Learn to Earn

LearntoEarn
Est 1989  A hand up not a hand out
Apart from the ballot box, philanthropy presents the one opportunity the individual has to express his/her meaningful choice over the direction in which our society will progress.
(James Gregory Lord)
Mohandas Karamachand Gandhi, one of the most influential figures in modern social and political activism, considered these traits to be the most spiritually perilous to humanity.

- Wealth without Work
- Pleasure without Conscience
- Science without Humanity
- Knowledge without Character
- Politics without Principle
- Commerce without Morality
- Worship without Sacrifice
Foundational Understandings:

1. I too am a person:
   - Historical and contemporary implications for restoration in post-apartheid South Africa
   - Historical, anthropological, philosophical, theological

2. Poverty versus Poverties
   - The whole person – Biblical and Sociology (Manfred Max Neef)

3. Issues of unemployment in South Africa
   - Unemployed seeking employment
   - Employed but not remaining employed
## Human Scale Development Approach

<table>
<thead>
<tr>
<th>Need</th>
<th>Being (qualities)</th>
<th>Having (things)</th>
<th>Doing (actions)</th>
<th>Interacting (settings)</th>
</tr>
</thead>
<tbody>
<tr>
<td>subsistence</td>
<td>physical and mental health</td>
<td>food, shelter, work</td>
<td>feed, clothe, rest, work</td>
<td>living environment, social setting</td>
</tr>
<tr>
<td>protection</td>
<td>care, adaptability, autonomy</td>
<td>social security, health systems, work</td>
<td>co-operate, plan, take care of, help</td>
<td>social environment, dwelling</td>
</tr>
<tr>
<td>affection</td>
<td>respect, sense of humour, generosity, sensuality</td>
<td>friendships, family, relationships with nature</td>
<td>share, take care of, make love, express emotions</td>
<td>privacy, intimate spaces of togetherness</td>
</tr>
<tr>
<td>understanding</td>
<td>critical capacity, curiosity, intuition</td>
<td>literature, teachers, policies, educational</td>
<td>analyse, study, meditate, investigate,</td>
<td>schools, families, universities, communities,</td>
</tr>
<tr>
<td>participation</td>
<td>receptiveness, dedication, sense of humour</td>
<td>responsibilities, duties, work, rights</td>
<td>cooperate, dissent, express opinions</td>
<td>associations, parties, churches, neighbourhoods</td>
</tr>
</tbody>
</table>
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</tr>
</thead>
<tbody>
<tr>
<td>leisure</td>
<td>imagination, tranquility, spontaneity</td>
<td>games, parties, peace of mind</td>
<td>day-dream, remember, relax, have fun</td>
<td>landscapes, intimate spaces, places to be alone</td>
</tr>
<tr>
<td>creation</td>
<td>imagination, boldness, inventiveness, curiosity</td>
<td>abilities, skills, work, techniques</td>
<td>invent, build, design, work, compose, interpret</td>
<td>spaces for expression, workshops, audiences</td>
</tr>
<tr>
<td>identity</td>
<td>sense of belonging, self-esteem, consistency</td>
<td>language, religions, work, customs, values, norms</td>
<td>get to know oneself, grow, commit oneself</td>
<td>places one belongs to, everyday settings</td>
</tr>
<tr>
<td>freedom</td>
<td>autonomy, passion, self-esteem, open-mindedness</td>
<td>equal rights</td>
<td>dissent, choose, run risks, develop awareness</td>
<td>anywhere</td>
</tr>
<tr>
<td>faith/belief</td>
<td>Completeness, creation mandate fulfilled</td>
<td>Understanding, values defining, dignity and self-respect, new identity in Christ,</td>
<td>Social transformation through individual transformation</td>
<td>Private and public settings, every fabric of society being influenced</td>
</tr>
</tbody>
</table>
Max-Neef further classifies Satisfiers (ways of meeting needs) as follows:

**Violators:** claim to be satisfying needs, yet in fact makes it more difficult to satisfy a need. E.g. drinking a soda advertised to quench your thirst, but the ingredients cause you to urinate more, leaving you less hydrated on net.

**Pseudo Satisfiers:** claim to be satisfying a need, yet in fact have little to no effect on really meeting such a need. For example, status symbols may help identify one’s self initially, but there is always the potential to get absorbed in them and forget who you are without them.
**Human Scale Development Approach**

**Inhibiting Satisfiers:** those which over-satisfy a given need, which in turn seriously inhibits the possibility of satisfaction of other needs. Mostly originating in deep-rooted customs, habits and rituals. For example, an overprotective family stifles identity, freedom, understanding, and affection.

**Singular Satisfiers:** satisfy one particular need only. These are neutral in regard to the satisfaction of other needs. They are usually institutionalized by voluntary, private sector, or government programs. For example, food/housing volunteer programs aid in satisfying subsistence for less fortunate people.

**Synergistic Satisfiers:** satisfy a given need, while simultaneously contributing to the satisfaction of other needs. These are anti-authoritarian and represent a reversal of predominant values of competition and greed. For example, breast feeding gives a child subsistence, and aids in the development in protection, affection, and identity.
Human Scale Development Approach

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   - Unemployed seeking employment
   - Employed but not remaining employed
4. Development versus Relief
   - Independence versus dependence
   - Culture of ownership and responsibility
   - Citizenship
   - Internal vs External discipline and control

5. Motivation
   - Calling versus job
   - Ministry versus social development agency
   - Sharing versus competition (eradication versus business)
   - Relationship betw. adult education, business & ministry

6. Clear Vision and Mission
   - Invites, brings together needs & resources, new directions & opportunities for mission, gives courage to speak vs. silence
Human Scale Development Approach

- Social Development
  - Economic Development
    - Social Issues, Values & Ethics
      - Contributes to 80% of the reason for job turn over
  - Political Development

- Human (Personal) Development
Our Vision: to eradicate unemployment and other legacies of injustice throughout South Africa and Africa

Our Mission: to develop people, especially unemployed people, socially, economically, emotionally and spiritually
<table>
<thead>
<tr>
<th></th>
<th>No of students</th>
<th>Previous year</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered at LtE</td>
<td>563</td>
<td>442</td>
<td>27% increase on 2014</td>
</tr>
<tr>
<td>Completed LtE training (Internal)</td>
<td>505</td>
<td>394</td>
<td>90% completion rate</td>
</tr>
<tr>
<td>Economically active total (as per LtE intervention excl. CoCT students)</td>
<td>353*</td>
<td>266*</td>
<td>70% rate of economic activity*</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(not taking into account 22 ppl from the previous period)</td>
</tr>
<tr>
<td>Graduates in further education (as per LtE intervention)</td>
<td>36</td>
<td>17</td>
<td>82% rate of economic activity or in further education**</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Through our Graphic Design course, other LtE courses or learnership opportunities)</td>
</tr>
<tr>
<td>Graduates that are self-employed or entrepreneurs</td>
<td>58</td>
<td>58</td>
<td>16% of graduates are self-employed or entrepreneurs</td>
</tr>
<tr>
<td>Graduates who are studying further (own initiative)</td>
<td>27</td>
<td>17</td>
<td>59% increase</td>
</tr>
<tr>
<td>Graduates that cannot be contacted for follow-up</td>
<td>20</td>
<td>18</td>
<td>4% uncontactable***</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(Improved from 5% the previous year)</td>
</tr>
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</table>
### Total Impact by Learn to Earn Group

<table>
<thead>
<tr>
<th></th>
<th>Registered</th>
<th>Completed</th>
<th>Economic Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>LtE Training</td>
<td>563</td>
<td>505</td>
<td>416</td>
<td>82%</td>
</tr>
<tr>
<td>The Feel Good Project</td>
<td>75</td>
<td>56</td>
<td>56</td>
<td>75%</td>
</tr>
<tr>
<td>City of Cape Town Training</td>
<td>306</td>
<td>254</td>
<td>144</td>
<td>57%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>944</td>
<td>815</td>
<td>616</td>
<td>71%</td>
</tr>
</tbody>
</table>
Challenges of Economic Development in South Africa

1. Misunderstanding of what an Entrepreneur is
2. Replication versus innovation
3. Limitation of worldview, limits market understanding
4. Competitiveness with/out reprisal
5. Cultural and custom clashes with business norms & ethics
6. Philanthropy of the Poor
7. Political, legal and economic frameworks
A social enterprise is a sustainable business that is centered / focused on addressing a social issue through its business activities, while reinvesting all profit back into addressing the particular social issue/s.

Litmus test
This is not just a coffee.
This is a cup of hope.
By partnering with the unemployed and training them to become professional baristas, we change lives from the Ground Up.
1989 Project 25
Celebrating 25 years of service in addressing unemployment & the eradication of poverty
KICKSTART YOUR DAY, KICKSTART THEIR LIVES.

Help us create hope.
Support the Ground Up Academy. SMS “HOPE” to 12345 to donate R10.
Ground UP Barista Academy Cape Town & Johannesburg:
Since Feb 2015: 51 students enrolled in training and 41 have graduated as competent & recommended (as at Feb 2016).
Numerous graduates are employed in the hospitality area mainly in coffee shops, with one or two in corporate office solutions.

Collen & Vuyi
Patience
Phamela
Ground UP Barista Academy Cape Town:

2 of the graduates competed against the province’s top baristas in the regional Speciality Coffee of South Africa competition
Ground UP Barista Academy Cape Town:
2 of the graduates employed by Espresso Concepts, opening up further opportunities for our J HB-based graduates at Expresso Concepts J HB outlets.

Themba, and his employer Leeanne

Nicole (also competed in the regional SCASA competition)
Ground UP Barista Academy Cape Town:

1 graduate in full-time contract work for Ground UP Academy (trailer & events)

Collen, based at Rondebosch Boys High School
Other graduates in employment

Lusayo from Malawi: working his first job in SA, full time at the August Organic Deli
Mission: To develop people, especially unemployed people, socially, economically, emotionally and spiritually.

Core skills training:
- Bake for Profit (9 wks, part-time)
- Barista Skills (8 wks)
- Basic Computers (3 wks)
- Business Skills (8 wks, part-time)
- Call Centre (8 wks)
- Cater Care (12 wks)
- Graphic Design (10 mths)
- Handyman (8 wks)
- Home Management (6 wks)
- Office Admin (12 wks)
- Point of Sale (7 wks)
- Sewing (11 wks)
- Sewing Production Line (19 wks)
- Woodwork (15 wks)

Life Skills (no extra charge):
- "Who am I?, Communication & Conflict, Rights & responsibilities, HIV, Domestic Violence, Job readiness

Personal Finance Skills (no extra charge):
- Saving, Budgeting, Investing, Debt Management, Goal Setting

Life skills:
- "Who am I?, Communication & Conflict, Rights & responsibilities, HIV, Domestic Violence, Job readiness

Spiritual input (optional):
- Discipleship course
- Mid-week service
- Spiritual & emotional support

Learn to Earn
Est 1989
A hand up not a hand out
LtE: economic impact in last 8 financial years

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</thead>
<tbody>
<tr>
<td>No. of unemployed people</td>
<td>298</td>
<td>320</td>
<td>312</td>
<td>307</td>
<td>432</td>
<td>460</td>
<td>394</td>
<td>505</td>
</tr>
<tr>
<td>trained (graduates trained</td>
<td></td>
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<td></td>
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<td></td>
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<td></td>
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<tr>
<td>internally only)</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduates economically</td>
<td>256</td>
<td>256</td>
<td>241</td>
<td>231</td>
<td>312</td>
<td>369</td>
<td>316</td>
<td>416</td>
</tr>
<tr>
<td>active or given access to</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>further education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses started by</td>
<td>19</td>
<td>26</td>
<td>25</td>
<td>39</td>
<td>68</td>
<td>62</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>graduates</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Economic activity* graduates</td>
<td>85%</td>
<td>80%</td>
<td>77%</td>
<td>76%</td>
<td>72%</td>
<td>80%</td>
<td>80%</td>
<td>82%</td>
</tr>
</tbody>
</table>

*Economic activity: full-time or part time employment, regular contract employment (e.g. Zakhele / The feel good project) or own business OR given access to further education (graphic design)
Maximizing Funding Potential

- Advancing Knowledge
- Improving Performance
- Stabilizing Communities

Social Benefit

Economic Benefit

- Signaling Other Funders
- Increasing Economic Potential
- Balance Between Profit and People

Social & Economic Value Created
Project Profile

Who we are, what we do and how we do it
Who we are

- Historically TFG-CSI donated all customer return clothing to several NGO’s.

- An opportunity was then presented where a decision was made to restore TFG customer return clothing, and by so doing, create a product that unemployed individuals, could be trained to process and sell.

- This opportunity was in the form of The Feel Good Project; a social enterprise made possible through a joint venture between:
Our purpose

1. To fight poverty by upskilling and enabling unemployed individuals to gain employment within the Retail sector; and
2. To be both financially viable and self sustainable through turnover generated by a retail business model
How we live out our purpose

Recruit
- April and September each year
- 36 trainees per in-take: 20 Retail, 8 Repair Centre & 8 Warehouse = 72 trainees per training year

Train
- 6 months on-the-job + 6-8 weeks Internship with external employer
- Technical and Life skills training
- Coaching, Mentoring, Performance Development and Discipline

Place
- New/ additional graduates available for placement in June and November each year
Our development cycle

**Warehouse/Distribution:**
Trained to log, sort and dispatch units to production

**Repair:**
Trained to launder, separate, repair (via hand/machine sewing), recondition and tag units for sale in store

**Store:**
Trained to receive, merchandise, promote and sell units to the public

We upskill unemployed individuals in skills relevant to the Retail industry by using a self-sustainable Retail Supply Chain business model.
How to ensure doing good never goes out of fashion.....

- Provide Product
- Get involved in Guest Lecture Program
- Provide retail support
- Internship & Placement Opportunity
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