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*Empowering People to Change the World!*

## **WORLD CHANGERS ACADEMY – AN ORGANISATION LIKE NO OTHER**

You probably receive many more requests for funding than you have time to read. However, before you toss this funding letter into the bin, consider the few points below, which highlight how unique World Changers Academy (WCA) is.

- 1) WCA possibly has the most effective grassroots empowerment model in the country. Many people who have travelled the world have said that they have never seen a model as effective as WCA's. All of the nearly 35 full-time staff managing and running the various programmes in the organisation were unemployed when they first joined the organisation and have been empowered to do the work that they do. This includes the Programmes Manager (who oversees all the programmes), who was a drug dealer who never had any formal work experience before he did our first life skills course 6 years ago.
- 2) These people have been empowered to train nearly 15 000 people in the last 6 years through intensive life skills (most are 20 days long, 4 hours per day) and leadership programmes (residential programmes, normally with 7 or 25 days of residential training).
- 3) WCA operates on about 25% of what most NGO's would need to do the same work, even if operating with WCA's highly efficient model. This is primarily because most of the work is performed by former students who join as volunteers getting small stipends, instead of highly experienced and skilled "professionals". For example, it only costs WCA R700 per student to run a 20 day life skills course (4 hours per day), including a 12 week follow-up programme (2 hour sessions per week).
- 4) Although WCA uses mostly volunteers, the depth of impact is profound. Most of those who attend the courses share about the many areas where their lives have been transformed, especially regarding how they perceive themselves and the world around them. WCA has seen a great impact among criminals, drug/alcohol users and addicts, people infected with HIV/AIDS, the hopeless, the discouraged, the emotionally and spiritually wounded, those with low self-esteem, the sexually promiscuous, and people with many other problems. Most of the staff have undergone radical change in one or several of these areas themselves.
- 5) The WCA model is highly replicable. WCA only started to expand beyond Durban in 2008. It has expanded to 4 new regions, two on its own (KZN South Coast and Vryburg, North-West province) and 2 in partnership with other organisations (Manguzi in Northern KZN and the Pietermaritzburg and midlands region, KZN). More organisations have also requested for WCA to partner with them in other regions around KZN, in other parts of South Africa and in other parts of the world. Due to the cost effectiveness of the programme, it is one of the few programmes that could be replicated on a mass scale countrywide and reach large portions of the population. For example to reach 1 million unemployed people with its 4 week life skills programme, it might cost around R500 million. Consider this in comparison with the more than R6 billion that is collected every year from the skills development levy which impacts far less than 1 million people per year with training programmes.
- 6) WCA is formalising a partnership with the largest labour brokers in South Africa, which will mean that WCA becomes their preferred supplier of labour. This will bring tangible benefit to thousands of the people who go through WCA's programmes. WCA is also forming its own job placement agency.
- 7) One of WCA's core emphases with its training is that the message and the messenger must be "one". WCA is very strict with character and doesn't allow people to teach what they do not practice, which unfortunately is common among many other life skills programmes.
- 8) WCA has programmes that can help companies qualify for 3 different BBBEE codes, including employee training, social investment and enterprise development.

In addition to all these unique elements, WCA also has all the standard requirements that funders look for, such as tax exemption, NPO status, a board of experienced and reputable people, several years audit reports, provisional accreditation with the Services SETA, etc.