

# NICHOLAS TURNED \$10 INTO A THRIVING BUSINESS



Nicholas' smile is contagious. His shop, a simple concrete room, houses a video library, a game console, and Nicholas' handmade products: beautiful glass jewelry, beaded bags, and screen-printed t-shirts.

**"I never dreamt I could do it. I work hard every day, I save money, and I use it to build my business."**

On a shelf are several items proudly on display. Front and center is Nicholas' Educate! graduation certificate, showing that he graduated top of his class—a Gold

Certificate Scholar. Next to that hangs a newly awarded certificate of completion from Educate!'s Mentor Induction, an intensive two-week training that prepared him to deliver the Educate! curriculum to new classes of Educate! Scholars. Only Gold Certificate Graduates can become Educate! Mentors, and this is a goal Nicholas has worked toward for a long time.

Nicholas was not always a star student. In fact, he was suspended from secondary school twice. "He was discouraged and didn't see how his life could go anywhere," reflects Dorothy, the Educate! Program Officer who supports the Educate! program in his school. Always an active child, Nicholas' greatest

passion was soccer until he acquired a severe bone infection, which forced him out of school for a year to recover. The infection also left him with a physical disability that shattered his dream of becoming a professional soccer player.

"His life was derailed," Dorothy remembers, "he hated himself and blamed himself." His anger and hopelessness grew and led him down a path of misconduct in school. Nicholas found himself on the verge of expulsion.

That's when Nicholas met Carol, an Educate! Mentor, and gained a new perspective. "She told me life didn't have to be like this. She made me believe in myself." Carol's support inspired Nicholas to apply to



# EDUCATE! LAUNCHES IN SECOND COUNTRY

Advising Ambitious Reforms in Rwanda

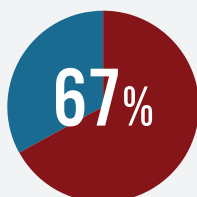


Our eleven frontline workers, Educate! Exchange Youth Leaders, support entrepreneurship teachers in delivering Skills Labs, mentoring students in running Student Business Clubs, and monitoring the quality of our program. They are the heartbeat of our program as they bring a passion for youth development, a commitment to excellence, and a belief that youth are the solution.

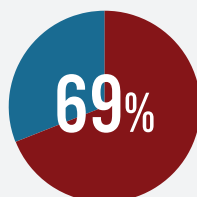
This year, by launching in Rwanda, Educate! took a pivotal step toward our vision to measurably impact 1 million students, and reach 4 million students more broadly, across Africa each year. Through our education reform efforts, we will ultimately impact the education of every secondary student across Rwanda—that's 215,000 youth annually.

To combat high youth unemployment, Rwanda reformed its upper secondary curriculum, aiming to use skills-based education as a path to a better life after graduation. The government invited Educate! to serve as a technical advisor on the reforms and introduced components of Educate!'s model, Skills Labs and Student Business Clubs, into the national entrepreneurship curriculum which was rolled out in 2016. Educate! is currently supporting the reforms by piloting the Educate! Exchange in 100 schools, an innovative teacher training program, where teachers participate in learning exchange visits to observe and practice the new curriculum in groups.

*The reforms in Rwanda have huge potential to support the nation's economic future. In Rwanda:*



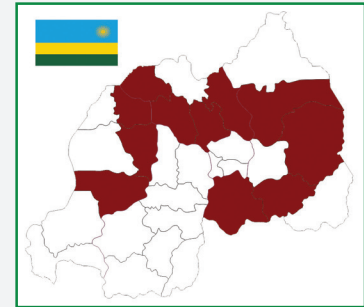
of the population is under age 25.



of youth are unemployed or underemployed.

## EXCEEDING EXPANSION GOALS TO ACHIEVE UNPRECEDENTED SCALE

*In Rwanda:*



**6,000**  
Youth intensively impacted

**18,000**  
total youth reached at partner schools

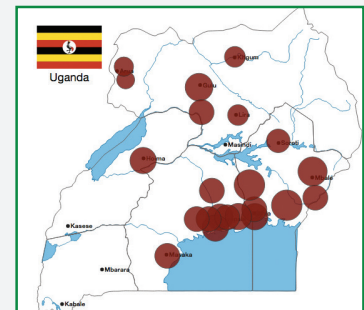
**100**  
Partner schools

**132**  
Teachers trained

**70,000+**  
Reached by curriculum reform changes

**1 FULL YEAR AHEAD**  
of expansion goals by launching in Rwanda this year

*In Uganda*



**14,000+**  
Youth intensively impacted

**120,000+**  
Total youth directly impacted at partner schools

**10X**  
Growth since 2012

**398**  
Partner schools

**47%**  
Boys



**53%**  
Girls



Educate!'s Rwanda Team

## RETURN ON INVESTMENT: What Your Support Generated



**3,900**

Businesses Run by Educate!  
Graduates in 2016\*



**5,000+**

Jobs Created by Educate!  
Graduates in 2016\*

\*Calculations are conservative estimates based on results from our randomized controlled trial and internal evaluations.

## EDUCATE!'S RANDOMIZED CONTROLLED TRIAL IN RWANDA

### R&D To Test the Most Scalable, Sustainable Model

Educate! is partnering with the Abdul Latif Jameel Poverty Action Lab (J-PAL) to carry out a randomized controlled trial on the Educate! Exchange program in Rwanda. The purpose of the program and the evaluation is to study the best way to implement a national curriculum reform by supporting teachers, measure the impact of our education reform model on youth livelihoods, and provide evidence on how to best support reform rollouts in future expansion countries.

The lessons we learn in Rwanda will build the first body of evidence for how to effectively implement a national skills-based education reform. We believe education reform is the most cost-effective way to make a large-scale, sustainable impact on millions of young people — to lead to more youth starting businesses, finding jobs, and improving their livelihoods. Ultimately, we are working to create the workforce of the future in Africa, and this pilot will help us take critical steps toward fulfilling that vision.



## GLOBAL RECOGNITION BY INDUSTRY THOUGHT LEADERS

### BILL GATES

Bill Gates cited Educate! in his speech for the Nelson Mandela Annual Lecture as an NGO of young innovators using new thinking in education to prepare youth for the workplace.

### BROOKINGS INSTITUTION

Educate! was one of 14 case studies published in Millions Learning, an industry-defining project by the Brookings Institution's Center for Universal Education.

### HARVARD UNIVERSITY

Harvard Graduate School of Education's Global Education Innovation Initiative profiled Educate!'s practical, skills-based model as an example of "21st Century Education in Action."

### STANFORD SOCIAL INNOVATION REVIEW

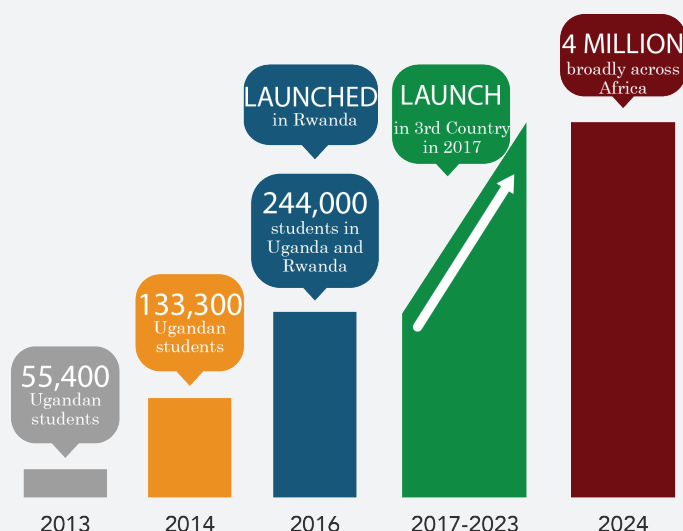
In the article, "Asking the Small Questions to Support Big Scale," Educate! shared three crucial lessons to support other organizations working toward transformative scale.

[Read the full articles and more Educate! news at experienceeducate.org/news](http://experienceeducate.org/news)



With Africa's enrollment in secondary school doubling in the next 15 years, the solution cannot come quickly enough.

Educate!'s Vision for 2024 is to measurably impact 1 million youth, and reach 4 million youth more broadly, across Africa each year.



(Nicholas continued from page 1)

Educate! to be one of the 40 Scholars selected to participate in a skills-based course focused on leadership, entrepreneurship, and workforce readiness. Nicholas was accepted into the program and, for the first time in years, he saw a future for himself.

Nicholas started his business while he was an Educate! Scholar with just \$10. He grew his business over time, reinvesting profits, expanding his product base, buying higher quality materials, and recently, earning enough to rent his own storefront and workshop. One of Nicholas' proudest accomplishments is that he is completely self-sufficient and pays his own bills.

Nicholas' impact has expanded

beyond himself: he's hired a business partner, his childhood friend Ashrah, to support his thriving business.

Ashrah covers the shop while Nicholas is busy with his new duties as an Educate! Mentor. It's a lot of responsibility, but Nicholas doesn't see it as a job, he sees it as a calling. "When the opportunity came, I knew I had to be a Mentor. When the students look up to me, it gives me more motivation. I work harder and achieve more because I don't want to let them down. I know I am changing lives."

Nicholas is also an inspiration to his family. "My siblings look up to me because my childhood was hard. Now when I go home I can buy them

sugar, and they respect me because they know I've done something better with my life."

Nicholas will be an Educate! Mentor for the next two years, gaining advanced business skills to support the growth of his own business, while also empowering and inspiring the next generation of Educate! Scholars. Looking ahead, Nicholas sees a bright future for himself and the youth of Uganda. "I heard that 70% of youth in Uganda are not employed, and I was so happy in my heart that it was not me. If you look at the Educate! Graduates you will see we are all employed. We feel proud. Everything has changed since Educate!."

## INVEST IN FUTURE LEADERS

Give youth the tools to become the generation that solves poverty.



**\$25**

covers materials to develop one leader and entrepreneur.



**\$50**

provides seed capital to a top young entrepreneur for a month



**\$125**

covers all costs for one year to deliver the Educate! program to one young leader and entrepreneur



**\$5,000**

covers all costs for an entire school

To support our Scholars today, visit us at [www.experienceeducate.org/investing](http://www.experienceeducate.org/investing).