

# **PROPOSAL FOR NATIONAL ROLL-OUT OF WORLD CHANGERS ACADEMY MODEL, PARTNERING WITH REDCAP FOUNDATION/ MR. PRICE**

## **Background:**

World Changers Academy (WCA) has developed a successful model for empowering unemployed youth in KwaZulu Natal. The main strategy is to have unemployed youth undergo a life skills programme (normally 4 weeks, 20 days, 4 hours per day), where they focus on “changing their world’s within” to be successful in life. The focus of this programme is on building self-esteem, helping people to set visions and goals for their lives and to work through issues such as substance abuse, healing of the past and relationships, to make them more employable and to instil a culture of life long learning. The course helps people develop good attitudes and behaviours that will help them to be successful in work and other environments.

About 10% of these students are selected for WCA’s residential leadership programme in Shongweni, which includes 5 weeks of residential training and 6 weeks of volunteering in their local communities. About 5-10% of the leadership students become volunteers with the organisation. All of WCA’s staff except the founders and one other person are products of the life skills and leadership programmes. In other words, all the programmes are lead by people who were beneficiaries of those same programmes.

This model of grassroots empowerment has been very effective, and it is now being replicated in many different areas beyond where it was developed in Durban, South Africa. There are now similar initiatives in northern Zululand, Pietermaritzburg (Edendale), KZN South Coast, Northwest Province (Vryburg and Mofokeng), Madagascar and Uganda. There have also been those interested in adapting the model for western world environments in places such as Sweden, UK, USA and Australia.

Mr. Price has become a strategic partner of WCA in KwaZulu Natal, through its foundation, the RedCap Foundation. During a 10 week period from July – September 2009, WCA placed over 1000 people into 35 different stores for a 6 day work experience programme, as part of the RedCap Foundation’s Jumpstart Programme. About 25-35% of these people were taken on as casuals within the stores. The store managers were happy with this new system, as it was a way for them to assess the most appropriate people for employment after they had already gone through a filtering process with WCA. Mr. Price has indicated that they would like to take this same initiative to a national scale.

## **Strategy:**

**DEVELOPMENT/FILTERING PROCESS** – At each level of this process (starting from level 3), people are able to develop themselves. At the same time, the process serves as a form of filtering to get the right candidates for various opportunities.

1. Self-filtering
  - a. People who show interest in doing a 20 day life skills course have filtered themselves from those who are not interested in doing such a programme)
2. Selection for courses
  - a. In the past, all were welcome to attend the life skills classes
  - b. From 2010 onwards, there will be selection criteria based on needs of industry (e.g. matric) and based on attitude and communication skills of applicants. These selections will be based on interviews and application forms.
  - c. In the future, courses will be set up to cater for those who don't qualify initially for a life skills course. These courses may be longer and may involve more fundamental training (e.g. English/literacy skills). The success rate will not likely be as high for these candidates, and so their courses would need higher subsidies, as they are the more "marginalised" people of society.
3. Course completion
  - a. Some people will drop out of each course for various reasons, serving as a further filter.
  - b. The course coordinators will give their recommendations for each student based on class performance and personal interaction.
  - c. In future, there will be some form of grading/assessment system for learners in different areas, such as communication skills, work/study ethic, class interaction, etc.
4. Follow-up programme completion
  - a. After life skills, there is a 12 week follow-up programme, which involves attending weekly 2 hour meetings. During the week, students are expected to be productive through volunteering, self-study and other productive activities.
  - b. The coordinators guide and monitor learners during this period, helping them with overcoming various obstacles.
  - c. At the end of the period, learners are expected to produce a 1 page summary report of their activities, including their volunteer work and their studies (e.g. what books they have read)
  - d. During the course and the follow-up process, people are encouraged to identify and develop their personal goals and visions for their careers and life in general. This process helps to channel people into careers that are most appropriate for them for their future development.
5. Interviews for opportunities
  - a. The WCA follow-up team does interviews with each student who will potentially be placed into an opportunity (such as the Mr. Price work experience programme).

- b. This helps identify whether people are suitable for various opportunities and is a form of assessment of their communication skills, motivation, attitude and other attributes.
6. Work experience/training programmes
  - a. These programmes give the learners exposure to a work environment and a chance to “prove themselves” to potential employers
  - b. Employers get a chance to assess potential employees and select the most appropriate candidates.
7. Employment
  - a. If a student has been successful through all the above stages, he/she will likely get employment. Sometimes, this may start as just casual work, but can lead to permanent employment.

## **National Roll-Out**

### ***Target Outcomes over 5 year period – 2010 - 2014:***

- Train 100,000 unemployed youth in life skills courses – 40 – 100 hours of training per person
- Train 10,000 of these unemployed through residential leadership programmes
- 1000 of these people volunteer for 1 year minimum to help replicate this process
- Project rolled out through 10+ partner implementing organisations located in various regions, with World Changers Academy overseeing all implanting agencies
- Target areas
  - 80% urban, 20% rural
  - Metro areas
    - Durban – 15,000 people
    - Cape Town – 10,000 people
    - Johannesburg – 20,000 people
    - Pretoria - 8,000 people
    - Port Elizabeth – 6,000 people
    - Bloemfontein – 6,000 people
  - Smaller urban hubs, also serving rural areas
    - KZN – 10,000 people
    - Gauteng – *see Johannesburg and Pretoria*
    - Western Cape – 6,000 people
    - Eastern Cape – 5,000 people
    - Mpumalanga – 3,000 people
    - Northwest – 2,000 people
    - Northern Cape – 2000 people
    - Free State – 4,000 people
    - Limpopo – 3,000 people
- Placements of 100,000 people

- 50,000 placed into Mr. Price work experience programme
  - 20,000 taken as casual workers with Mr. Price
    - 5000 of these become full time casual or permanent workers with Mr. Price
    - 10,000 placed into other job or training opportunities after having some experience as Mr. Price casuals, within 1 year of starting with Mr. Price
    - 15,000 of these “pay it forward” and cover the costs of training of future students, thus ultimately covering 15% of cost of entire initiative.
  - For the remaining 30,000 not taken as casual workers, further training/mentoring will be done to help them become more marketable (avg of 10 hours training per person).
    - 20,000 placed into other training/job opportunities
      - 10,000 pay it forward, ultimately covering another 10% of entire initiative
- Of 50,000 not place into Mr. Price work experience programme...
  - 10,000 placed into further training programmes, such as:
    - Matric finishing programmes
    - FET colleges
    - University studies
    - Learnerships
  - 20,000 placed into other employment/work experience programmes, of which
    - 10,000 pay it forward, covering another 10% of entire initiative
- Impact on people’s lives
  - See outcomes document