



Educate!

EDUCATING AND EMPOWERING AFRICA'S FUTURE LEADERS

Annual Report 2009 Updated



Changing Lives,
Transforming Communities.



Educate!:

Changing Lives, Transforming Communities

What we do and why we do it

In Uganda nearly 50% of the population is under the age of 18. There are critical challenges facing the youth of Africa: poverty, violence, disease, and environmental degradation. There will not be sustainable solutions to these issues without a new generation of African leaders prepared to create and lead those solutions.

What we have observed is the tremendous passion among young Africans to become the leaders who will solve these problems. But whereas in the developed world there is a system for developing leadership talent, there is no real analogue in Africa.

What is more, a rote-memorization based education system can stifle creativity such that youth graduate and can recite the regions of Germany, but are not prepared to tackle the serious challenges facing their communities. Youth need the right knowledge, experience, and mentorship – truly a quality education – to unlock their potential.

That's where we come in. Educate! unlocks the potential of African youth to solve their communities' greatest problems of poverty, disease and environmental degradation. Our model is

exponential empowerment – investing long-term in a few so they can positively impact many others. Educate! provides a proven mix of a leadership course, long-term mentoring, practical experience solving a community problem, and an alumni network for high school aged youth.

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 tackle poverty, disease, and environmental degradation. Today Educate! is empowering 830 high-school aged youth across Uganda, a country that has the youngest population in the world, and developing a model of education that can be applied throughout Africa.

Educate! has been recognized by Echoing Green, the leading venture philanthropy fund, won the Ashoka Changemakers Quality Education in Africa awards, received first place in the Pan African Awards for Entrepreneurship in Education, and was recognized by Entrepreneur Magazine as one of 100 Brilliant Companies of 2009.

Letter From Eric and Boris

Driven and self-confident, Lillian, an Educate! Scholar, is working tirelessly to improve her community. She teaches HIV/AIDS affected widows how to make jewelry so they have a source of income and at the same time organizes a cooperative so they have access to markets for their product. These women, having lost their husbands and themselves often HIV positive, have little opportunity for a better life. But Lillian has brought new hope and possibility to them.

Lillian's story and work (featured in more detail on pg. 7) perfectly illustrate the power of exponential empowerment, core to Educate!'s approach. By investing long-term in a few who will go on to impact many others, we unlock the potential of youth to solve their communities' greatest problems of poverty, disease and environmental degradation. By empowering Lillian, she has changed the lives of 40 women who now have a source of income. It is likely that those women will go on to positively impact others – exponential empowerment at its finest.

Educate! is quickly maturing from a young startup into a fast-growing, high-impact organization with a clear vision. Although the vision is ambitious, our early success shows that we have a strong start. Our aim is to make our model of education easily replicable so it can spread and be adopted by schools, NGOs and eventually governments in Uganda, other parts of Africa, and beyond. With 15 organizations using our curriculum and a major international NGO paying for our program already, the opportunity is there.

Yet while we're experiencing this growth, we have not forgotten about building

a strong organization. Our culture, characterized by a strong drive for results, focus on constant feedback, emphasis on professional development, and the endless dedication of our passionate team, promises that much more success is to come.

After a remarkable last 12 months, **we're eager to continue moving forward and are excited to have you with us as we do.** The impact will continue to multiply as Educate! Scholars like Lillian lead the charge to find solutions to their communities' greatest challenges.

Sincerely,
Eric Glustrom and Boris Bulayev

Eric Glustrom, Executive Director, and Boris Bulayev, President, with Educate! Scholars and Mentors at Katuuso Community Academy





Sheena, from Aga Khan High School, launched a recycling program on campus. Through her leadership, the Scholars collect discarded plastic bottles (over 1,000 bottles per week) and recycled paper. With the help of her Educate! Mentor, Sheena discovered she could sell the bottles to a recycling center, earning \$35 a month - up to \$100 per trimester. 50% of the money earned will go to People Concerned Children's Project, a local literacy program for out-of-school youth. The other 50% will remain for the Educate! Scholars. And, the Scholars have decided to expand the recycling to include collecting bottles from a neighboring slum.



Scholars at Light High School started a hair salon charging \$0.25 per haircut rather than the \$1 it costs at other salons. The school administration supports the Scholars and encourages students to use the salon. Not only are the Scholars saving their fellow students money, but they are also reinvesting the money they make at the salon to start a sustainable goat rearing project.

830 Educate! Scholars creating

Exponential Empowerment



Fiona Ntegeka from Duhaga Secondary School went home over the holidays and brought together ten girls from her community to form a club called Youth Girl Network. The girls go into the community and teach people about leadership and entrepreneurship (skills Fiona gained from Educate!), as well as run seminars about health. They also started a community pig raising project and so far have bought six pigs to give to poor families in the community.



Scholars at Namugongo Vocational School started a community pig raising project. Each beneficiary family receives two pigs to rear, providing a valuable source of extra income. Three community members assist in the rearing. After the pigs produce a litter, each assistant receives a piglet to then produce more pigs, again with three assistants. The Scholars identified 30 families who will participate in the exponential pig raising project. So far four families have benefited from the chain.



Two brothers, Samuel and James, of Greenhill College, made 10,000 bricks over their recent holiday vacation and planted 150 banana trees. They used the profits from selling the bricks to pay for their school fees.



Derek, a Scholar at Mbale High, went home over the holidays, started a chicken raising business, and now has 35 chickens, with plans to buy a cow. His investment is vital to his family's- and his own- future.

When Educate! Scholars take root in their communities, health, education, peace and happiness follow. As Scholars empower others, communities are transformed.

"[The Ugandan] system is exam and memorization oriented so children have a disconnect between the real world and the classroom. Educate! bridges the gap. What happens in the Educate! classroom is a reflection of what happens in society." -Fred Tukahirwa, Director at Aga Khan Secondary School- an Educate! partner school in Kampala.



Everett, a Scholar at St. Mary's, is starting a business to aggregate small scale suppliers of local chickens and sell them to supermarkets, creating a market for the 5,000,000 local chickens in Uganda.

By the Numbers

48 community initiatives started

20,050 trees planted

12 businesses started

More than

17,000 lives impacted



Latest Educate! News

It's an exciting time for Educate!

"Because of Educate!, I now believe in myself and my dreams! I have the courage to advocate for what I want. I'm making my own goals and learning how to achieve them." - Educate! Scholar at Hamdan Girls Muslim School.

In March, we were honored to be selected as the First Prize Winner of the 2009 Pan African Awards for Entrepreneurship in Education, a collaboration between Teach A Man To Fish and Educating Africa. The award was given based on the level of entrepreneurship and sustainability in Educate!'s work, and the impact we are making in the lives of youth throughout Uganda. Educate! will receive \$10,000 and is invited to Teach A Man To Fish's yearly conference "Education that Pays for Itself 2010," in Tanzania this November.

This recognition could not have come at a more important time as earlier in March Educate! doubled the number of Scholars to 830. To assist us in empowering the additional 415 students, we hired eight new Mentors in February after an extensive recruiting and training process. We now have an outstanding new Mentor team that will join forces with Educate!'s current Mentors. Both teams of Mentors have become integral parts of the Educate! family. See the next page to learn more!

Also in February, we held the First Educate! Annual Ball - For the Future of Uganda, and raised over \$25,000 in Boulder, Colorado. The money raised allows us to empower the 830 Educate! Scholars. We will begin planning for the 2011 Ball in September!

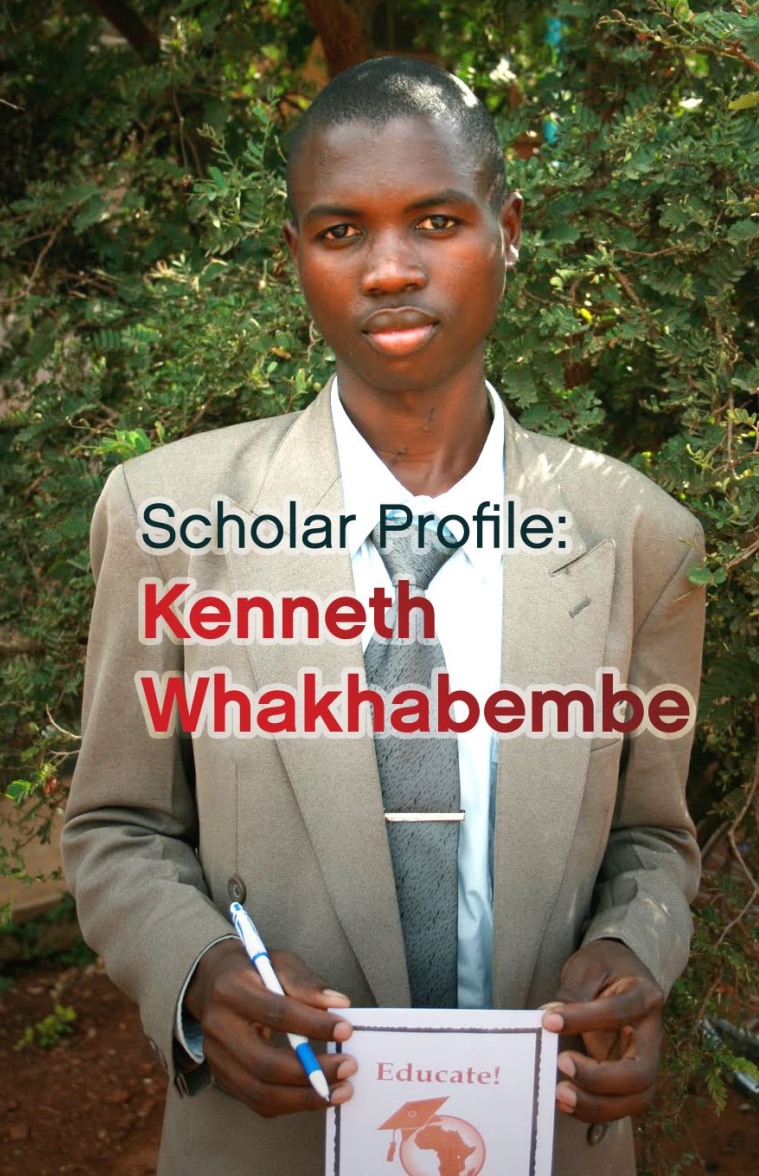
Bringing Our Scholars Together!

George William Bakka, a Scholar from St. Mary's College, one of Educate!'s most privileged partner schools, has ambitions of becoming a politician

and developing businesses in his country. He realized that in order to understand how to do this, he had to learn about small scale business development. As he learned more about microfinance loans he discovered the poor could not access loans because the loan minimums were too high. Instead, he found that microfinance has been utilized by the lower end of middle income populations. Bakka believes even the poorest people in his country should have access of capital to lift themselves out of poverty. He organized a group of his fellow students to start Angel Financial Investments which provides loans to students to pay for school fees and start businesses.

Meanwhile, Educate! Scholar Kenneth Whakhabembe (profiled on the next page) at Mbale High School, one of Educate!'s poorest partner schools, has dreams of being an engineer, though he is an orphan who lives with his grandparents who are too old to work. He has had to earn his own school fees ever since he was strong enough to do manual labor. Last December, he started a brick business to earn money for his final year of secondary school. He needed extra money this year to pay his final exam fees so he made plenty of bricks to raise the capital. Then his home area experienced heavy rains and landslides. All of his bricks were destroyed. With exam fees due in just days, Kenneth saw two options: sell his bicycle or apply for a loan. But who would give a loan of \$25 to a poor high school student? He confided in his Educate! Mentor, Esther, who knew about Bakka's microfinance program. After a few phone calls, Kenneth was granted a loan from Angel Financial Investments to pay for his exam registration fees!

As Bakka learns the ins and outs of microfinance and lays the foundation for his future, Kenneth is now able to do the same by accessing a vital loan to pay his exam fees. Educate! Scholars are finding solutions for each other!



Scholar Profile: **Kenneth Whakhabembe**

Kenneth Whakhabembe attends Mbale High School in the eastern part of Uganda. The school has few books, limited space to serve its 1,200 students, and teachers are scarce. Despite the poor facilities, Kenneth has made great use of what's available to him. He became an Educate! Scholar last year, and has since showed his school just how far their resources can go.

Kenneth says becoming an Educate! Scholar has been inspiring. Despite the circumstances at Mbale High, after just three weeks with Educate! he encouraged his fellow Scholars to stop looking down on themselves and instead find solutions to their challenges. Having to go without lunch, not being able to pay school fees on time, and being part of a poor school filled the students with self-pity. After learning the Educate! lesson on resourcefulness, Kenneth organized his Educate! Social Entrepreneurship Club (SEC) to use their community's resources to create opportunities.

Under Kenneth's guidance as SEC President, the Scholars at Mbale started a nursery project. Their SEC received a donation of polythene water bags where they put manure and soil, and they fundraised among themselves and bought flower seedlings to plant in the bags. They found that the stagnant water, which runs from a tap in the middle of the school compound, provided an excellent irrigation source for their nursery. After only a few months the Mbale Scholars had flowers to sell for profit.

Their work was soon recognized by the school administration, which provided a ready market for their flowers. The Scholars were able to use the flowers they had grown to beautify the school, in addition to earning a profit. The Scholars plan to reinvest their profits in a second project. This is a huge impact for these students who often go without lunch because of lack of funds. Kenneth has led his Educate! peers not only through the completion of an income generating project, but also into a greater sense of self confidence and a restored belief in opportunity.

When Kenneth is not working with the Mbale Educate! SEC or serving as Student Government President, he spends his free time creating businesses. Over the December holidays, Kenneth started a flower business in his home village and earned enough money to pay his school fees for his second trimester. He has also started a brick business and is planning to teach brick-making skills to youth in his community.

Kenneth wants to be an engineer in the future and believes that life and change are inseparable. When asked about advice he would give to the upcoming Educate! Scholars he replied, "Everybody has to ensure that they use the potential within them to positively change their communities." Looks like he'll be a great role model!

Educate! Mentors

Educate! Mentors teach Educate!'s two-year leadership curriculum to high school students across Uganda, provide long-term mentoring to the students on issues ranging from family challenges to career guidance, and empower students to create community initiatives within their schools and communities.

Educate! Mentors from left to right. Back Row: Esther Nakiirya, Solomon Kayiwa, James Katumba, Patrice Kadimba, Jacqueline Aparo, George Mugenyi. From left to right front row: Costence Mpirirwe, Barbara Aukunda, Hawah Nabbuye, Charlotte Iraguha, Lillian Nakalyowa, Christine Nagawa, Violet Matinyi, Agnes Kyesubire. (Not pictured: Richard Luuba)



Scholar Profile: Lillian Aero Olok



Educate! Scholar Lillian Aero Olok attends Namugongo Secondary School, which takes an innovative and practical approach to education and focuses on their students' futures beyond exam results. Lillian is a dedicated student who lives by the phrase "persist until something positive happens" and has taken what she has learned from her Educate! Mentor, James, in the classroom and created positive change in her community. Lillian, who embodies the concept of exponential empowerment, founded the Namugongo Good Samaritan Project with the mission to change and empower the lives of both men and women in the community affected by HIV/AIDS. Lillian's goals for the project were to increase awareness in the community about HIV/AIDS, train women affected by the disease to become social entrepreneurs and provide access to Antiretroviral drugs and counseling.

The Good Samaritan Project provides counseling services and community support to 36 widows and HIV/AIDS infected women. Lillian started by training the women to make jewelry out of recycled paper. Lillian then buys the jewelry from the women, providing employment, and sells the jewelry to larger markets (including to Educate! in the U.S. for our fundraising events) providing the Good Samaritan Project with revenue. **She is now training the group to make mats and researching how to make homemade herbal soap. She hopes this will provide more income for the organization and its members.**

One of Lillian's great strengths is her charismatic smile and ability to build alliances with individuals and organizations to further empower her community. Lillian's childhood struggles pushed her to become an inspiring leader. With a passion for community development, she has unleashed her potential to serve the poor and marginalized through entrepreneurship, knowledge and skill transfer. Other community initiatives she has started include teaching women how to start small sustainable businesses, leading student discussion groups in school to inspire women to strive for success, and most recently, training the entire Educate! team in the practical skills of jewelry making!

As Lillian says, "Educate! came into my life at an opportune moment. It helped me focus, grow, think critically, be creative and believe that I am responsible for my success or failure. My passion for change and that same passion within my community keeps me going."

Scholar Updates

Change Through Action:

Educate! Scholars at **New Kabaale High School** set out to beautify their school by planting flowers around the campus and creating a round-a-bout named "The Freedom Square." Since installing the changes, the student body at New Kabaale takes pride in its school—an improvement that was reflected in a stronger commitment to their academics.

Women's Mentoring Walk:

This winter, Educate! Scholars and Mentors from **Gayaza High School** joined forces with CEDA International and Vital Voices — an NGO started by Hillary Clinton to empower women leaders — to coordinate the first annual Women's Mentoring Walk. The event gathered hundreds of women of all ages to walk through Kampala to demonstrate their commitment to building strong female leadership in Uganda. The walk promoted the values Educate! strives for every day: responsible leadership, entrepreneurship and empowerment. Scholars learned about the potential women have to make a difference in their communities by being a part of a movement for positive social change.

Business Plan Competition:

Paul Mugambwa, an Educate! Scholar at **Green Hill Academy**, was awarded First Prize in Educate!'s Business Plan Competition, which challenged Scholars to create personal business plans. It was an exercise in independence, meant to prepare the students for what awaits as they finish high school. Paul's winning business, Motion Gardeners, an innovative grass cutting and gardening service, demonstrates his ability to apply Educate! concepts to a personal venture.



Why I Chose Educate!

Linda Schutter has been an Educate! supporter and volunteer for over four years. She currently runs an active Educate! Club at Coal Creek Elementary School in Louisville, CO, and serves as a volunteer Event Planner for the The Annual Ball and Climb for Uganda.

"Ever since I was given a backstage pass into Educate!, I've discovered the many dimensions within the organization. I learn something new almost everyday through the constant flow of information via blogs, emails, websites, videos and insightful commentary. I'm blown away by many aspects of Educate! and I'm amazed by the fact that only a couple dozen employees, a handful of interns and volunteers across two continents can positively affect over 17,000 people. I find that fact astounding, and that's only the beginning! I'm amazed by Eric and Boris' meticulous, responsive and careful consideration in creating a positive corporate culture as they grow Educate!'s team. I admire how they reach out and spend their days speaking with and learning from non-profits, foundations, financial institutions, educators, foreign governments and leaders in diverse sectors. I'm impressed that Educate! "copylefts" (the opposite of copyrighting) their curriculum with 15 organizations in eight countries on four continents to help disseminate information in a socially responsible way while not requesting financial compensation.

Educate! has crafted an exceptional two-year leadership curriculum that challenges, fascinates, and mobilizes. Educate! is planning for a better future and guiding kids to discover their visions and create their voices for change. I'm thrilled to be a part of such a vibrant team and global movement."

-Linda Schutter



Linda Schutter and her Educate! Club students at Coal Creek Elementary School in Colorado



Educate's 2nd Annual Climb for Uganda

Join us for Educate!'s 2nd Annual Climb for Uganda on Saturday, August 28th!

Educate! friends in Boulder will hike up Green Mountain while Educate! students in Uganda will hike up a mountain in Kampala – uniting forces for the same cause: unlocking the potential of African youth to solve their communities' greatest problems of poverty, disease, and environmental degradation. Enjoy a family-friendly hike, live music, refreshments and more!

For more information email:
Maya@experienceeducate.org



Thank You

As Educate! becomes a leader in the field of innovative education and social change in Africa, we continue to THANK all those who have helped us make a difference.

Our \$5,000+ supporters during the 2009 calendar year, include:

Ashoka's Changemakers
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Do Something, Inc
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Red Empress Foundation
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Our \$1,000+ supporters during the 2009 calendar year, include:

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



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Emily Lutyens, Country Director (left), and Angelica Towne, Program Director (right)

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Autumn Metcalfe, Marketing and Events
Linda Schutter, Event Planner Extraordinaire
Andy Segoshi, Graphic Design (including newsletters and this annual report!)
Sarah Tracy, Director of Student Clubs
Stacey Frumm, anything and everything



Financial Statements

PROFIT AND LOSS SHEET

January 1, 2009 - December 31, 2009

Income

Unrestricted Donations	\$186,068
Miscellaneous Income	428
Interest income	<u>1,600</u>
Total Income	188,096

Expenses

Programs	147,069
Management	6,231
Fundraising	<u>24,735</u>
Total Expenses	178,035
Net Income	\$10,061

BALANCE SHEET

As of December 31, 2009

Assets

Bank Accounts	\$66,122
Ward Watson Endowment	<u>78,907</u>
Total Assets	145,029

Liabilities and Equity

Net Assets as of 12/31/2009	132,509
Net Income	<u>10,060</u>
Total Equity	142,570
Total Liabilities	<u>2,459</u>
Total Equity and Liabilities	\$145,029



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

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