



EDUCATE!

DEVELOPING YOUNG LEADERS & ENTREPRENEURS IN AFRICA

2014 Winter Newsletter



Photo: Ashley Turner

Meet Hanifah Founder and CEO of RENDAH

Hanifah grew up in Kampala, the capital city of a country where 10 million people live below the poverty line and most families struggle to send their children to secondary school. Hanifah's family was lucky: Her father ran a tailoring business that employed more than 20 people and generated enough profit to pay school fees for all of his children. He taught his children to work hard to achieve their goals, and Hanifah learned to work as a tailor in the family business.

Hanifah was 16 when her father died unexpectedly and the business crumbled rapidly. Shortly thereafter, Hanifah became very ill and the family's savings were decimated by medical bills, leaving them deeply in debt and unable to support the remainder of Hanifah's education after she recovered.

Hanifah could not have imagined then that she would soon become a successful and self-sufficient entrepreneur. Today, she pays her own way through university by running her very own tailoring business. Hanifah was able to return to secondary school on a scholarship and, as an Educate! Scholar, she launched a business

sewing uniforms for local schools, selling around 200 uniforms in her first year for a profit of 200,000 Ugandan Shillings (about 80 US Dollars). This year, she expects to sew close to 2,000! Hanifah also expanded her business, hiring a full-time employee to sew cloth bags and children's clothes, which she sells at a local market.

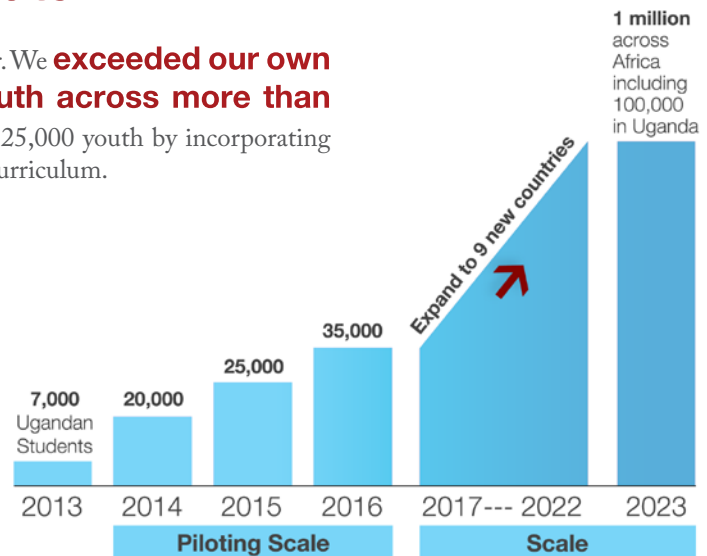
At just 20 years old, Hanifah already embodies Educate!'s exponential empowerment model. She uses a portion of her income to purchase materials and train community members to make liquid soap -- a skill she learned as an Educate! Scholar -- resulting in at least one new liquid soap business in her community!

Hanifah named her business RENDAH, an acronym for the people who have helped and supported her to get to where she is today, and the "E" in RENDAH stands for Educate!. Hanifah credits Educate! with giving her the tools to run her business, including helping her become more confident and resourceful and learn to effectively communicate her needs -- skills that she knows can be especially challenging for girls to develop.

2014: A Pivotal Year for Educate!.

Demand for the Educate! model was greater than ever this year. We **exceeded our own expectations** and directly impacted over **20,000 youth across more than 200 schools** in Uganda. We also reached an additional 25,000 youth by incorporating much of our model into Uganda's national entrepreneurship curriculum.

Huge growth
and we're not
stopping.



Our Ten Year Vision is to reach 1 million students annually across 10 countries in Sub-Saharan Africa. We'll achieve this by scaling aggressively in four countries (with Uganda being our first), and simultaneously working at a policy level in six others. Our end goal is to fully incorporate our experience-based education model into the national education systems of all 10 countries.

Innovative Monitoring and Evaluation Tools

We're continually developing new tools for measuring program effectiveness. Here's a look at what we launched in 2014.

Secondary Skills Assessment Tool

This first-of-its-kind evaluation tool in Sub-Saharan Africa evaluates improvement in 21st century and business/employability skills.



SMS Texting Data Collection

This sophisticated SMS text messaging and smartphone system allows Educate! to cost-effectively gather regular information from remote parts of the country.



Where We Work

Educate! is currently working with over 200 partner schools across 14 districts in Uganda (shaded here in orange). In 2016 we plan to expand to 350 schools and add the region of northern Uganda, where students are facing the enormous challenges of living in a post-conflict environment.





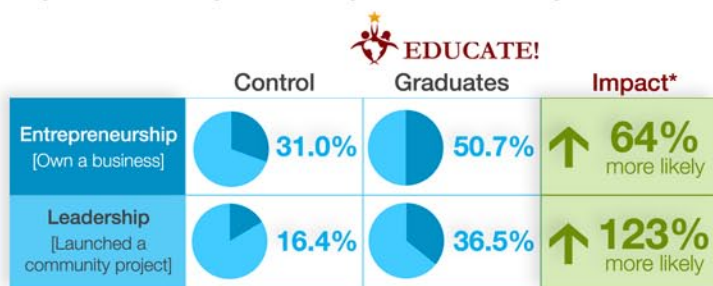
Data-Driven Growth and Constant Program Improvement

Educate! is committed to figuring out what works and ensuring that we maintain the quality of our program while we scale. We continuously capture data, process it quickly and integrate lessons learned into our model.

Randomized Controlled Trial Results

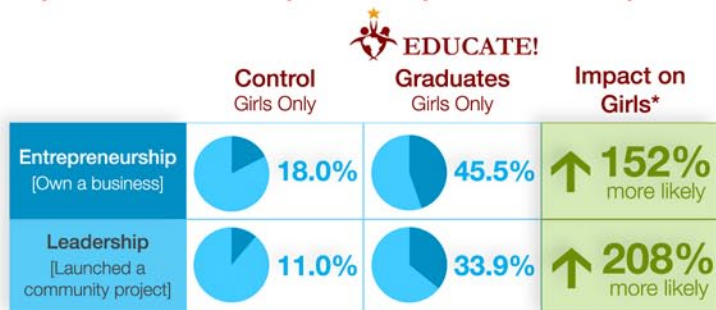
In 2014 we analyzed results from the midline of our Randomized Controlled Trial, the absolute gold standard in impact evaluation. The data speaks for itself – especially the outsized impact on girls.

Impact on Entrepreneurship and Leadership



*The difference between treatment and control groups is statistically significant at a 99% level

Impact on Girls' Entrepreneurship and Leadership



*The difference between treatment and control groups is statistically significant at a 99% level

How do we ensure we're creating long-term, sustainable change?

- We create systemic change by working both at the policy level, to create incentives for leadership & entrepreneurship education, and at the school level, to create capacity in schools to deliver our model.
- We have already incorporated most of our curriculum into Uganda's national education system and aim to fully integrate what we do into secondary education systems across Africa.
- By impacting youth directly, building teachers' capacity to deliver student-centered learning and continuing to advocate for system-wide adoption of our approach, we believe we can achieve our vision of transforming secondary education in Africa.

Savings Behavior



E! Graduates scored
20.4% higher
than the Control Group on a scale measuring their savings behavior



E! Female Grads scored
46.6% higher
than the Female Control Group on a scale measuring their savings behavior

The world has changed, so should education.

The Problem: Globally, **311 million young people are unemployed**, largely due to the mismatch between education and life after school. This problem is most acute in Africa, the youngest continent – with a lack of formal jobs, 90% of African youth will work in the informal sector. Yet **education systems across Africa deliver a broken promise:** spending years in schools designed for a 1900s economy and focusing on rote-memorization does not lead to employment and the opportunity to make a living. For the families who have invested so much to put their children through school, this broken promise is tragic.



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The Educate! Solution: **Educate! is transforming secondary education in Africa to develop the leaders and entrepreneurs necessary to drive development and bring youth out of poverty.** Secondary education systems offer a huge opportunity to fix the broken promise of education and capitalize on a largely untapped resource for change. We provide entrepreneurship and leadership training, mentorship and experience starting an enterprise to secondary school students. Educate!'s ultimate goal is to replicate our experience-based education model across Africa to create a grassroots movement of young people driving sustainable development.

Transform the life of an Educate! Scholar

\$25 - Covers materials to develop one young leader and entrepreneur for a year

\$125 - Develops one young leader and entrepreneur for a year

\$1,000 - Develops 8 young leaders and entrepreneurs for a year

\$5,000 - Develops a whole school of 40 young leaders and entrepreneurs for a year

To support our Scholars today, please visit www.experienceeducate.org/investing/

Did you know that Educate!'s team on the ground is 97% African? Our commitment to locally led development is evident in every aspect of our model, including our own hiring practices.