



Educate! – Imminent Opportunity for Africa-Wide Impact

Six to seven billion young people will go through secondary school in Africa between today and 2100, and families all over the continent will invest huge resources to give those children an education. But education systems across Africa deliver a broken promise – spending years in schools that don't teach the skills youth actually need does not lead to employment or the opportunity to make a decent living. For the families who have invested so much to put their children through school and improve their lives, this broken promise is tragic. For the countries that depend on today's youth to solve poverty, it is a massive lost opportunity.

Educate! transforms secondary education in Africa to teach young people to solve poverty for themselves and their communities. We provide youth with skills training in leadership, entrepreneurship, and workforce readiness along with mentorship to start real businesses at school. Our model is delivered through practically-trained teachers and youth mentors. We believe secondary education is the most untapped resource for development across the continent, and we aim to catalyze its transformation.

Through advocacy, practical training for teachers, and direct service in schools, we are working to make this practical, skills-based model part of African education systems, starting with Uganda and Rwanda.



What We Do



Impact



Results – Global Leader in Less than 8 Years on the Ground

Scaling our Solution: Today, Educate! is scaling its solution in Uganda, working with almost **120,000 students** annually across **350 schools**, quickly expanding into **100 schools** in Rwanda, and preparing to replicate across Africa.

Systemic Impact, Uganda: In partnership with the International Labor Organization, a UN body, and the Ugandan National Curriculum Development Center, Educate! incorporated its leadership and entrepreneurship curriculum into the national curriculum. After rolling out in 2012 this curriculum now reaches **more than 25,000 youth** annually. In addition, we incorporated our school business club model, where students actually start enterprises, into the national curriculum and helped change the national exam to evaluate enterprises students start. Read about it in a leading Ugandan paper: <http://bit.ly/XIZUED>.

Systemic Impact, Rwanda: In 2015, we have come in as a technical advisor to the national Entrepreneurship Subject curriculum reform. In 2016, we will be intensively supporting the reform as it rolls out to reach **215,000 students** annually across the entire country – every student in upper secondary school.

Impact on the Ground:

In the randomized control trial, the gold-standard in impact evaluation, we found the following:

- A **doubling** of annual income in program graduates – a **\$173 increase** – for all students and an even bigger increase for girls
- **64% increase** in small businesses at home, **123% increase** in community projects, and **20% improvement** in savings behavior for all students.
- **152% increase** in small businesses at home for girls and a **47% improvement** in savings behavior.

Awards & Recognition for Educate!:

- 2009 backing from Echoing Green; recipient Ashoka Changemaker’s “Quality Education in Africa” award.
- 2011 recipient of Grinnell College “[Young Innovator for Social Justice Prize](#).”
- 2012 recipient of Ashoka Fellowship; [case study in Results for Development secondary education study](#).
- 2013 & 2014 recognized in [Forbes “30 under 30 Social Entrepreneurs.”](#)
- 2015 [WISE Awards Winner](#); [Brookings Institution profile](#) and selection as a [case study](#) in its Millions Learning Initiative.
- 2016 selected by [Sustainia100](#) as one of 100 top solutions to the world’s most pressing problems



Success Story: Using what she learned from her Mentor in her Educate! classroom, Lillian Aero founded the Namugongo Good Samaritan Project, which now employs over 100 HIV/AIDS affected widows to make crafts and then helps them find markets for their products in three different countries. Lillian’s work can be seen through a video at <http://youtu.be/tye6HwnqOQU>.

Success Story: E! Graduate George William Bakka started Angels Initiative, a business incubator, accelerator, and venture capital fund that has supported the growth of over 50 scalable social impact enterprises in Africa so far and plans to impact thousands more. George is the recipient of the Anzisha Prize and the African Leadership Network Fellowship, and has partnered with acclaimed social enterprise incubator Unreasonable Institute to launch Unreasonable Institute East Africa.



Long Term Strategy and Plan

Educate!’s Vision for 2024 is to work with one million students annually across 10 countries in Sub-Saharan Africa. Educate!’s long-term goal is to fully incorporate our experience-based education model into these national education systems. We believe we can achieve that goal by working in education reform in all 10 countries and scaling aggressively in a total of four (with Uganda being our first).

In 2015 and 2016, Educate! is focusing on “piloting scale” – testing our model at scale in Uganda – and moving forward in new country expansion. In 2016 we are launching in Rwanda to support the rollout of the new national entrepreneurship curriculum. We see our work in Rwanda as a research & development opportunity to learn about wide scale education system reform. A key goal is to refine our approach so as to better apply it in future expansion countries.

2016 Objectives

Educate!’s key objectives for 2016 are to scale to 350 schools and almost 125,000 students in Uganda, expanding into the North, and move forward in expanding to Rwanda. It costs \$5,000 to serve each school, and will thus require \$1,750,000 to serve 350 schools in Uganda, and \$500,000 to move forward in Rwanda expansion.