own aspirations but also enables her to provide for her grandmother and siblings, truly embodying the transformative power of education and opportunity.



**Yonela
Bafo**

Teacher

Yonela's path from a Masi Top Learner to an influential educator in one of our high schools is a testament to her dedication and hard work. It also feels like things have come full circle as she now teaching the next generation of Masi Top Learners.

Beyond her professional achievements, she recently purchased her first car and built an extension onto her parents' home. Currently, she is saving for her own house.

Yonela aspires to one day become a school principal, a goal that reflects her deep commitment to education and her desire to lead and inspire future generations.



Hlumelo Pamala

Mechanical Engineer

Hlumelo, a stand out Top Learner from Motherwell, has achieved a rare and remarkable feat by successfully completing a demanding Mechanical Engineering degree, a path seldom traversed by youth from our communities.

His journey, defined by unwavering determination and resilience, now serves as a powerful beacon of inspiration for the youth of Motherwell. As a professional engineer, Hlumelo is not just excelling in his career; he stands as a living testament to the fact that, regardless of one's background, with dedication and hard work, ambitious dreams can indeed become reality.

He embodies the possibility that from Motherwell, one can rise to become an engineer, breaking barriers and setting new precedents.



Siphethuxolo Ntsundwana

Airline Customer Service

Siphethuxolo could have given up so many times. He faced enormous financial challenges throughout his studies. Yet he never gave in. He put his head in his books and fought his way to graduation.

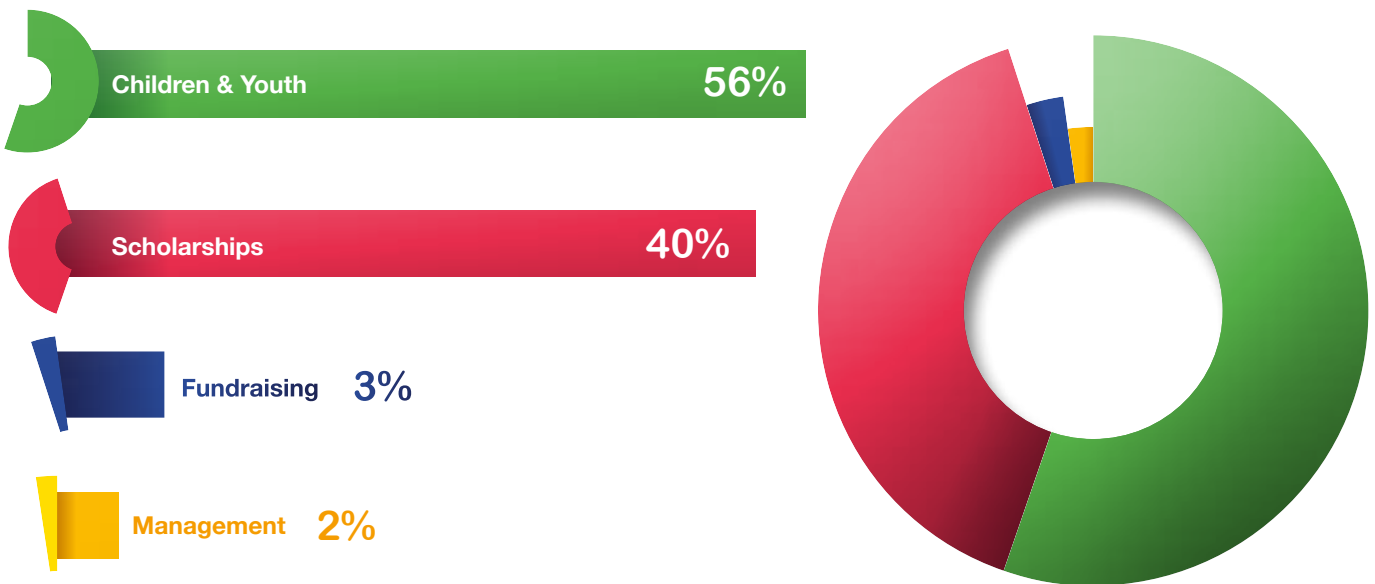
Today, he is a shining example of resilience, working in Airline Customer Service at our Gqeberha airport. His career, much like an aircraft preparing for take-off, holds immense potential and opportunity.

Just as a plane soars into the sky, reaching new heights, Siphethuxolo embodies the limitless possibilities when determination meets opportunity. He serves as a powerful metaphor for our Masi Top Learners.

Now for the numbers

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 94% to 6% 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 & Youth Jobs funding went towards our **youth jobs, library and literacy initiatives**.



Donations Received		
Contributions	R	19,371,749
Interest & Other	R	208,926
TOTAL	R	19,580,675

* FY 2022-2023 Masinyusane South Africa Financials

Operational Expenditure		
Children's Education & Youth Jobs	R	10,557,748
Bursary Programme	R	7,503,643
Management & Operations	R	304,119
Fundraising	R	575,150
TOTAL	R	18,940,660
New Building Fund	R	500,000
TOTAL	R	19,540,660

2023 MASINYUSANE BOARD OF DIRECTORS (South Africa)

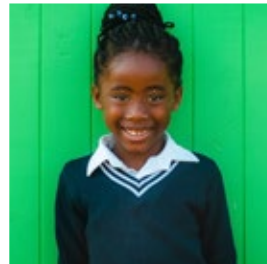
Prof Andre Mukheibir; Chulekazi Bula; Fr Jerry Browne; Fr Ludwe Jayiya Isaac Adams; Nathi Dwayi; Nune Mgoduka; Sheila Thyse; Thobeka Gaxamba; Tiksie Mabizela

2023 MASINYUSANE INC (United States)

Kellan Florio, Kunaal Bellara, Rachel Bixler, Sarah Calhoun, Tim Cork

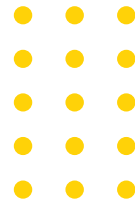
R2,000,000+	Anonymous Family Foundation, Kouga Wind Farm, Year Beyond, Terre des Hommes
R1,000,000+	Grassridge Winds of Change Community Trust, Tsitsikamma Windfarm, E'Zethu Development Trust, Grassroots Youth Development Bursary
R250,000+	The Learning Trust, Zazi iZandi, Masifunde, Continental Tyres, HCI Foundation, Truworths, Rosaria Salerno
R50,000+	Amakhala Emoyeni Wind Farm, Khipu Networks, Catholic Diocese of Gqeberha, Kellan & Diana Florio, Marybeth & Tom Anderson, Standard Bank, MIDAS, Ubuntu X, Rajay Desai, Anonymous, Matt & Jen Lang, Tim & Caitlin Cork, The Bookery, Diane & Bill Prentice, Tim & Kay Butrie,
R10,000+	NMB Grant in Aid, Cathy & Michael Hennessey, Steve Shapiro, Carl & Jane Ann Calhoun, Karen & Tom Loafman, Ed & Janet Hennessey, Jim & Jeanne McKeown, Katie & John Pizzurro, Rachel Bixler, Sarah & Paris Jackson, Sara & Kevin Heckman, Gerhard Buchner, XMeco Heavy Engineering, Deirdra Wahba, Give Lively Foundation, Jim & Vanessa Supple, PricewaterhouseCoopers, Andrew Smith, TeslaGreen, Caitlin Marsh, Stephen Bilezikjian, Kyle & Samia Pope, Mike Ortiz, Prof Mukheibir, Eddie & Trish Kleissler, Kunaal Bellara, Robert & JoEllen Thomson, Sara & Erin Simmons
R100+	Global Giving, Matt Kleissler, Itesham Hussain, America Online Foundation, Kathy Viele, Michael Carolus, Jon Devito, Jo Kearney, Edwin & Melissa Delgado, Emily Wilson, Ayo & Alicia Olakanye, Joshua Bey, Matt & Kate Anderson, Jim Cunningham, Joe & Kaila Baker, Jennifer Christensen, Frank Telesca, Sean & Tracy Berry, Brendan Hennessey, Terra Cooke, John & Dee Greenwich, Anne Marie Malecha, Ralph Gilmore, John Rentzepis, Robbie & Marsha Thomson, Joshua Hayes, Terry Kong, Michael P Riley, Carrie O'Neill, Rosa Gandler, Vuyokazi Maqhalo, Cora Terrace, Brunswick House, Margaret Roberts, S. Baz, Kelaine Conochan, Akhona Maxela, Richard Orr, Tomas Vagoun, Ambka Sabika, Heather & Ryan Corkery, Michael O'Neill, Brian Muhlback, Martin & Nicole Lewis, Brian Gallagher, Joseph Greener, Julie A Gibson, Brett Newswanger, Diana Martinez, Robert Scott, Ardith Cork, James Schnepf, Viv Demko, Frank Lee, Lawrence DeSimone, Fabio Leonardi, Blake Archibald, Mary J Harbaugh, Janet F. Sullivan, Kay Tucker, Rasheed, Corey & Bev Galston, Theresa Farrell, Lauren McKowen, Ann Lewis, Thomas Approbato, Ryan Kleissler, Jacob Madden, Dan Macari, Meghan Obermuller, Nora Hennessey, Cassie Yurick, J. Baz.







OUR YEAR IN PHOTOS





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