



Educate!

EDUCATING AND EMPOWERING AFRICA'S FUTURE LEADERS

Annual Report 2009

**A seed
takes root...**

*Changing Lives,
Transforming
Communities*



Educate!:

Changing Lives, Transforming Communities

What we do and why we do it

"What our students learn in the class doesn't stop here. It goes out the doors, the windows and into the community," - Sandrah Nabuule, Educate! Mentor.

In Africa nearly 50% of the population is under the age of 18 and youth face problems of poverty, violence, disease, and environmental degradation. But there won't be sustainable solutions without a new generation of African leaders to create and drive those solutions.

What we've observed is the tremendous passion among young Africans to become the leaders who will solve these problems. But while in the U.S. there are opportunities and support for developing leadership talent, these same opportunities are almost impossible to access in Africa.

What's more, the current rote-memorization based education system stifles creativity and passion so youth graduate and are not prepared to tackle the serious challenges facing their communities.

Youth need the right knowledge, guidance, and mentorship to unleash their potential.

That's where we come in. Educate! helps young Africans transform their enthusiasm into action. We want to prove that the youth of today can solve the challenges Africa is facing. Uganda is a logical place to start because schools, organizations, and the government have joined behind this vision.

Our curriculum is focused on the skills and experience students need to find solutions to problems in their communities. Our teachers are mentors who build powerful relationships that give youth confidence to lead change. And our classroom is the community itself where students start initiatives that will solve poverty, violence, disease, and environmental degradation. Today Educate! is empowering 415 high-school aged youth (830 in 2010) across Uganda with a model of education that can be applied throughout Africa.



Latest Educate! News

2009 has been a big year for Educate!

EMPOWERMENT

"[Educate!] inspires students to do something for themselves by creating a job but also for others by helping their communities. It's a real sense of empowerment," - James Katumba, Educate! Mentor.

We have empowered our Scholars to become leaders in their communities and start 17 new initiatives that already impact over 3,000 people. One project of note is a tree planting initiative to defend against deforestation. After the Scholars in the Hoima region decided to start planting trees, their Educate! Mentor, Solomon Kayiwa, helped them to receive a **20,050 tree seedling donation from the Ugandan government**. The student led project will have a positive impact on the environment surrounding Hoima and open up opportunities for the students to become leaders of the nascent environmental movement in Uganda. In March 2010 Educate! will start to empower an additional 415 Scholars-- a total of 830 Scholars across Uganda. We are looking forward to seeing the new Scholars start initiatives that work to solve the greatest challenges facing their communities.

RECOGNITION

This year we were awarded the **Echoing Green Fellowship** as one of the 14 highest potential social change organizations across the globe. Echoing Green will provide us with \$60,000 over two years, technical assistance and consulting support.

"With the backdrop of a new U.S. President launching an Office of Social Innovation, and increasing numbers of social enterprises around

the globe tackling societal problems through innovative solutions, we are thrilled to introduce Educate! as one of our newest Echoing Green Fellows," said Dr. Cheryl Dorsey, president of Echoing Green and one of US News and World Report's top 50 leaders of 2009.

In May we received the **DoSomething Award**. DoSomething, the leading organization that recognizes young people and social change, selected Educate! as one of five winners. We received a \$10,000 grant and were honored in New York City at a star-studded event on June 4. "These are the 'Rock Stars' of social change," said Nancy Lublin, DoSomething CEO. DoSomething also gave Educate! 10 laptops which will be used in a resource center we are starting in Uganda for our Scholars. And, Eric Glustrom and other DoSomething winners are featured on 40 million Doritos bags! Look for us next time you grab a snack.

Also in June, **Entrepreneur magazine** named Educate! one of the "100 Brilliant Companies" for 2009!

Finally, in August Educate! received the **Ashoka's Changemakers Champions of Quality Education in Africa Award** sponsored by The William and Flora Hewlett Foundation. The online competition brought in more than 300 ideas and projects from 35 countries. Thanks for your vote!

All the recognition we have received in 2009 is a testament to Educate!'s potential to empower the next generation of socially responsible leaders who will solve the greatest challenges facing Africa.

20,050 tree seedlings— worth \$14,000— were donated by the Ugandan Government for Educate! Scholars to plant in Uganda and defend against deforestation. The government's donation is a testament to the Scholars who embody Educate!'s mission to empower the next generation of socially responsible leaders.

415 EDUCATE! SCHOLARS



A business that turns waste paper into bulletin boards was started by Scholars at St. Mary's College at Kisubi (SMACK). The students will sell the boards, which are cheaper than the competition (made from cork), to schools and businesses across Uganda.



A scalable jewelry social enterprise, started by Scholars at Gayaza High School, is teaching women in the community how to make jewelry and hair ribbons to support themselves and their families. The Scholars buy the jewelry from the women and resell it to larger markets in Uganda.. and eventually internationally.



Educate! Scholars have started 8 businesses— ranging from a mobile grocery store to a hair salon, and a jewelry business that provides employment to women in their community. In doing so, Scholars gain valuable skills and a solid foundation for when they graduate.

Scholars at Aga Khan Secondary School mobilized the entire student body to raise clothes and food worth over \$2,350 for a Ugandan-run resource and training center for children in the slums.



EXPONENTIAL EMPOWERMENT

Educate! Scholars are like seedlings: once they take root in their communities, health, education, peace and happiness will follow. It is exponential empowerment - as the Educate! Scholars empower many others, the result is clear, **communities are transformed.**

By the Numbers

Over 20,000 tree seedlings planted
9 community initiatives created
2 tree nurseries created
8 businesses started
Over 3,000 people impacted



Greenhill College and Nabumali High School Scholars are making their communities green with the tree nurseries they started and in doing so are helping the environment.



A flower selling and landscaping business was started by Mbale High Scholars. Their first big customer: Mbale High School, which intends to buy 500 of their plants to decorate the campus. Mbale is a very underprivileged public school, making this even more of a remarkable achievement!



Letter From Eric and Boris

Every challenge is an opportunity in disguise

"Every challenge is an opportunity in disguise." This is one of the key lessons Educate! Scholars in Uganda take away from

their experience with Educate!, which empowers Scholars to start initiatives that address poverty, violence, disease, and environmental degradation. 415 promising youth are going through Educate!'s program, which consists of an innovative curriculum, long-term mentoring, the creation of a social enterprise, and a nation-wide network.

With Educate!'s support, the Scholars have started to plant 20,050 tree seedlings to defend against deforestation, increased the health of their fellow students by selling vegetables on their school campus, started an enterprise selling products made from waste paper, and numerous other initiatives. In doing so, the Scholars embody everyday what it means to overcome challenges and become part of the solution.

In less than a year with Educate!, the 415 Scholars have already started 17 initiatives and directly impacted over 3,000 people in their communities. And this is just the beginning of what the Scholars will do over their lifetimes as the next generation of socially responsible leaders. It is results like those above which have led 15 non-profits in 8 countries across 4 continents to adopt Educate!'s curriculum and model. We hope schools, organizations, and governments will continue to adopt the model of education we provide to help turn youth into the solution.

This year's awards from Echoing Green to Ashoka's Changemakers have validated that we have a huge opportunity to develop the next generation of leaders. But in the end, Educate! Scholars like Diana Dushine, Mugisha Geoffrey, and Philip Kulubya, profiled on the next page, and the transformations they are creating in Uganda, are the best testament to the power, and enormous potential, of Educate!'s work.

Sincerely,
Eric Glustrom and Boris Bulayev



Boris Bulayev, President (left), and
Eric Glustrom, Executive Director (right)

Letter From Emily and Angelica

Changing lives, transforming communities



Greetings from the Pearl of Africa! Over the past year we have built up our Educate! family to include 7 wonderful Educate! Mentors and 415 Scholars. It has been an exciting year of adventure, innovation and growth! Our two main program goals are changing the lives of our scholars and transforming communities through our scholars.

Changing Lives – a snippet...

At a small community school with few resources, one E! Scholar was about to drop out of Educate!'s program. Her peers and even her teachers were bullying her for being a teenage mother. Through support and mentorship, she is now a strong and vocal member of her class and a leader in the community initiative started by the Educate! Scholars. When her best friend was raped, she had the strength and courage to come to E! for advice on behalf of her friend.

Each E! Scholar has a leadership passbook that tracks accountable actions which demonstrate the values and skills taught in the course. This means that at the end of each leadership class, students line up in front of the mentor to prove they have helped a friend in need, addressed a school assembly, written a business plan, developed a new talent and much more.



Angelica Towne,
Uganda Program Director



Emily Lutyens,
Uganda Country Director

After 6 months of teaching, 76% of Educate! scholars took on a new leadership position in their school or community. Transforming Communities – a snapshot...

There have been some big surprises – even at our elite partner schools we battle with low expectations of how much students can achieve. One school administration told our E! Mentor, James Katumba, to give up on their students and told him he had picked the wrong group of kids.

The class shrank from 15 E!

Scholars to only 4 discouraged Scholars without a project or passion. After 2 terms of persistent mentoring from James, the 4 Scholars were empowered to fundraise over \$350 in funds and \$2,000 in clothing donations for a children's literacy program running in a nearby slum. This has started a revolution in their school – the administration has new faith in the Scholars, the class has returned to the original 15 Scholars and the whole student body participated in the fundraiser!

The victories of this past year are the beginning of a new movement. We thank our supporters for joining hands and supporting young leaders in Africa.

Emily Lutyens & Angelica Towne

Scholar Profile:

Phillip Kulabya



The Educate! Mission—to inspire the next generation of socially responsible leaders in Uganda—has served as the catalyst for a number of initiatives this year. The mission, however, is most often manifested in the daily lives of the Educate! scholars. The growth of one particular scholar, Phillip Kulabya, is a testament to the strides that Educate! students have made this year.

Phillip is a student from Aga Khan in northwest Kampala. Though he is one of the taller students, Phillip's quiet disposition has often kept him from communicating the depth of his many passions: poetry, writing, the environment, and children's rights. Participating in the Educate! curriculum has stirred a new voice in Phillip.

Inspired by a quote that he came across in his Educate! course materials—"you must do what you think you cannot do" by Eleanor Roosevelt—Phillip has made incredible progress. This year alone, he has served as president of his school's Educate! Scholars and ran for president of Aga Khan's student government. In addition, Phillip has made an effort to engage his classmates in dialogue about social change. After hearing about the work of People's Concern Children (PCC), a program that provides resources and training for children in local slums, Phillip was moved to become an advocate for the organization. Phillip used the public speaking skills he learned in the Educate! curriculum to deliver a rousing speech to his classmates during assembly. Through Phillip's advocacy and support from the school, Aga Khan raised the funds to provide daily breakfast for PCC children. Phillip also organized a movie fundraiser for PCC where students donated clothing and money to attend Slum Dog Millionaire. In total, the students donated goods worth \$2,350 to help the children of PCC.

Though there is no doubt that Phillip always had a passion for helping others, Educate! helped him find the tools necessary to make a tangible difference in his community. In Phillip's words: "In life we all have a purpose and the true source of happiness should be discovering and fulfilling that purpose."

Scholar Updates

Networking In Action:

Fourteen Educate! Scholars at **Katuuso Community Academy** organized a school-wide Career Day to inspire students to become involved with Educate! and to become active citizens in society. The Scholars learned the importance of networking and making new friends. Attendees included local professionals (teachers, business owners, social workers, and accountants) and Rotary Club members who spoke to the students about the importance of not only doing well on exams but also being active in the community.

Cleaning a Well:

During a community exercise that is part of Educate!'s curriculum, Educate! Scholars at **Greenhill College** saw that a local well was riddled with trash. The well, which serves more than six-hundred people (including five schools), had not been cleaned for over four years. Not only was the trash an eye-sore but it was also potentially dangerous with contaminated water. 26 Educate! Scholars took the matter into their own hands, joined forces and organized a day to clean the well. They picked up trash and cut down weeds, creating better access to the well. Now the community well is clean and provides fresh water!

Award-Winning Business Plan:

At **Gayaza Cambridge High School**, the Scholars created a business plan for a mobile grocery store which won the school's "Thinking Differently About Business" contest. We look forward to seeing the store go from an award-winning concept to reality. Stay tuned for updates on the venture in the future.



Points of Interest...



Why I Chose Educate!

John McDermott is on the Educate! Board and has spent his career developing the teacher education program for institutional planning and research at Moravian College. He recently traveled to Uganda to assess Educate!'s work to empower the next generation of socially responsible leaders.

"After watching Educate! grow over the five years since I first became involved, and after having served on the governing board nearly as long, I decided that to have more confidence in my support, I had to see the programs in action," said John. "I traveled half way across the world to answer for myself a question I get asked so often: 'Why do you support Educate!'. I found my answer: not only did the programs surpass my expectations, but I began to see first hand the empowerment that our students feel as they realize that they are the brighter future for Africa."

Read more about why John supports Educate! and all the exciting Educate! News on our blog at: www.experienceeducate.org/blog

Calling all Artists!

Educate! is having a T-Shirt Contest and we need your designs! Deadline is Jan. 5th. Winner will be recognized on the T-shirt. For more details visit our blog.

Holiday Shopping at Educate!'s Online Store!

This season, give your friends and family a gift that gives back. Visit our online store to purchase Educate! Holiday Cards and Empower Jewelry: www.experienceeducate.org/shop

Social Return on Investment (SROI)

Johns Hopkins School for Advanced International Studies (SAIS) M.A. Student Chelsea Coffin helped create an innovative metrics technique to track the return on an investment in an Educate! Scholar. Read about her findings at www.experienceeducate.org/our-impact



Educate!'s Annual Ball For the Future of Uganda With special musical performance by FACE

Save the Date!

Saturday, Feb. 6, 2010

Rembrandt Yard Art Gallery & Event Center
1301 Spruce Street, Boulder Colorado

Whether you come for the dancing and music, or the silent auction, raffle and refreshments, this will be a ball for all, so pull out your best and dress with no stress!

For ticket price and more info, email Maya@experienceeducate.org



Thank You

Our valued supporters (1,000+, July 1 2008-June 30 2009 fiscal year) who have helped our Educate! Scholars receive an education that will last a lifetime and positively impact hundreds of people.

Amherst College Club
Neal Anderson
Bedrock Foundation
Kim Bloomer
Cyndy Boyle
Do Something, Inc.
Educate! Canada - McGill Club
Merrill and Leslie Glustrom
Beth and Jim Heckel
Jane and John Hepburn

Debra Hopkins and Stuart Dodd
Sharon Klipping
Midge Korczak
Jason and Deirdre Luther
John and Emily McDermott
Marjorie and Dick McIntosh
Red Empress Foundation
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The Flagg Foundation
The Glickenhau Foundation
Think Humanity
Pat and Bob Troeltzsch
UC Berkeley Club
Paula Watson
Ward Watson
The Wolford Family
Don and Ellen Zack
Eddie and Amanda Epstein



Thank you to all the others who have supported us financially, big or small.

Educate! Boards and Staff



Educate! Team Uganda

STAFF

Boris Bulayev, President
Maya Ellman, Director of Communications/Development Associate
Eric Glustrom, Executive Director
Emily Lutyens, Country Director
Angelica Towne, Program Director
And our team of Mentors: Barbara Atukunda, James Katumba, Solomon Kayiwa, Agnes Kyesubire, Sandra Nabuule, Esther Nakiirya, and Costence Mpirirwe

BOARD OF DIRECTORS

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Keren Murumba
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Aramanzan Madanda, Lecturer in Women and Gender Studies, Makerere University; founding member, Mt. Masaba High School

Irene Mutumba, Founder/Executive Director, PEDN; Ashoka Fellow
Collins Tugumisirize, Founder/Executive Director, Afroeducare
Ben Waira, Associate governor East Africa Rotary
Leslie Weighill, Founder and Director, The Real Uganda
Peter Kasenene, Former Minister of Privatization, Government of Uganda; founder, Thomas More Leadership Institute
Margaret Wokuri, ACODE (promoting gender equality); columnist for The Daily Monitor; founding member, Mt. Masaba High School
Jonah Walusimbi, Head teacher, Greenhill Academy (Educate! partner school)

UGANDA INTERNS

Chelsea Coffin
Stacey Frumm
Lilia Kilburn
Joseph Quaderer
Rachel Santos
Maggie Sheahan
Dan Sheats

U.S. INTERNS

Lindsey Block
Kristina Getty
Claire Walsh

OUR INCREDIBLE VOLUNTEERS

Anna Bardonski, Marketing and Events
Roger Briggs, Schools and Events
Katherine Conway, former Director of US Operations
Earl Hauserman, Front Range Chapter leader
Autumn Metcalfe, Marketing and events
Luke Murumba, Newsletter writer
Terry O'Brien, Taxes, accounting, and payroll
Linda Schutter, Event Planner Extraordinaire
Andy Segoshi, Graphic design (including newsletters and this annual report!)

Sarah Tracy, Director of Student Clubs

In addition to the numerous members of the Educate! student clubs clubs!



Educate! Team U.S.



PROFIT AND LOSS SHEET

July 1, 2008 - June 30, 2009

Income

Unrestricted Donations and Grants	\$95,530
Restricted	15,795
Interest income	<u>1,313</u>
Total Income	112,638

Expenses

Program	111,678
Administrative	1,151
Fundraising	<u>7,272</u>
Total Expenses	120,110
Net Income	(\$7,472)

BALANCE SHEET

As of June 30, 2009

Assets

Bank Accounts	\$48,080
Ward Watson Endowment	<u>78,365</u>
Total Assets	126,446

Liabilities and Equity

Net Assets as of 6/30/2008	133,918
Net Income	<u>(7,472)</u>
Total Equity	126,446
Total Liabilities	0
Total Equity and Liabilities	\$126,446



Support Educate!

\$25 supports an Educate! Scholar through the Educate! Experience for a month

\$100 supports an Educate! Scholar for a trimester

\$300 supports an Educate! Scholar for a year

\$600 puts a Scholar through the entire two-year program

www.experienceeducate.org

