

# Annual Report 2022



# Letter from the Director



2022 was a year of expansion, impact, and success at Masinyusane. We significantly scaled up both of our flagship projects, bringing our highly effective interventions into new communities and changing more lives.

Our Children's Education & Youth Jobs project continues to provide life-changing reading and literacy coaching to impoverished children. This past year, we reached over 10,000 children, with 1502 children receiving over 72,701 hours of literacy sessions. Our children far outpaced their peers in the control groups (see page 12).

The project also provided 251 jobs for previously unemployed community youth, 90% of whom are young women. The jobs not only provide an income and valuable work experience to the youth, but they empower them to become leaders and participants in uplifting their own communities.

At the same time, our high school and bursary programmes continued to grow. We work in 40 high schools, in both the city and rural areas, creating a pipeline to university for the young stars we find in each community (see page 18).

We also celebrated the graduation of 60 of our students in 2022, many of whom have begun their professional careers. Our graduates are buying homes for their mothers, sponsoring their siblings' educations, and putting healthy meals on their family's tables.

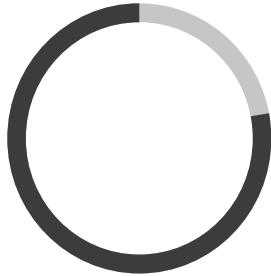
Most importantly, they are now important role models for other children in the community. They are beacons of light radiating an important message: We can make it. There is a way out. We CAN be great.

We are eternally grateful to everyone who has believed in our work and invested into the lives of our children and youth. You have changed their lives forever.

**Jim McKeown**  
Managing Director



# The NEED in South Africa



# 78%

of 10yr old children  
CANNOT read  
(vs 4% in United States)



75% of 3-4y/o South African  
children receive NO early  
learning stimulation



56% of  
South African homes  
HAVE NO BOOKS



# 3rd

Highest unemployment  
rate in the world  
(\*according to Bloomberg)



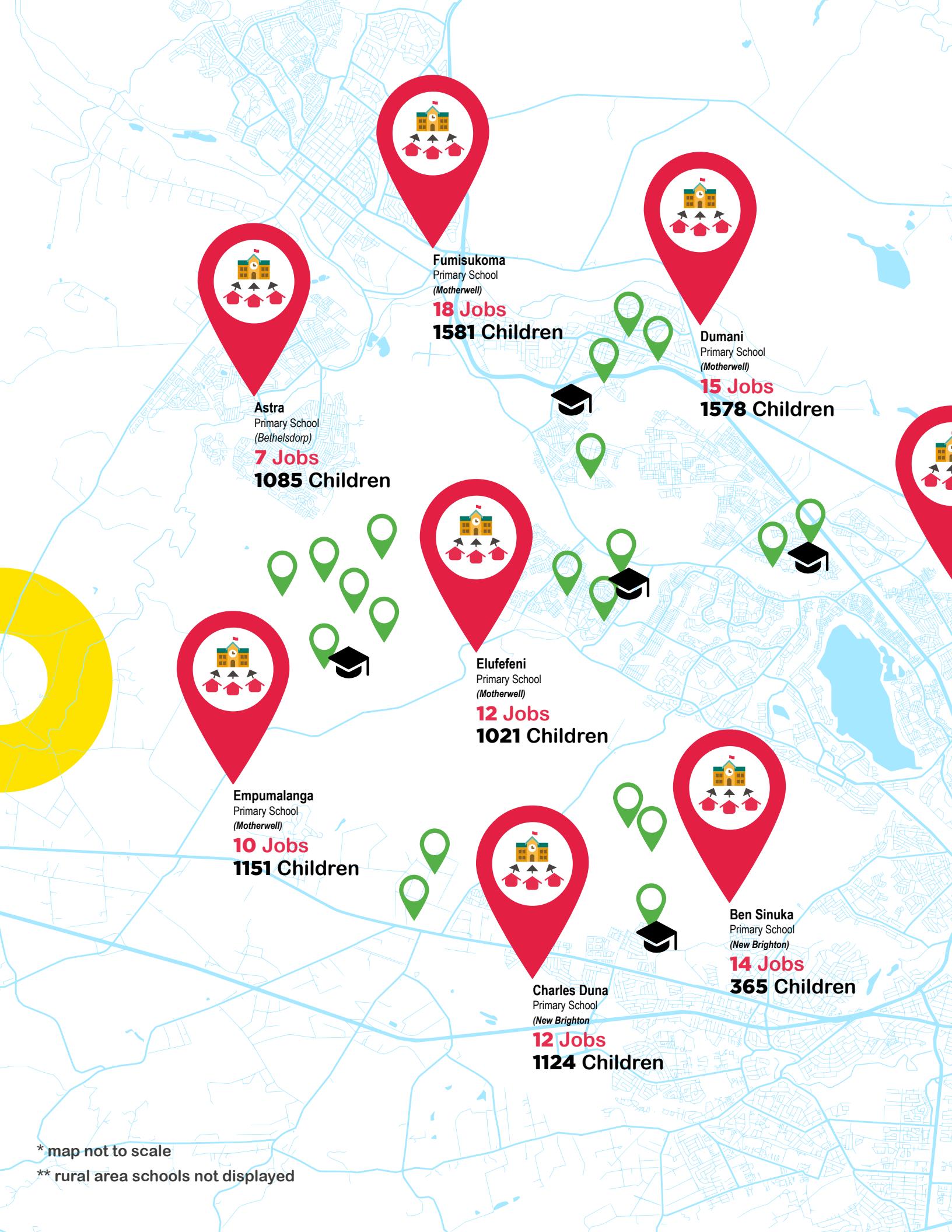
75% of unemployed  
South Africans are youth

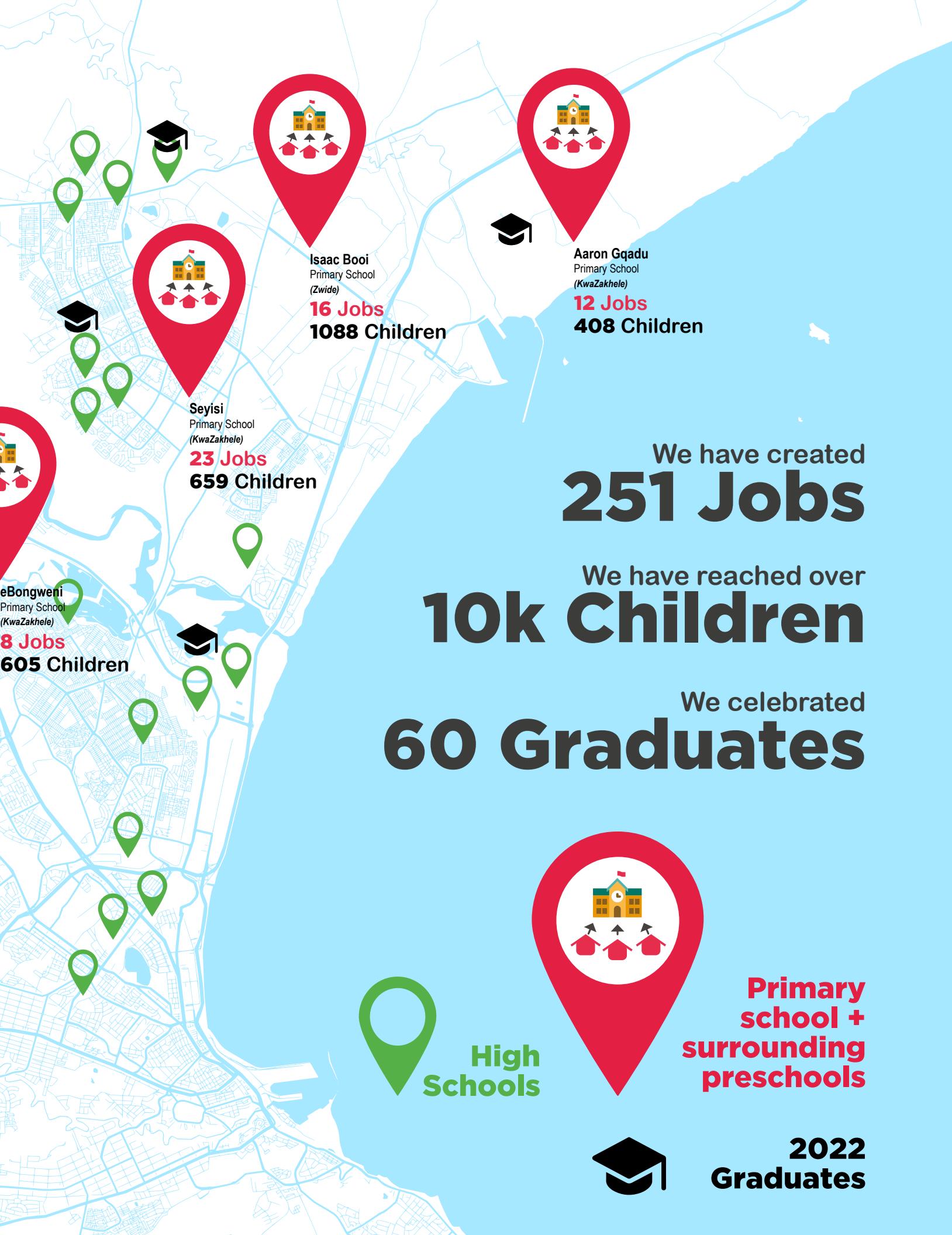


18 million South Africans  
live on less than \$2 a day.

**South Africa's present depends on youth finding  
employment and its future depends on its children getting  
educated. Masinyusane is addressing both crises.**









# 798

Children are part of our 1000 story telling programmes

# 21

The number of preschools we are working in.





# EARLY CHILDHOOD DEVELOPMENT

## 2 - 5 year olds

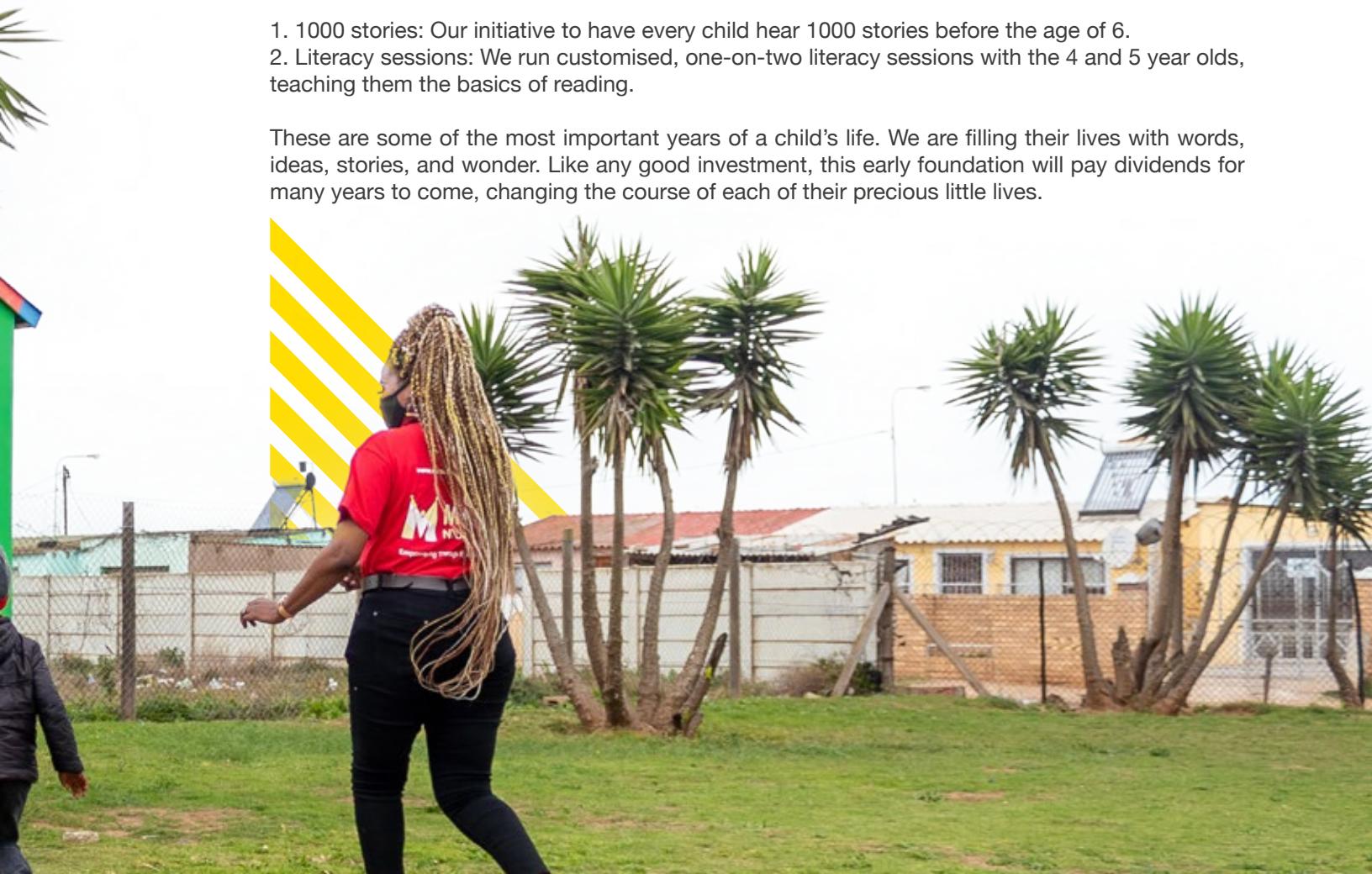
Masinyusane builds beautiful, inspiring mini-libraries (that also serve as our literacy centres) at impoverished preschools. These preschools are all privately owned day-care centres, usually run by a grandmother looking after other people's children while they're at work.

There is rarely a formal curriculum or much learning taking place. There are never any books.

Masinyusane builds colourful reading centres next to these homes and preschools and brings hundreds of books and stories into the children's lives. We then employ two local youth to run two programs:

1. 1000 stories: Our initiative to have every child hear 1000 stories before the age of 6.
2. Literacy sessions: We run customised, one-on-two literacy sessions with the 4 and 5 year olds, teaching them the basics of reading.

These are some of the most important years of a child's life. We are filling their lives with words, ideas, stories, and wonder. Like any good investment, this early foundation will pay dividends for many years to come, changing the course of each of their precious little lives.





# PRIMARY SCHOOLS

## 5 - 10 year olds



Masinyusane builds beautiful, inspiring libraries and literacy centres at impoverished schools and its feeder preschools. We then employ local community youth, whom have very little prospects of ever finding a job, to work as reading and literacy coaches.

We believe in depth and invest heavily into each child. During ages two and three, each child will hear hundreds of stories from our reading coaches. Starting at age four, they will begin to receive individual literacy sessions, teaching them the basics of holding a pencil and recognizing letter sounds all the way up through how to read and write at a high level. This journey often spans 7 years.

The return on investment from these hours spent with the children will compound over the rest of their schooling years. It is nearly impossible to exaggerate the long-term impact.





# 18

The number of primary schools we worked in.

# 1055

Children receiving customized one-on-one literacy coaching.



# Empowering a community

## Meet Sinokhanyo & Uminam

Sinokhanyo (blue shirt) joined the programme in 2022. She had previously been sitting at home unemployed and was thrilled to receive the opportunity to help out at her local school.

Uminam (green uniform) was one of the children assigned to her. Uminam was in Grade 1 and had yet to learn her letter sounds or phonics. She could not write at all.

Over the next 9 months, they spent 74 hours of one-on-one literacy coaching together. Uminam's progress was incredible. In the first few months, she mastered most of her letter sounds. She could not only read and decipher sounds, but write the letters if given the sound.

In the second half of the year, they doubled down on writing. First CVC words and then simple sentences. Meanwhile, they read hundreds of stories together. Uminam went from sounding out words to sounding out sentences quickly. Her next major task is to learn her sight words (she's a bit behind with those).

The progress one child can make if provided individual focus is astounding. In January, Uminam knew 2 letter sounds and could not write. In November, she knew 25 letter sounds and scored an 80% on her sentence writing exam.

Give us one or two more years and she'll be reading and writing her own stories!



## 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.



**2X**

**Children on the  
program progress  
twice as their  
peers.**

## **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.

The magic of this project is that we are empowering the community to uplift itself.



**88.4%**

Anothando learned to identify  
and write 23 of her 26 letter  
sounds this year.

**Anothando**  
Seyisi P.S.



**3X**

Kungawo tripled his reading score  
in 2022! At six years old, he's  
already writing sentences.

**Kungawo**  
Ebongweni P.S.

# 99%

In 2022, Oluhluthando tripled her score from 31% to 99%.

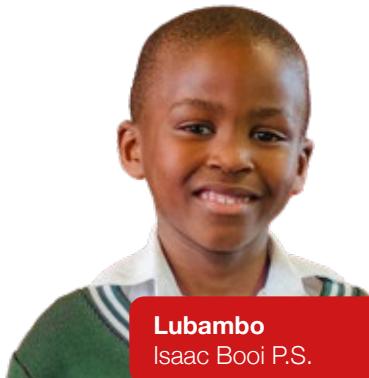
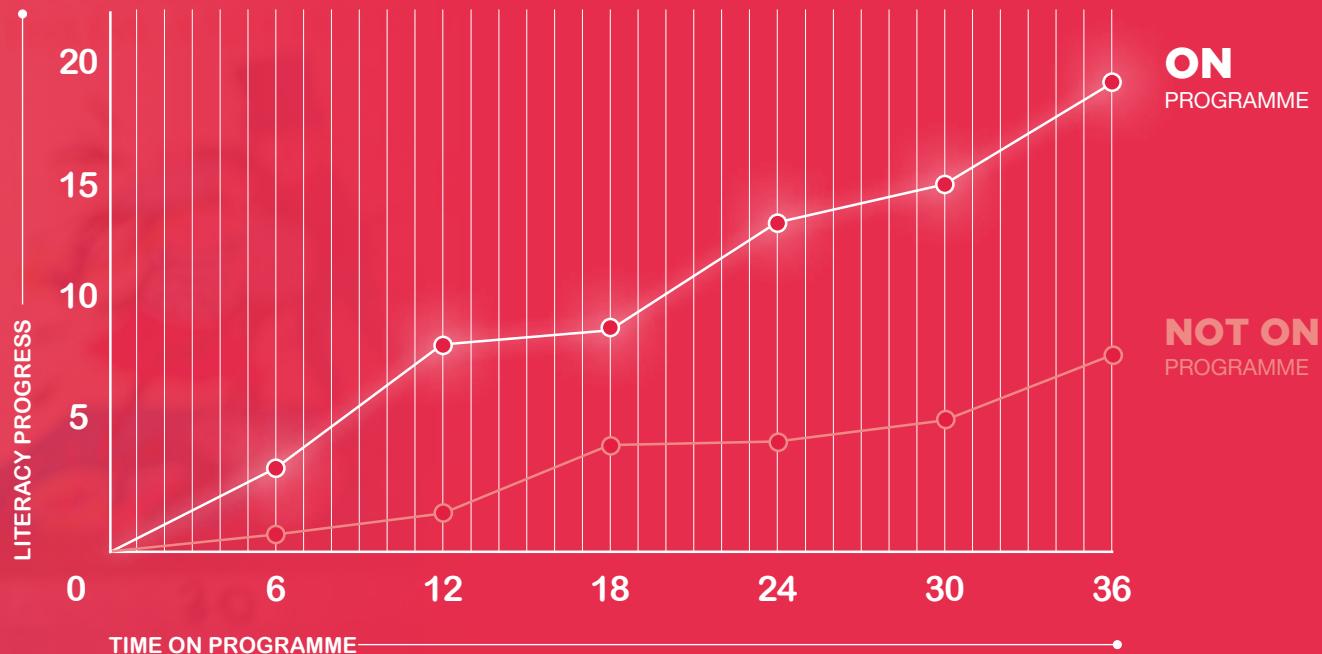
## Meet Oluhluthando

Oluhluthando began Grade 2 knowing many of her letter sounds and phonics. But wow, did she blow us away this year.

Over the course of 62 literacy sessions with her coach, Lutho, she systematically mastered all of her foundational reading skills. She memorized all of her sight

words, wrote increasingly complex sentences, and read at a higher and higher level. By the end of the year, she could interpret her picture story cards and write her own version of a story.

Oluhluthando's confidence is sky high and she's set to soar in the years to come. We are so very proud of her.



**51%**

Lubambo began the year from scratch, scoring 1% on his assessment. 12 months later, he scored a 51%!

**Lubambo**  
Isaac Boo P.S.



**73%**

Aphelele improved her score from 14% to 73% this year by mastering her blends, CVCs, and simple sentences.

**Aphelele**  
Charles P.S.

# 251 JOBS CREATED

Lindokuhle

Othandwayo



# 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 2022 we created 251 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.

Moreover, someone is valuing them and giving them an opportunity to participate in society. The self-confidence, self-worth, and well-being from being employed cannot be overstated.

Most importantly, 21% of those youth found further employment during the course of the year. We provide extensive training on how to obtain employment, thus ensuring we create a “conveyor belt” of employment from households, through Masinyusane, and ultimately into the formal economics sector.

***Project Ethos: We do not need to be the saviours in all of our communities. The talent is there. We simply need to unleash it.***

Lwandle



# Scholarships

## Meet Lesly

Lesly's mother fled Zimbabwe with her children years ago in the hopes of finding a better future for her children. Five years ago, the two Catholic nuns that had been supporting Lesly's family in a small rural South African village reached out to Jim with a simple message: This girl is a star.

As a foreigner, Lesly has no access to funding in South Africa. So Masinyusane was literally her only hope. She moved into the Masi House of Excellence and was generously funded by some of Masinyusane's biggest supporters.

Lesly will graduate early next year with a degree in Law. She has already been accepted into the Masters programme and was recently offered a job at the university as a junior lecturer. It's a 0 to 1 moment for her, because for the first time ever she will have the income to pay for her own studies.

She is a strong, talented young lawyer empowered to take control of her own future. To take care of her own family. And to begin realizing the greatness within herself.

The world will soon know Lesly Tore.

“

“My dreams keep growing. One day, I promise myself that I'll provide free legal services to desperate immigrant families. Another day, when I'm feeling especially confident, I tell myself that I will be a corporate attorney. And use my success to help others financially.”





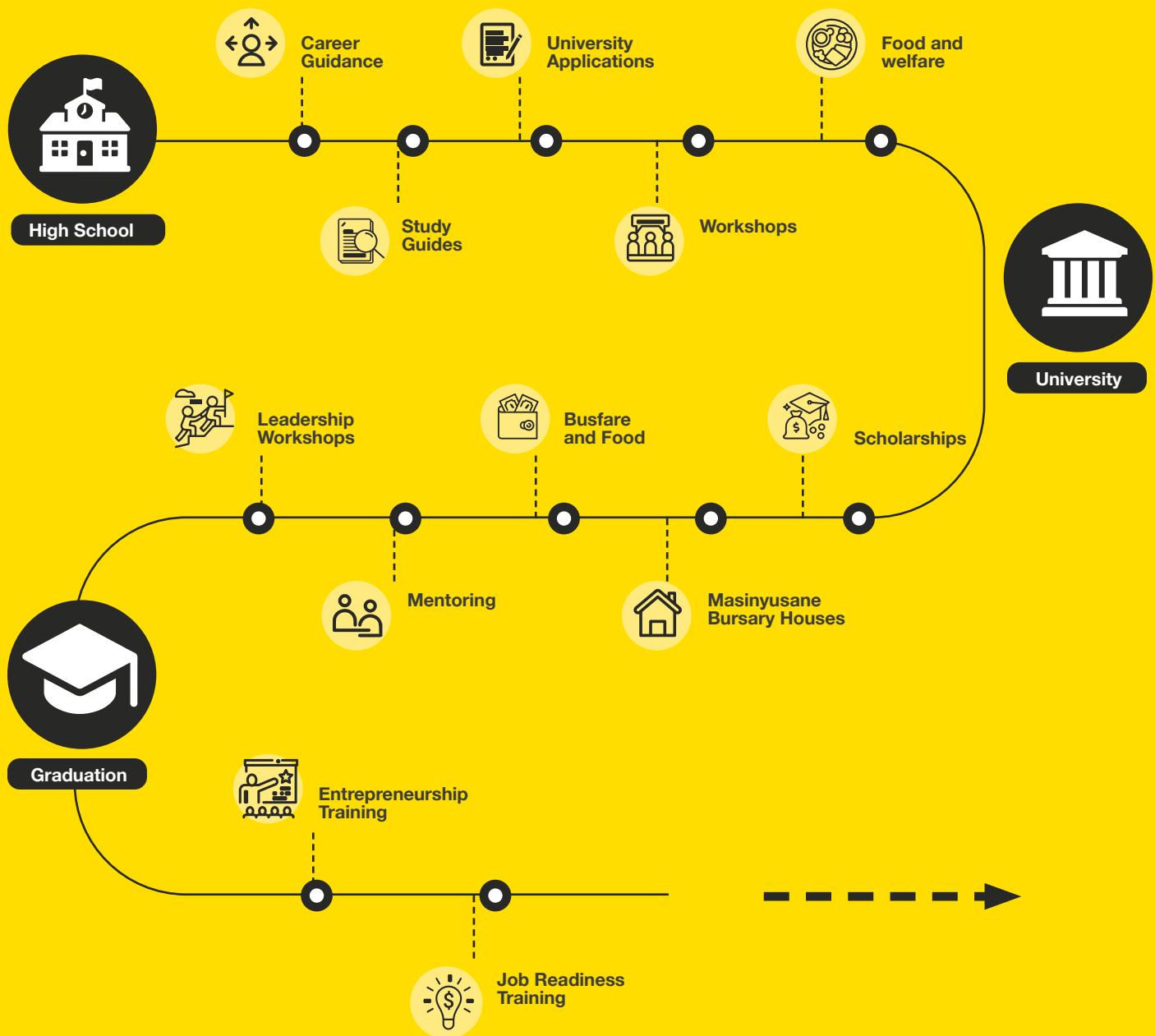
# Scholarship Fund

## A generation of leaders that will uplift our communities

Masinyusane works in 40 impoverished high schools in both the townships and rural areas. We are creating a pathway to ensure that every single qualifying learner from these schools has the opportunity to continue their studies and pursue their dreams.

We go above and beyond a typical scholarship, offering comprehensive support to our youth. Support ranges from mentoring, to free accommodation at a Masi House of Excellence to financial assistance with tuition, food & books. We offer various workshops ranging from career guidance in high school to mock interview workshops for final year university students.

In the end, the goal is to empower a generation of young graduates capable of pulling their families out of poverty.



**“** We are one big family in the Masi House. It's difficult at times because there are many of us and our coursework can be stressful. But we realize that we are all in this together.

On behalf of all of the students, I want to say thank you to everyone who sponsors our studies and our housing. We do not even know who you are, but you are changing our lives.

I hope to one day do the same for others.



**Babalwa**

BSc Medical Lab Sciences

**1st year**

**“** Staying at the Masi House has helped me a lot this year. Rather than live in the townships and have to travel an hour to campus every day, I was next to the university and could focus on my studies.

It also allowed me to make friends with other students, socialize, and be a part of study groups.

My results have shown what a big difference this made in my life.



**Iviwe**

Dip Management

**1st year**

**“** I don't have any family in Gqeberha, so without the Masi House I would not have had anywhere to live.

Ta Fiks and Bhut' Jim have become family to me. I was so honoured this year when Ta Fiks made me house captain.

I did my best to set the bar high and maintain a culture of hard work. I also needed to make sure everyone felt like they were part of the family.

Next year I will graduate and I'll take these leadership skills into the workplace.



**Amlindile**

Dip Management

**Final year**

**“** The Masi House of Excellence is a Godsend for all of us. We do not come from homes where it is easy to study.

The Masi House has quiet rooms, study lounges, and is full of students who are trying to create a better future for themselves.

I didn't actually have a home to stay in this year, so when Ta Fiks told me Masinyusane would help out I was so relieved. I am really grateful for all the support you guys have given me.



**Masentle**

Dip Analytical Chemistry

**2nd year**

G

# 60 GRADUATES in 2022

Masinyusane celebrated the graduation of 60 students in 2022! Each graduate overcame nearly insurmountable odds in the pursuit of their degree. We are in awe of their achievements and proud to have played a role in the journey.

They are now part of the special minority of children, fewer than 1% from our communities, that graduate from university. It is these young stars that hold the best hope for bringing about the new South Africa we all dream about.

As they enter the workforce, each embarks on a journey to simultaneously build their own careers while pulling their families out of poverty. The analogy of climbing one mountain peak only to see a larger one in front of them comes to mind.

To date, Masinyusane has witnessed 276 of our students cross the stage and receive their diploma.

You have played a critical role in helping make the dreams of these young people come true. They are forever grateful.



# raduates

## Meet Anelisa

“

*I am feeling excited and overwhelmed. It's a lot to take in. I am full of happy and proud emotions.*

*I am super proud of myself. I have had a lot of hurdles in life. Multiple times I have been shaken to the core. But I kept pushing on. I never allowed myself to break.*

*As the saying goes, "A woman is like a teabag. You never know how strong she is until you put her in hot water." I have definitely been in that hot water and am stronger than ever.*

*Masinyusane has played a big role in the life of myself and my sister (also a Masi graduate). You guys gave us money, mentoring and financial support. Actually, you even gave us part-time jobs to earn some extra money!*

*Most importantly, I always knew I was part of the Masi family and that I wasn't on this journey alone. That support has pushed me to these great heights!*



Anelisa is the epitome of strength. Growing up in abject poverty, she has never let anything stop her.

A natural leader, she even has her own community NGO helping local children.

Her future is now limitless.

# 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.

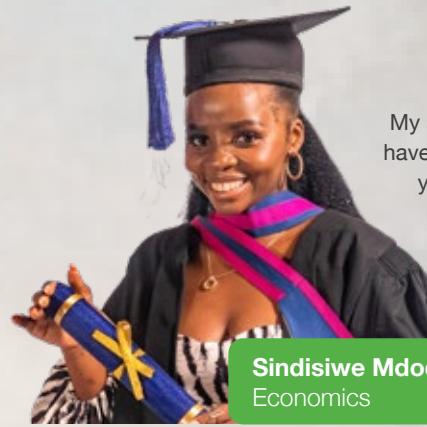
## Number of Masinyusane Graduates





**Anathi Skaap**  
Information Technology

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



**Sindisiwe Mdodana**  
Economics

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



**Xolisa Mtimka**  
Information Technology

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



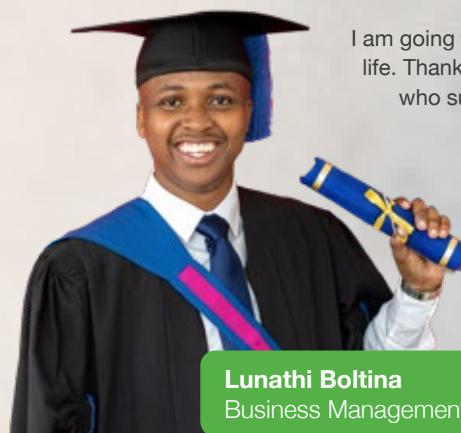
**Sibongile Gcakasi**  
Economics

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



**Zukhanye Vokwana**  
BA General

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



**Lunathi Boltina**  
Business Management

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



**Nomvuyisi Wanyaza**  
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.

# 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.

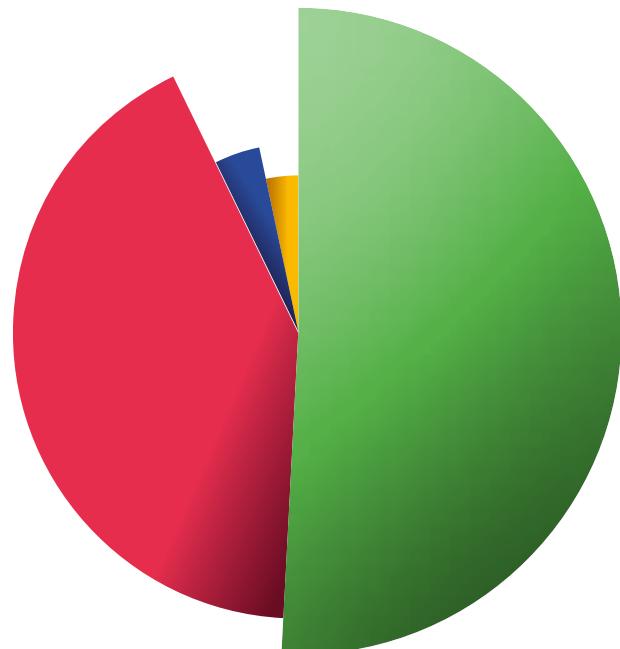
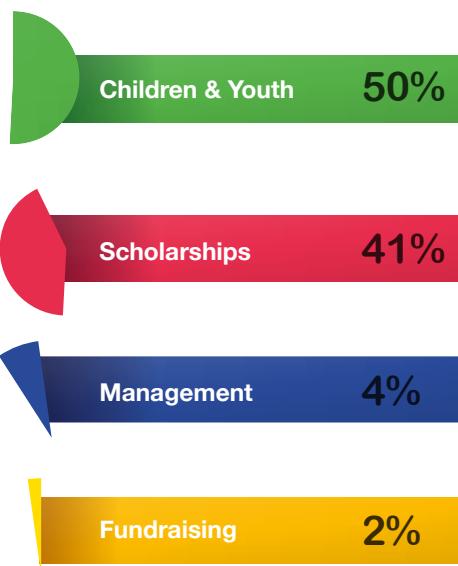
The bulk of the University Students' funding supported **student tuition, bus fare, and housing**.  
The bulk of the Children's Education & Youth Jobs funding went towards our **youth jobs, library and literacy initiatives**.

## Donations Received

Contributions	R22,745,602
Interest & Other	R327,467
<b>TOTAL</b>	<b>R23,073,069</b>

## Operational Expenditure

Children's Education & Youth Jobs	R11,338,831
Bursary Program	R8,840,039
Management & Operations	R797,995
Fundraising	R443,244
<b>TOTAL</b>	<b>R21,420,109</b>
Masi House Bond Repayment	R750,000
Donor Liabilities	R573,000
<b>TOTAL</b>	<b>R22,743,109</b>



## 2022 MASINYUSANE BOARD OF DIRECTORS (South Africa)

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

## 2022 MASINYUSANE INC (United States)

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

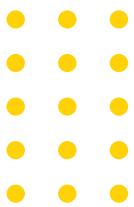
R3,000,000+	Anonymous Family Foundation, Kouga Wind Farm
R1,000,000+	EDF Renewables, YearBeyond, Grassroots Youth Development Bursary, Terre des Hommes, Tsitsikamma Windfarm
R100,000+	Built with Bitcoin Foundation, Truworts, DG Murray Trust, HCI Foundation, Engie, Rosaria Salerno, Dorothee & Kerwin Theunisson, Masifunde
R25,000+	Kellan & Diana Florio, Charities Aid Foundation, St. Mary's Foundation, Msgr Tom Kleissler, Tim & Kay Butrie, Carl & Jane Ann Calhoun, Rajay Desai, Marybeth & Tom Anderson, Diane & Bill Prentice, Jim & Jeanne McKeown, Tim & Caitlin Cork, Karen & Tom Loafman
R5,000+	Ed & Janet Hennessey, Matt & Jenn Lang, Linda & Devin French, Catholic Diocese of PE, Michael & Cathy Hennessey, Sarah & Paris Jackson, Steve & Christina Fleming, The Glenmede Trust Company, Michael Riley, Katie & John Pizzurro, Gerhard Buchner, Sara & Kevin Heckman, XMeco Engineering, RBS Computers, Deirdre Wahba, Steve Shapiro, Kunaal Bellara, Benevity Impact Fund, Terra Cooke, Prof Mukheibir, Stephen Bilezikian, Jim & Vanessa Supple, Tesla Green, Mike Ortiz, Caitlin Marsh, Sean & Tracy Berry, Robert & JoEllen Thomson, Andrew Smith, Andre Jones, Dariel McDaniel, Sean & Erin Simmons, Give Lively Foundation, Ruth Radermacher-Yurick, US Bank, JDG Trading, Lindsay, Michael Carolus, Midas, Katutseft, Jim Cunningham, Jon Devito, Ayo Olakanye, Edwin & Melissa Delgado
R0 - R4,999	Joshua Bey, Kathy Viele, Greg Vollmer, Emily Wilson, Joe Kearney, Matt & Kate Anderson, Wilson, Joe & Kaila Baker, Elizabeth Horvitz, Anne Marie Malecha, Patricia Boland-Klein, Rob & Marsha Thomson, Brett Newswanger, John & Dee Greenwich, Ralph & Anne Gilmore, Marc Saxton, First Cut Pty, Brian Gallagher, Corey & Bev Galstan, Carrie O'Neill, Adam Baden-Clay, L. Breda, J. Baz, Frank Telesca, Josh Hayes, Terry Kong, CLC PE, Rosa Gandler, Viv Demko, Margaret Roberts, Richard Orr, Heather & Ryan Corkery, Tomas Vagoun, Ambka Sabiki, Kelaine Conochan, Pam Ferrani, Ardith Cork, Erin Summe, Frank Lee, Jan Sullivan, Joe Simmons, Kyle & Samia Pope, Matt Kleissler, Lawrence DeSimone, Theresa Farrell, Julie Gibson, Gillette Hall, Tessa Lasswell, St BS Priory, Chris & Neemo McKeown, Katelyn Spengler, Louisa Kaiser, Dan & Kate Sampson, Jason Winterburn, Mary Harbaugh, Joseph Fiedler, Chris Gebhardt, Fabio Leonardi, Virginia Poole & John Rentzepis, Eileen Sullivan, Gillian Painter, Patricia O'Sullivan, Daniel White, James Bennett, Lyn Florio, Janelle Hinchley, Robin Niemis, S. Baz







# OUR YEAR IN PHOTOS





**MASI**  
**NYUSANE**

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