



Learn to Earn

August 2016

a hand up - not a hand out

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

Learn to Earn's BBBE Trust becomes a reality.



Learn to Earn Khayelitsha Campus in 2016

Relevant, dynamic, sustainable are watch words which Learn to Earn looks to operate under.

The recent changes to the law governing the Black Empowerment framework has had an unintended impact on the corporate social investment (CSI) landscape and this in turn has resulted in the NPO sector needing to adapt within this climate.

Anticipating these changes we sought to reposition ourselves by creating opportunities for alternate income generation and investment within the BEE sphere. This has been achieved through establishing an Enterprise Development company that would give structure to all our business ventures into the future. This will allow us to continue developing entrepreneurs through implementing social enterprise franchises, starting

within in the coffee sector under our Ground UP brand.

It is with this in mind that we have set up a broad based black trust called Learn to Earn, which will continue as an NPO & PBO entity and will be a 100% shareholder of the, soon to be registered company, Learn to Earn Development Enterprise Pty (Ltd). The Trust is made up of senior staff and external representatives, who are involved with LTE in various roles.

We asked our new trustees to share a bit about themselves and what role Learn to Earn has to play in the future of South Africa.



Adrian Smith - is married to Dori and they have two children. Adrian is a CA and

is a director of a group of companies in the fishing industry. They attend The View Church in Sunningdale.

'I wish other people knew the impact it can have on impoverished families to take someone who has no skills or formal training, and minimal prospects of earning a living, training them within a relatively short period to do something which allows them to produce an income for themselves and contribute meaningfully to their family's wellbeing.'

Unemployment is the biggest problem facing South Africa. The inability of the formal sector to retain or create enough new jobs will not be solved without radical changes to the economic and labour environment. This is unlikely to happen any time soon. In the absence of this, the only solution to the unemployment problem is to give meaningful skills to people to enable them to work for themselves and provide an income for their families in as short a time possible.

Learn to Earn does this and its model should be replicated and rolled out throughout SA in order to create as many jobs as possible in every community where unemployment exists.'

Gavin Jones – is married to Venessa and they have one son who is currently living in Australia. They attend St Johns Anglican Church in Wynberg where Gavin has been



a Lay Minister for the past 10 years. It was through the church that he first heard about Learn to Earn and the work that we do.

Meet our trustees continued

'In 2005 I started doing some voluntary work for the organisation and as they say in the classics, the rest is history. Career wise, I've been privileged to be employed at Telkom SA in their Engineering Division for 39 years and continue to enjoy every minute of what I do there.'



Keenan Swartz – joined the LtE team 3 years ago at our social enterprise, The feel good Project, in skills training and HR. When she is not at work she is bonding with family, friends and seeking God on how best to make a difference through the life He has given her.

'I wish people knew that our impact is not only measurable by the number of graduates who become economically active, but also, if not more so, by the transformation that the trainees experience on various levels during their time with the organisation.'

Through creating sustainable and replicable enterprise models through which unemployed individuals can acquire the skills, experience and support to create wealth for themselves.'



Lloyd Williams – is married to Karolyne and they have a daughter, Gianna. Lloyd was first introduced to Learn to Earn in 2006, while at University completing a course in Faith Based Organisational Development. In 2012 he joined the LtE team as the City of Cape Town Training Project Manager.

'Learn to Earn's vision is to eradicate unemployment and other legacies of injustice in South Africa and Africa. There have been very few times in the history of Africa and specifically South Africa when inequality and injustice has been so prevalent and confrontational.'

Poverty may have changed the way it manifests, but the root causes remain the same. While the gap between the privileged and marginalized continues to grow, Learn to Earn projects and programmes seek to intervene at the source of injustice resulting in individual and group transformation.'

As we collectively build a nation and continent, we cannot continue to live as if injustice and privilege is without consequence; education is the catalyst to liberation – economic empowerment is the cement that sustains it, "a hand up, not a hand out".'



Neil Macdonald – is married to Katy and they have 3 children. Neil works for Hymax, a telecoms company, part of the EOH group. Neil became involved with LtE after a talk at their church (CHS) in the late 90's *'I loved the people immediately upon meeting them and really identified with the LtE strap line of a "hand up not a hand out"'*

'The incredible and in many instances the very real practical impact the staff of LtE have on so, so many South Africans who are most needy of a "hand up". I have consistently felt and said that if we had a 1000 LtE branches around the country it would have a real transformative impact on SA.'

This is not only in terms of the practical skills that students learn and are empowered with to impact their own lives economically and therefore their local communities economically; but also the very real life skills and spiritual upliftment which we know transforms so many, many lives is really what separates LtE from most "skills training" organisations.'



Unathi Loos – is married to Ben and they have 2 boys, as a family they attend St Martini Lutheran Church and she works for Investec Asset Management as an equity analyst. Unathi first became involved with LtE in 2004 as an employee, when she was the PR and Marketing Manager

'I wish others to know that there is a committed reputable organisation working with unemployed people assisting them to gain skills that will help them put food on the table and find a sense of pride in who they are and what they can achieve. The challenges of unemployment will not be rid of easily or soon; Learn to Earn plays a role in growing an entrepreneurial base in the township and closing the skills gaps that keep many out of the workplace.'



William Bent – is married to Claudia and they have 2 children. William is part of the LtE team and runs LtE's social enterprise The feel good Project.

'I wish people to know that LtE understands the need to redress South Africa's social disadvantages that still plague our country twenty years into democracy. I am of the view that business, education and social initiatives have to be aligned in order to gear the country to become a global competitor and partner. LtE in my estimation is one of those - a significant role player, who can be the catalyst in holding and driving such initiatives.'

Roché van Wyk – is married to Janet and father to Stuart and Thomas. They worship at St John's Wynberg.

'Given the educational and unemployment catastrophes we face in South Africa, Learn to Earn has a significant role to play in addressing this legacy and positioning itself as best as possible to provide a holistic, market driven and viable solution to a large group of people with limited education and economic opportunity.'

Dereliction of duty



In 2011 the National Planning Commission under the leadership of then Minister Trevor Manuel released a video about the miseducation taking place in our country. The most sobering line states 'There is only a 13% chance that Thandi (grade 12) would get a job in the first year of passing her matric (grade 12)'. This scenario is reflected in Stats SA research that 70 % of the unemployed are between the ages of 15-34 of which 57% do not have a matric certificate.

This raises a number of questions which have remained unanswered by our politicians and this seemingly does not spur them into action either. We are told unemployment is due to economic issues which is reflected in a lack of jobs. If solely accepting this view we would be buying into a misnomer: that poverty is due only to a lack of money.

If we analyse the market, there are jobs available – the market is shrinking but there are jobs. Which means the unemployment figure is not purely related to the availability of jobs. These statistics are indicative of a failed education system exacerbated by politicians guilty of neglecting their duty. In so doing they have directly contributed to economic poverty. Our unemployment figure is more a reflection of those who are unemployable rather than those who are unemployed because of a shortage of jobs.

What is of great concern is that the most aggressive attempts taken to address these issues are ill informed. There is a proliferation of competitions and grants being made available for youth development and youth entrepreneurship, to the extent that some proffer that youth must help themselves.



Director's Note

How will youth solve their problems when they are the victims of miseducation and are being rendered powerless to change matters? The identification by these funds that youth need to be a focus is correct, but the means of spending the money is incorrect.

In the years to come we will continue to lament the dire circumstance that our youth find themselves in. If we fail to hold those who are guilty of dereliction of duty to account, we too would be failing the youth and our nation.

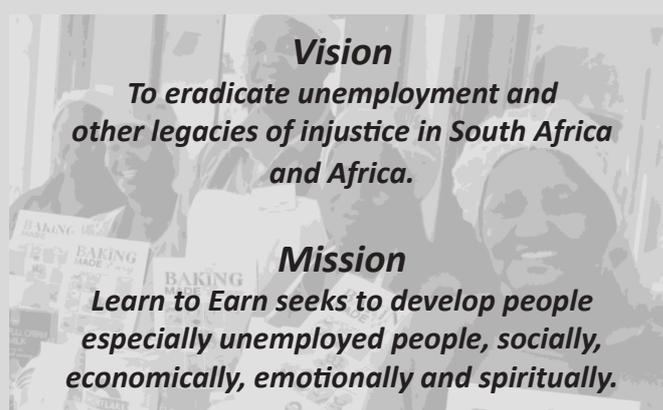
We as a nation are in trouble because those with the power economically, educationally and politically are less than genuine about their role, responsibility and function. If they were, we would not be facing a statistic that indicates that even with a hugely increased enrollment of previously disadvantaged people into our universities, we are graduating even less than prior to 1994 - the antithesis of a brighter future.

A comprehensive plan is required. One that goes back to our primary school teachers who come into contact with nearly every child in our country. We need to ensure that all educational requirements are superseded at this level and then all other educational levels to follow suit. We need to reduce and then eradicate the stat that tells us 2 out of 3 Grade 1 learners do not make it to Grade 12.

We need to question the skills development sector and ask why the money for skills development has diminished and consider how out of sync the availability of funding is in relation to the magnitude of the problem. How seriously are we taking this matter?

In the interim, we desperately need to partner with those that are at sea in the market place through a concerted effort to provide holistic skills development. The type of approach Learn to Earn has been implementing for the last 27 years – developing people, especially unemployed people, socially, economically, emotionally and spiritually.

Regards
Roché van Wyk



Feedback from the frontline

Khayelitsha



LtE students at Parliament

Khayelitsha Campus – What a Special Place

At LtE our students learn and experience so much more than just a new skill. Here new experiences take place daily, friendships are forged, and students aged 18-70 get a new lease on life! They come to understand that their life has meaning when they embrace what is offered here.

Our courses for the remainder of 2016 are full with registrations for 2017 already taking place.

Some highlights for the year so far include:

- A visit to Parliament for a National Budget workshop. This included a tour and a visit to the National Assembly whilst it was in session.
- A visit from the Fire Department and a session on fire safety, including an exciting fire extinguisher training workshop.
- Regular workshops including 'On the money', the 'National Credit Act' and a SARS workshop.
- A highlight for many was the life story of former drug addict and Comrades Marathon runner Jerry Mboweni.

As staff we understand that this is not just a place of employment, but a ministry where we seek to develop people, especially unemployed people, socially, economically, emotionally and spiritually.

Learn to Earn Khayelitsha Campus – a special place indeed!

Desireé Ulster ~ Khayelitsha Branch Manager

Hermanus

Changing Lives through our Life Skills course

Learn to Earn's association with various businesses & industries in Hermanus has grown into a strong, mutually beneficial relationship. These relationships have been not only helpful in exposing students to the working environment and providing employment opportunities but has allowed companies to tap into our graduate resource base when they need to fill vacancies or have specific requests we can assist with.

To continue providing these kind of opportunities to the surrounding

communities and to help further eradicate unemployment, we have embarked on a programme to prepare youth through the local churches, with Life Skills that would help create awareness of themselves and their abilities, guiding and directing them into a successful future. Our first community workshop was held with youth from the United Church where we presented the life skills module, 'Who Am I'. The response to the presentation was overwhelming and also very shocking as it revealed how little our youth are aware of who they really are.

During the first quarter of 2016, we trained 68 students through our Cater Care, Sewing, Basic Computers, Point of Sale, Business Skills, and Basic Handyman courses.

Ground UP



The Ground UP Team at Last Night of the Proms

Hope in Every Cup

Departing at four in the morning for an event, quadruple shots of coffee, our students offered full time jobs while on job shadowing, a graduate becoming the best barista in Kommetjie (unofficial title...), making up to 60 coffees per hour for at least 6 hours straight, and the production of Zolani's Chocolate Cookies (ZCCs) – later fondly re-named as "softies," are just some of the glimpses into the everyday moments of the Ground UP team.

The word of our affordable and comprehensive barista training is out: a regular stream of unemployed people come through our doors after hearing about the course from a friend who completed their training at the Ground UP Barista Academy, and found a job in the industry shortly thereafter. Since the projects inception in early 2015 we have successfully trained 55 Baristas, with over 85% of those available for placement becoming economically active.

Our Ground UP mobile events division is also growing, with the trailer servicing a variety of events ranging from school sports days, Rotary's Last Night of the Proms, mountain biking events and various birthday parties. These events allow our students and graduates to earn, while any profit is ploughed back into the training project. This also means that the more of our coffee you drink or beans that you buy for home or office, the more impact we can have on unemployment! #HopeInEveryCup

Alek Jablonska ~ Resource & Partnership Development



The Cater Care students on an outing

Although we continue facing high unemployment in our country, we trust in the promises God has given of a blessed future. He promises in Hebrews 13: 5 'That he will never leave us nor forsake us'; and we experience these assurances daily through the lives of our students as we see how God changes their lives positively and provides them with a better future.

Martin Isaacs ~ Branch Manager

The Feel Good Project (tfgP)



William Bent and FMMP mentors UWC Open Day 2016

The feel good Project turns 7 years old

As a result of quality stock in store, the 2015 festive period resulted in significant sales for both stores and allowed us to achieve our sales targets. However the 1st quarter of 2016 has been tight and indicators show that this year will be very challenging for most businesses as many households are cutting back and spending on essential goods only.

On 7 May 2009, the 1st Feel Good Store opened in Claremont and was followed in May 2013 by the Khayelitsha store and warehouse centre. Since opening, the feel good Stores have offered our clientele good value for money through making high-end fashion brands accessible to the 'man in the street'. Our purpose through retail trading is people development. Over the past 7 years, 74% of The feel good Project's graduates have become economically active, and approximately 3500 people have been indirectly impacted through its on-the-job training initiative.

One of our pillars in 'a hand up in doing good' is working with various community based projects in and around greater Khayelitsha. These have included donating essential goods to the elderly, bringing joy to toddlers by giving Easter egg gift packs in Educare centres and enabling scholars to explore future tertiary opportunities. These activities have great significance to our staff and trainees and remind us of always passing on the baton and paying it forward!

William Bent ~ tfgP Project Manager

E³ Report



Meet Olga Pretorius

Olga is our latest entrepreneur to join the E³ (Enterprise Enabling Environment) 3-year mentorship programme.

Olga worked for the South African Police Force for almost 20 years. After retiring she owned and ran a coffee shop in Elsies River and is currently running a small catering business from home. She completed the LtE Business Skills course in 2015 which was presented in partnership with the City of Cape Town Project. Olga specialises in exquisite cakes (Christmas, wedding and novelty), function catering, platters, fruit baskets, luxury hampers and party packets. When asked: "What makes your products different to those of your competitors?" Her response

Business Resource Centre



Blankets with a Purpose project have sold 2300 so far

Blankets with a Purpose

With South Africa in the clasp of winter 2016 we know that the cold weather is hard for many.

Hopefully you have seen the BRC blanket drive adverts: the idea is that the BRC produce blankets for sale and the purchased blankets are then donated to organisations and churches involved in supporting and working with homeless people, or better still the blankets can be directly given to people in need. So far 2300 blankets have been sold (300 over our target) with the double benefit of eradicating unemployment and providing a quality, warm blanket. The blanket drive provided the opportunity for a number of new partnerships to be formed.

A big thank you to those who have already supported us, there is still an opportunity to be involved, so please contact Charissa on brcdesign@learntoearn.co.za.

We are really excited when our BRC trainees find work. Zodwa Goda is now permanently employed by Kinross Clothing after consistently maintaining an 80% efficiency rate and we are happy to report that five of our sewing ladies recently became employed at Alpine Furniture.

Matt Bertram ~ Financial Director

was: "Mine are baked with passion! They look and taste great!" Her target market are people living in underprivileged circumstances because everyone deserves to celebrate with a cake!

Olga recently completed the Ground UP Barista course. She can be really proud of her achievements over the past three months: successfully completing both her E³ probation period and the Barista course. These are challenging on their own, but she managed to do both simultaneously. Olga, we look forward to partnering with you and OPret Foods (www.facebook.com/OPret-foods)!

The current E³ entrepreneur running the Khayelitsha Ground UP Café, Ntombie Macanda will be graduation at the end of 2016. Ntombie (K&L Catering, www.facebook.com/KL-catering) has purchased a container as part of her exit strategy. She is planning to have three outlets, one main shop which will supply two satellite venues and also be the base from where she will continue to cater from.

Gen Kruger ~ ED Facilitator

Learn to Earn Mobile Training Unit



Desiree Ulster (centre) with Careers 24 Job readiness Training students

Mobile Training ~ Furthering the Impact

In June 2012 Learn to Earn entered into a partnership with the City of Cape Town's (CoCT) Economic and Human Development Department to implement a pilot Skills Development programme designed to impact the lives of 600 unemployed youth from twenty different communities across the City. Using the best practices from LtE Khayelitsha and Hermanus - the Learn to Earn City Training Project sought to increase the job readiness of all participants and then improve the employability of selected participants through market driven skills training and micro-enterprise development.

Over the 36 months, unemployed youth and adults from areas as diverse as Du Noon, Durbanville and Fisantekraal, Hangklip, Westlake and Ottery, Hanover Park, Mitchells Plain, Delft, Strand and Sir Lowry's Pass Village were impacted. Ju-Ron Peters' story on Page 7 captures the impact that this Project has had in the lives of those who completed the programme.

In September 2015, using the learnings of CoCT Project, LtE initiated the Learn to Earn Mobile Training Academy. The LtE Mobile Academy replicates the LtE model through an approach that is innovative, contextually relevant and provides skills development in a manner that increases LtE's direct impact within underserved communities and market places in Africa. Our initial Mobile Academy partners were Careers24 (Job Readiness); CoCT Mayoral Urban Regeneration Programme (Entrepreneurial Development) and the Prison Care & Support Network (Basic Business Skills).

Through partnership with business, universities, government and community based stakeholders the LtE Mobile Academy is offering the following programmes in 2016: NPO Capacity Building and Economic Skills Training (10 short courses). For further details please visit the Mobile Academy page on the LtE website – www.learntoearn.org.za

Lloyd Williams ~ Mobile Projects & National Association Manager

LtE Association

Learning ~ Living ~ Leading

In 2015 the LtE Association went through a regenerative process and with change often comes a portion of stress. In response to the evolving complexities of unemployment the Association has expanded in 2016 to include two types of associate member organisations: Affiliates and Implementers. LtE Affiliate Members partner with Learn to Earn to multiply and grow their response to Economic Development in the long term. LtE Implementing Members partner with Learn to Earn to add value to their existing efforts in the short term.

2016 got off to a good start with two new organisations joining the Association. The Sozo Foundation in Vrygrond (Cape Town - RSA) launched their Youth Café (an initiative endorsed by the Western Cape Government) implementing the Learn to Earn Life Skills, LtE Business Skills and LtE Basic Handyman Skills Courses. Creative Transformation in Dar Es Salaam (Tanzania) will be launching their Business Resource Centre implementing the Learn to Earn Life Skills and LtE Business Skills Courses.

Updates on our existing Associates: GetOn Skills Development (Pretoria Tshwane - RSA) is celebrating a decade of working with the unemployed, The Message Trust SA (Cape Town - RSA) launched their Gangstar Enterprises Programme, Ethembeni-Tribes of Hope (Howick - RSA) has strengthened its efforts to support those living with HIV/AIDS and Fisantekraal Centre for Development hosted a successful fundraising dinner.

In July 2016 Learn to Earn hosted its Annual Association Conference themed: Living Justly – Learning, Living, Leading.

Please continue to pray for the impact of the LtE Association in the lives of the unemployed. Should you wish to find out more about the Learn to Earn Association please contact us to arrange a site-visit to one of our Cape Town Campuses.

Lloyd Williams ~ Mobile Projects & National Association Manager



Chumani Ndlaza, a LtE Woodwork Graduate and a Message Trust Entrepreneur, and some of the items he makes.



Indlala Iphelile - Poverty is Over !

CoCT



Ju-Ron Peters & Bronwyn April (LtE Trainer).

City of Cape Town ~ Ju-Ron Peters

Graduated from the City of Cape Town Learn to Earn Training Project May 2015.

Ju-Ron Peters, 22 years old, lives in Seawinds, a community plagued by high levels of crime, teenage pregnancy, an increase in unemployment and minimal access to resources. Ju-Ron has always wanted to study, but due to limited financial resources was unable to pursue his dream of becoming a paramedic. However, Ju-Ron is not one to take a back-seat when it comes to his future, and on seeing a poster advertising Learn to Earn's Retail (POS) course, decided to enrol.

Ju-Ron excelled in class, along with a helpful nature, he was eager to learn and grasped the technical terms quite easily. After graduating from the Retail (POS) course he was referred to the Cape Town Toiletry Company and was employed as a Warehouse Assistant. Ashley Pattison, Operations Manager at CTTC says that Ju-Ron is "helpful, kind, and honest, and always willing to go the extra mile".

When asked what his plans for the future are Ju-Ron proudly said that he has been made a permanent staff member at The Cape Town Toiletry Company, and will definitely pursue his dream of becoming a paramedic. He believes that the Retail Course he completed is a stepping stone in the right direction.

Bronwyn April ~ Mobile Academy Life Skills Trainer

Khayelitsha



Kaandi Munyama and one of her beautiful cakes.

Bake for Profit ~ Kaandi Munyama

Kaandi Munyama, was born to Zambia, while her mother was in exile. This focused and determined lady has dreamed of becoming a food technologist and having her own confectionary shop.

In 2014 Kaandi's father fell ill and she needed to take care of him full time. So to supplement the families income she completed the Learn to Earn Bake for Profit course. After completing the course she started working from home and has now built-up a successful business baking novelty and wedding cakes. Kaandi gives back to the Bake for Profit programme as a guest speaker, showing the current students what they can make and sharing her knowledge with them.

Yolanda Hendricks ~ Bake for Profit Trainer

tfgP



Sniko Msutu of the Feel Good Project.

tfgP ~ Sniko Msutu

'I joined the feel good Project in September 2014 and was selected for the Warehouse training programme. The training, coaching and skills acquired prepared me to take on bigger responsibilities. I have learnt so much in all the processes and due to my hard work and dedication I graduated top of my class and became a set leader in March 2015.

As a set leader I now lead a team and supervise daily operations ensuring the success of their training as well. The feel good Project has played a significant role in my life spiritually, economically and emotionally.

I now have an important function within the Project which means so much to me. Due to my permanent financial aid, I can truly say "Indlala iphelile"! I look forward to improving my life and furthering my education in due course. I salute and raise hands to the feel Good Project.'

Hermanus



Jolene Wilschutte, employed at Café Blue Hermanus

Cater Care 2015 ~ Jolene Wilschutte

Jolene had a tough background, and as a result of her past she did not have a sense of belonging. When she arrived at LtE she was emotionally withdrawn and needed a lot of support in dealing with her past. She was a shy young lady who never wanted to speak to her classmates and was sensitive about everything that was said to her.

While at LtE she learned how to interact with different kinds of people and to manage conflict. She was open and willing to learn not only about her course but also about herself, why she behaved in certain ways and how to handle her emotions. Jolene shared with her trainer that *'when people want to break me down I keep my head up high and think about what a wise woman told me - take everything with a pinch of salt'*.

During the final weeks of the Catercare course Jolene went on internship to Café Blue, and afterwards was offered a permanent position at the restaurant. She is still there and is very happy.

Rayvon Joemath ~ Hermanus Life Skills Trainer

Learn to Earn joins the MySchool MyVillage MyPlanet programme

We are excited to announce that Learn to Earn is now a member of the My School programme, if you have a MySchool card or a Woolworth credit card please add Learn to Earn as a beneficiary organisation. (You can support up to 3 different charities, which you can change at any time.)

How it works:

Each time you swipe your card at a Woolworths or partner store, Learn to Earn receives a percentage of the value of your purchase, *at no cost to you*.

To partner with Learn to Earn and link your Woolworths cards, please email us on info@learntoearn.org.za and we will send the links as well as more info to you.

#EverySwipeCounts

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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For current news and updates on what is happening at LtE, please log on to our Facebook page Learn to Earn South Africa or Ground UP Academy & Cafés