



CHILDREN'S  
EDUCATION &  
YOUTH JOBS  
2021



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We  
follow.

are excited to share our progress, impact and future plans in the pages that follow.

Our project mission remains two-fold:

1. To provide children (0 to 10 years) with a rock solid foundation in reading, writing and comprehension that will unlock their ability to learn, grow and succeed in school.
2. To create local social impact jobs for previously unemployed youth to work in their own community's schools and Early Childhood Development Centres.

Together, we are empowering communities to uplift themselves by creating jobs that result in children getting the best education possible.



## EXECUTIVE SUMMARY

2021 was Masinyusane's most impactful year to-date. Our children's results were astounding, which was incredibly heartening after such a challenging year.

We also scaled up the program significantly, with a huge expansion into preschools (called Early Childhood Development Centres in South Africa).

We built out a number of hubs in which our team works at an anchor primary school as well as its 3 largest feeder preschools. This ensures we can provide a 10-year pipeline of educational support for our children.

The Covid pandemic continued to pummel South Africa and ending the year with Omicron felt nothing short of cruel.

The pandemic had devastating effects on South Africa's children in 2021. Schools were operating at 50% capacity the entire year, so the number of schooling days were cut in half for all children.

To no one's surprise, it is the poor children that



## REPORT HIGHLIGHTS

- We have created jobs and hired 102 previously unemployed youth.
- We build new 9 Early Childhood Development Centre libraries and launched literacy projects in them.
- Our children received 38,674 hours of literacy sessions.
- 35,016 books were sent home.

suffer more. Their families have fewer resources at home to teach the children, a lower education base themselves and often lack the ability to hire help if they are off at work.

Our testing shows that children learned about half as much as they should have over the past two years.

At the same time, Stats SA is reporting that half a million South African's lost their jobs during the pandemic. This on top of our already crippling unemployment rate. Once again, these losses are felt hardest in the more impoverished communities.

Our intervention, which creates employment and focuses on early childhood education was therefore critical in 2021. The numbers are impressive.

We **created 102 community jobs** that resulted in thousands of children learning to read and write. These jobs were life-savers for many of the families of the youth we hired.

In total, **our children received 38,674 hours of individual, customized, one-on-one literacy sessions**. These children then ended up outperforming their peers by 2x-4x across a variety of literacy metrics.

We also **sent home 35,016 books** with our children. In communities where less than 10% of homes have more than 5 books, this was a huge accomplishment.

Thank you for making all of this possible. You are helping us educate thousands of impoverished children in South Africa.

The return on investment and impact on each of their precious lives is immeasurable.

**Jim McKeown**  
Managing Director



# FEATURED PROJECT

We expanded massively into preschools in 2021, building 12 new mini-literacy centres



# LITERACY SESSIONS

“Only 22% of Grade 4 children can read for meaning in South Africa; this in comparison to 96% in the United States.”<sup>1</sup>

<sup>1</sup>Funda Wande: [https://fundawande.org/img/cms/news/Nic%20presentation%20Literacy%20Lekgotla%20template%20\(15%20Aug%202019\).pdf](https://fundawande.org/img/cms/news/Nic%20presentation%20Literacy%20Lekgotla%20template%20(15%20Aug%202019).pdf)

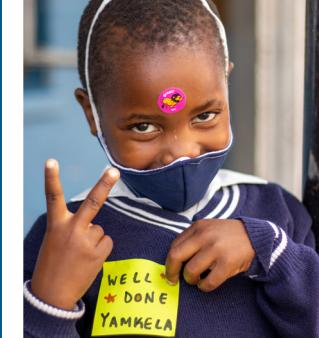
# A Generation of Readers

Masinyusane's Literacy Coaches provide customised, individual literacy sessions to children for the first 5-8 years of their schooling life (ages 2 to 10). This provides them with the foundation they need to read, write and comprehend. Every child is unique and learns differently. Moreover, many of our children are packed into classrooms with 40+ children.

Our Literacy Coaches provide customised, one-hour literacy sessions designed to work with the child at their level. This is the most effective, full-proof way of ensuring every child learns and no one is left behind. Our children progress twice as fast as their peers not on the programme.

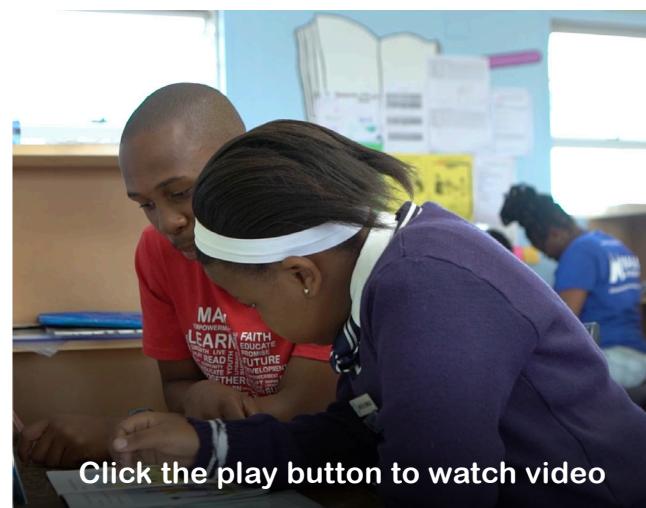


**90**  
Literacy Coaches Work Across Our Centres



**1002**

Children Are Receiving Literacy Sessions



**38,674**

Sessions of Literacy Coaching Have Taken Place in 2021

# Children's Progress

The children made amazing progress in 2021 relative to their peers. We saw huge gaps across all metrics - reading, writing, & comprehension.

We assess each child every 6 months on four different metrics. If a child reaches 'reading level' for their grade, we graduate them out of the programme and focus our energies on children still struggling. The sessions with the 2-6 year old children focus on phonics and sounds, while the sessions with the 7-10 year old children are focused on reading and writing. To the right, we highlight some of the most important statistics.



# 4X

Our 3-5 Year olds learned 4 times as many phonic sounds as their peers



# 57%

of our Grade 1's can write  
20+ letters if given the sound  
(vs 15% of their peers)

# 87%

of our Grade 3's pass  
their writing test  
(vs 41% of their peers)

A black and white photograph showing three young children, two boys and one girl, playing with large interlocking plastic blocks. They are spelling out the word 'HABIBI'. The child on the left is wearing a dark jacket and has a name tag pinned to their shirt that reads 'HABIBI LAMBANI'. The child in the center is wearing a dark puffy jacket and is smiling. The child on the right is wearing a light-colored puffy jacket and is also smiling. They are all sitting on the grass outdoors.

# EARLY CHILDHOOD DEVELOPMENT

“Only 25% of 3-4 year old South African children receive early learning or educational stimulation.”<sup>2</sup>

<sup>2</sup> <https://dgmt.co.za/wp-content/uploads/2018/08/ECD-Vision-2018-digital.pdf>



## It's Never Too Early to Teach a Child to Read

Masinyusane's Literacy Coaches read stories to children as young as 6 months every day. They also provide our highly effective one-on-one literacy lessons for children aged 3 to 5.

The head start with reading that we are providing these children will have enormous compounding effects on their lives for decades to come.

While we introduce letter sounds and phonics, the overwhelming focus is on teaching children to fall in love with stories and books. The confidence that comes with beginning to learn to read will propel these children to read, learn and discover more.

We are so proud of these little learners.

# 10,631

Sessions of ECD Literacy Coaching Have Taken Place in 2021



# 314

Children Are Receiving Literacy Sessions

# 12,106

Stories were read to children in 2021



# 3X

More letters learned than children not on the programme

# YOUTH JOBS

“At 63.1% South Africa has the 4th highest Youth Unemployment rate in the world.”<sup>3</sup>

<sup>3</sup> <http://www.biznews.com/thought-leaders/2015/07/29/sa-q2-unemployment-eases-to-25-but-63-1-of-youth-remain-jobless/>

# Youth Employment

In 2021, we created jobs for 102 youth in our Children's Education programme. 90 of these youth serve as literacy coaches.

These jobs give the youth with the opportunity to earn an income, gain work experience, receive training, and take part in uplifting their own community's children.

As noted above, these youth are able to drastically raise the literacy scores of the children in their local schools. These social impact jobs have enormous returns on investment when the children's education is considered.

They are also critical in helping these youth get into the work force. There's a saying that "You need experience to get a job." But you need a job to get experience. Most South African youth are stuck in this catch-22.

We also provide quarterly one-week training sessions to all youth to help them develop critical work skills.

Our jobs are designed to serve as stepping stone positions for youth that otherwise would never find work. When coupled with our training and networking, many are able to bounce into further employment.

Thank you for helping us create and expand such an innovative and impactful project.



# 102

Previously Unemployed Youth Were Working In Their Local Community Schools



# LIBRARIES

“**58%** of South Africans have NO printed books in their home.”<sup>4</sup>



<sup>4</sup> Funda Wande: [https://fundawande.org/img/cms/news/Nic%20presentation%20Literacy%20Lekgotla%20template%20\(15%20Aug%202019\).pdf](https://fundawande.org/img/cms/news/Nic%20presentation%20Literacy%20Lekgotla%20template%20(15%20Aug%202019).pdf)

# A Culture of Reading

Masinyusane has built and runs twelve libraries. While the Literacy Centres teach children ‘how to’ read and write, the libraries make reading fun. Our library managers run a variety of projects, reading clubs and competitions. They are all designed to get as many children reading as possible. 93% of South African homes have fewer than 10 books, so we are proud to share that 35,016 books have been borrowed by children in 2021. These libraries will become even more important now, during the pandemic, as we need to get books into children’s homes to make up for lost time.



6

Different projects  
are underway in  
each library



35,016

Books Taken Home By  
Children in 2021



12

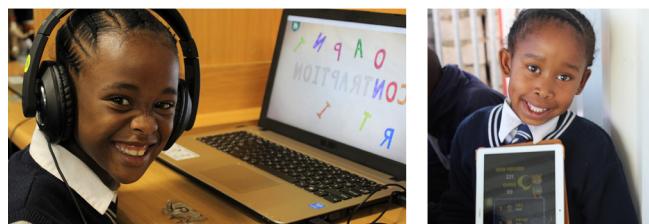
Reading Clubs Across Our Schools

# EDUTECH CENTRES

A young boy with short hair and a warm smile is the central figure. He is wearing over-ear headphones and is positioned on the right side of the frame. In the background, slightly out of focus, is a person's hands resting on a computer keyboard. The overall color palette is a cool blue, giving the image a modern and tech-oriented feel.

# 1500+

Children Are Participating



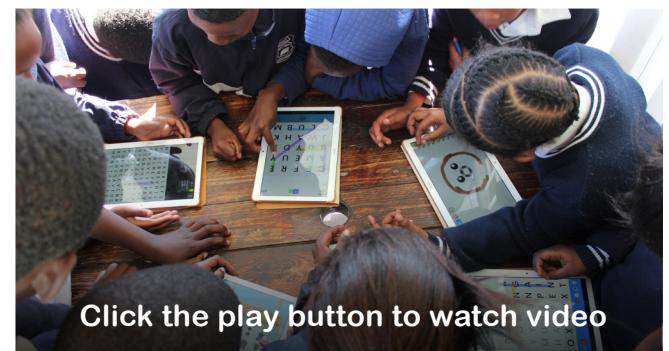
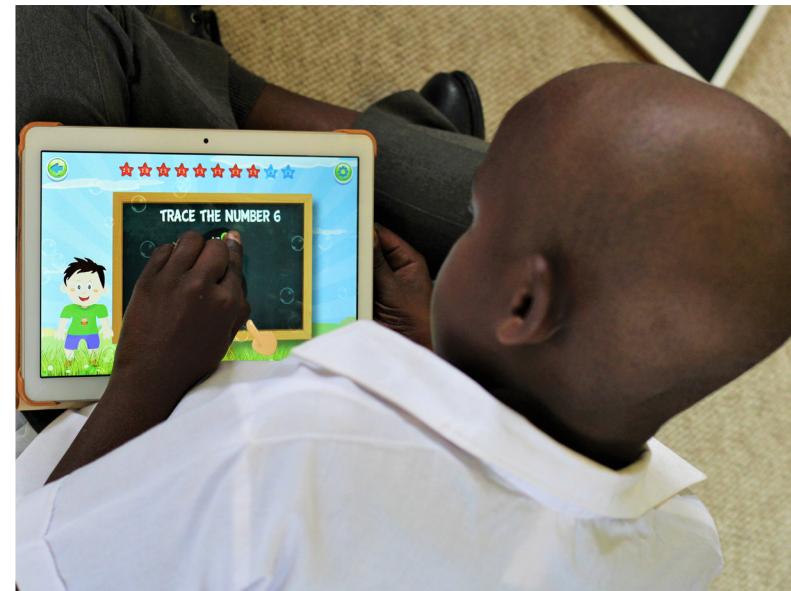
# 95

Laptops and Tablets  
Being Used



# 3

EduTech Centres



Click the play button to watch video

## Educational Technology

Masinyusane is pioneering Educational Technology Centres in Port Elizabeth township primary schools. These Centres provide children with the opportunity to develop basic technological literacy skills, to access the world's best educational apps and to learn from countless innovative games. The Centres consist of both laptops and tablets. The laptops cater to the older children who learn to type, navigate Windows, and use Microsoft Office. The tablets enable the younger children who learn from literacy, math, creative & logic apps.

We continue to pilot new programmes, apps and games in our centres. The children test, discover, explore and flex their creative muscles every day.

# INFRASTRUCTURE

A group of approximately ten young children, mostly Black, are playing outside a modern school building. The building has a light-colored wooden exterior, large windows with white frames, and a prominent metal roof supported by a steel truss system. Some children are in the foreground, smiling at the camera, while others are further back, some near a set of stairs leading to the entrance. The ground is a mix of dirt and grass.

# Building a Better Environment

Masinyusane has invested nearly R3 million in infrastructure upgrades across our schools and ECD Centres in Port Elizabeth's townships over the past three years. These projects range from building brand new facilities, including libraries and computer labs to upgrades of failing infrastructure.

We are excited to have a bunch of libraries and literacy centres in the pipeline as well!

The environment in which the teachers and children operate has a profound impact on their attitude, behaviour and ultimately performance. Every child deserves to learn in decent, safe and inspiring environments.

## PROJECTS INCLUDED:

**12**

School  
Literacy  
Centres

**7**

School  
Libraries

**3**

Educational  
Technology  
Centres

**12**

ECD Libraries / Literacy Centres

**10**

Projects in the Pipeline

+ MULTIPLE SCHOOL RENOVATIONS





# Empowering Through Education

[www.masinyusane.org](http://www.masinyusane.org)

