

# Letter from the Director

As I write this, I am filled with gratitude. Reflecting on the incredible year Masinyusane has had, I am inspired by the strides we have taken to deepen and expand our impact across South Africa. Building on a strong foundation, we grew every one of our initiatives, creating more jobs, transforming more schools, and changing thousands of children's lives.

This past year, Masinyusane:

- ▶ **Created 364 community jobs**
- ▶ **Expanded to 178 schools**
- ▶ **Worked directly with over 20,000 children**
- ▶ **Celebrated the graduation of 50 university students**
- ▶ **Built a New Preschool**
- ▶ **Moved into our brand new Masi Office**

Our work has never been more effective. In every classroom we step into, we double the number of children who can read. This performance stands as a testament to the power of our programs and the dedication of our team. We also moved into our new office, which is helping us operate at an even higher level.

Very importantly, we are now partnering with the government to roll out our programs into new schools, a recognition of the life-changing impact we're having on children and communities. These partnerships mark a new chapter in our journey, bringing us closer to ensuring every child has access to the education and opportunities they deserve.

I am immensely grateful to be a part of this team of passionate and motivated individuals. The joy, positivity, and dedication we cultivate within Masinyusane are what we pass on to the young souls we are privileged to serve. Their progress, their dreams, and their futures are the reason we do this work.

The following pages highlight the profound difference your generosity has made. Thank you for standing with us through your donations and support. Together, we are not just imagining a brighter future—we are actively building it.

**Jim McKeown**  
Managing Director



# The NEED in South Africa



**81%**  
of children CANNOT read  
(vs 4% in United States)



**1st**  
Highest  
Youth Unemployment  
Rate in the World



**75%** of 3-4y/o  
South African children  
receive NO EARLY  
LEARNING  
STIMULATION



**56%** of  
South African homes  
HAVE NO BOOKS



**75%** OF  
UNEMPLOYED  
South Africans  
are youth



**18 million**  
South Africans  
live on less than  
\$2 a day.

**OUR  
MODEL**  
ADDRESSES BOTH  
PROBLEMS



## early childhood education

Implement data-driven, high impact educational interventions to teach children to read, write, & count.



## community jobs

Creating hundreds of desperately needed jobs in the community to implement our education initiatives.



## scholarship programme

Creating a generation of graduates empowered to uplift their own families and communities.



# CHILDREN'S EDUCATION and community jobs

We hire local women to teach children to read, write, and count, using customized lessons and small group instruction tailored to each child's level.

This model empowers communities to uplift themselves, addressing both unemployment and education in a sustainable and transformative way.





# We Built A PreSchool



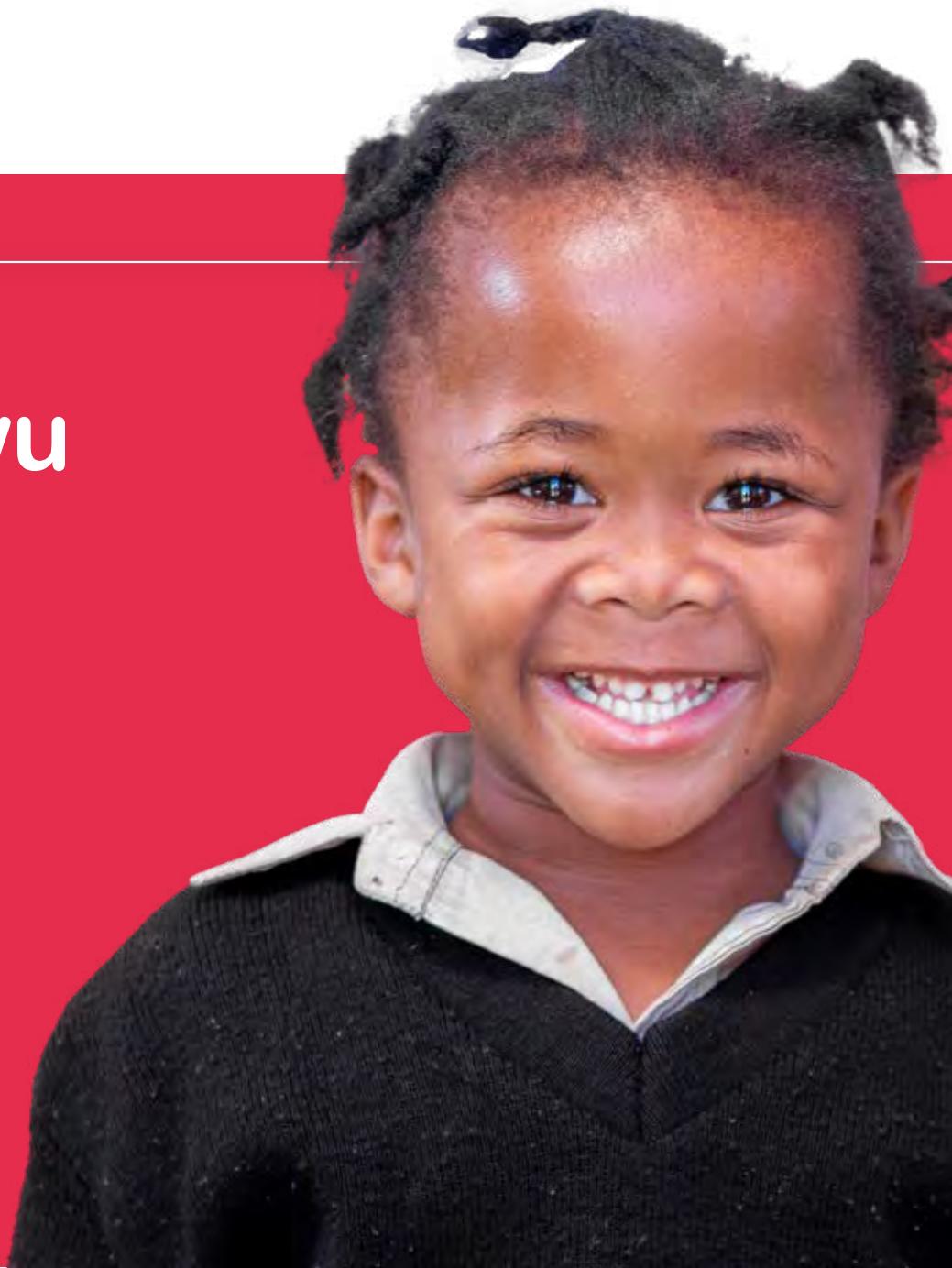
We are thrilled to announce the opening of the Sume Center, a new preschool bringing world-class education to one of the most impoverished communities on earth. With a low teacher-to-child ratio, the Sume Center ensures every child receives the attention they deserve while piloting our best literacy and numeracy programs. This inspiring initiative is designed to provide a strong foundation for lifelong learning and set a new standard for early childhood education in underserved areas.

Built in partnership with local government, the Sume Center serves as a model for the future of education. This project demonstrates the power of community-driven solutions and innovative teaching methods, proving that every child deserves access to quality education. Together, we're creating lasting change, empowering children, and inspiring others to reimagine education in the world's most vulnerable communities.





# Meet Luphawu



**100%**

Oluhle has been on our programme for two years and scored a perfect 100%.

**She has already hit the national benchmark 2 years above her age!**

**Oluhle**

Sifun'mfundo Preschool



**94%**

Lebuso, in his 3rd year on our programme, scored a fantastic 94% on his reading assessment. **His next big challenge is story-writing.**

**Lebuso**

Isaac Boo P. S.

In 2024, 5-year old Luphawu **6X'd her literacy score**. She spent 84 hours with her literacy coach and mastered all of her letters, phonics, and listening skills. All before starting formal schooling!

 JANUARY 2024  
 NOVEMBER 2024



**51%**

Luniko, in Grade R, has not only mastered his Grade R literacy skills, but scored an **amazing 51% on a Grade 2 reading passage!**

**Luniko**  
Empumalanga P.S.



**2X**

Masilakhe, only 6 years old, not only doubled his literacy score this year. **But he scored ahead of the average second grader!**

**Masilakhe**  
Charles Duna P.S.

# Meet **SINAZO**

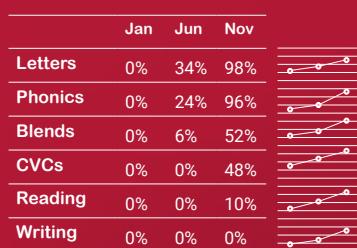
Working in a wooden shack, Sinazo has 91% of her preschool children reading at a Grade 1 level.

Sinazo teaches at Sinethemba, a preschool in a wooden shack without water or electricity, where she has achieved extraordinary results. Despite her students being two years away from Grade 1, 91% have already reached their Grade 1 literacy benchmarks.

One of her children, Olungaka, has been an absolute star. In just a year, she's already mastered her phonetic awareness, letter knowledge, and early reading skills.

Sinazo's dedication transforms not only her classroom but also the futures of the children she teaches, proving that even in the most challenging conditions, excellence is possible.

**Olungaka**



# Meet **HAZEL**

A top 5 reading coach, Hazel's children are reading at a level 2-years above their peers.

## Oluhle

	Jan	Jun	Nov
<b>Letters</b>	0%	34%	98%
<b>Phonics</b>	0%	24%	96%
<b>Blends</b>	0%	6%	52%
<b>CVCs</b>	0%	0%	48%
<b>Reading</b>	0%	0%	10%
<b>Writing</b>	0%	0%	0%



Hazel works with five-year-olds at a small, impoverished preschool, where she has achieved something truly remarkable: her students are performing at the level of the average child entering Grade 2 in South Africa. Hazel dedicates countless hours every single day to teaching her children foundational reading skills that will shape their futures.

Little Oluhle, pictured here with Hazel, is a shining example of her incredible work. At just five years old, Oluhle has already mastered her letter sounds and phonics and has even started reading. Her scores are exceptional for a child of her age and background, setting her on a path to lifelong success. Her life will never be the same, thanks to Hazel's dedication.

Providing Hazel with a job and a stable income for her family was wonderful, but empowering her to transform the lives of 12 children at Paulos Oyingcwele preschool is priceless. She is not just a teacher; she is a community leader, changing the narrative of what is possible for children in her care.



University  
19 - 22 Y/O

Graduates  
23 + Y/O

Employed & Empowered  
23 + Y/O

# BUILT TO SCALE

We are pioneering models with government to solve a national crisis.

**2X**

We double the number of children hitting national benchmarks in any classroom we enter.



Given our amazing results, we are partnering with the South African government to roll out our programmes into more schools.







||| **EARLY CHILDHOOD DEVELOPMENT** |||  
2 - 5 Y/O

||| **PRIMARY SCHOOL** |||  
6 - 13 Y/O

||| **HIGH SCHOOL** |||  
14 - 18 Y/O

# We Are **Expanding**

We are striving to scale from 150 schools to 300 schools in the next three years.



**High Schools**



**Primary Schools**



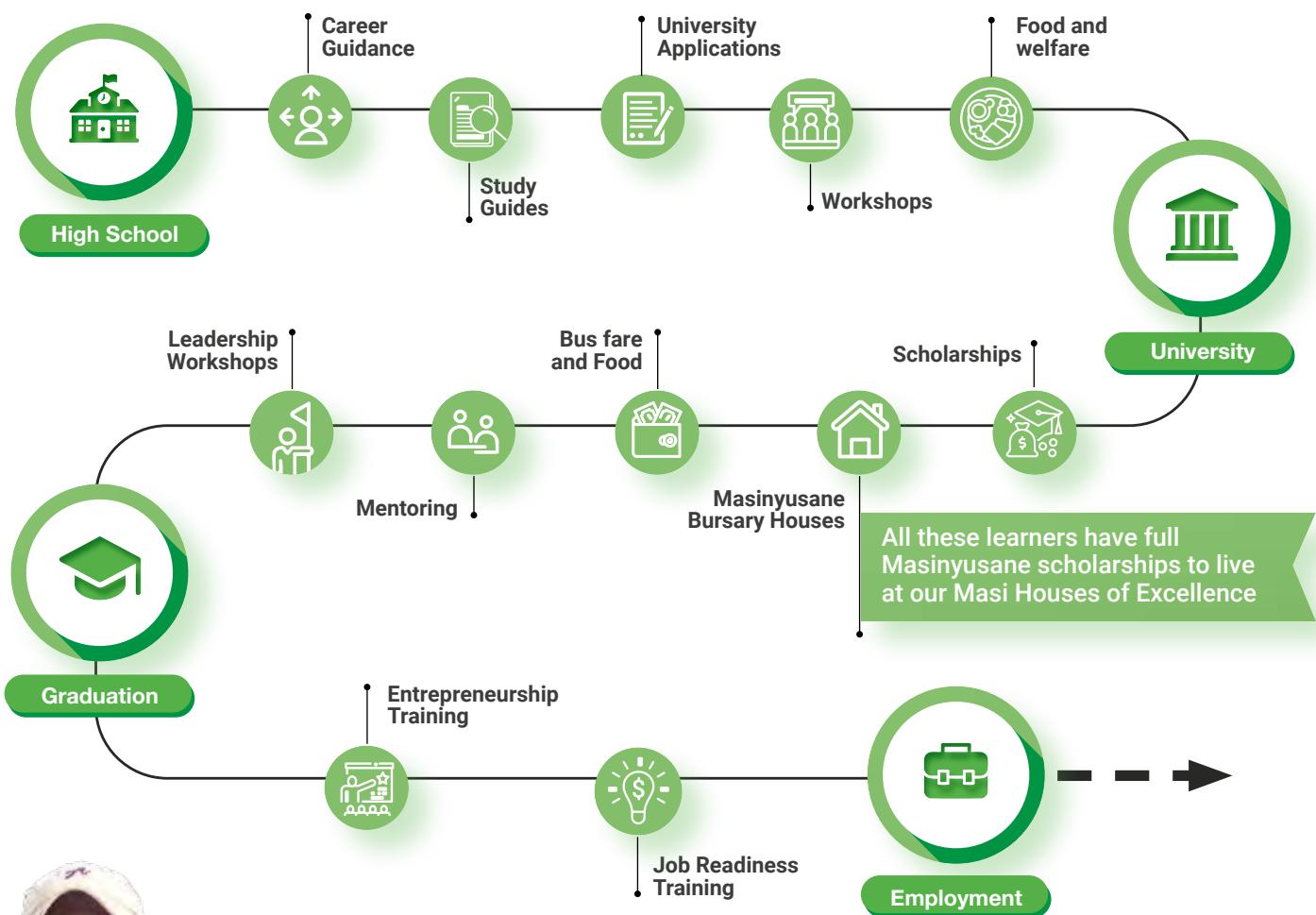
**Preschool**

# Top LEARNERS

What would happen if you flooded South Africa's  
impoverished townships with university graduates?

***We are going to find out.***





# HIGH SCHOOL Support

Our High School Top Learner Program bridges the gap between 41 township high schools and university, creating a pathway to success for underserved students.

We identify Grade 12 learners who qualify for university and work tirelessly to secure their acceptance and funding, transforming potential into achievement and breaking the cycle of poverty.



**812**

Learners supported in 2024



**42**

High Schools



**4k+**

University Applications Submitted



# Scholarships

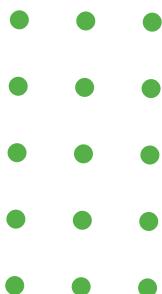
## Meet **AVIWE**

At the heart of our mission lies the belief that every individual deserves the opportunity to realize their potential, regardless of the obstacles they face. This year, we are proud to share the inspiring story of a Aviwe, whose journey embodies resilience, determination, and the transformative power of education.

Growing up in the rural communities of Fort Beaufort and Hankey, she faced unimaginable challenges from a young age. After the tragic loss of her father, she was raised by her maternal grandmother, who instilled in her the values of perseverance and hope. Recognizing the limitations of the local schools, her uncle—whom she lovingly regards as her father—welcomed her into his home to provide better educational opportunities.

Despite the hardships, her unwavering commitment to learning propelled her forward. She became the first in her family to attend university, a testament to her hard work and character. A former Masi High School Top Learner, she is now a resident of our Masi House of Excellence. She continues to thrive academically and personally, setting an inspiring example for her peers and her community.

We celebrate Aviwe's achievements and remain committed to empowering more young minds to overcome adversity and reach for their dreams. Together, we are building a brighter future—one student at a time.





UNIVERSITY  
19 - 22 Y/O

**Graduates**  
23 ± Y/O

## Employed & Empowered

# A Generation of Leaders

Our High School and University Scholarship projects were built with the goal of empowering a generation of young South Africans to obtain professional employment. Those jobs, and the income that comes with them, would then empower the youth to uplift their families, solve their own community's problems and serve as role models to other youth.

This dream is now becoming a reality. We have graduates that are lawyers, engineers, teachers, bankers and even politicians! Some of these graduates have bought their parents new houses. Others have built up impressive investment accounts with the goal of ensuring no one in their family tree ever suffers from poverty again. Still others have become involved in local politics and are flexing their leadership muscles to fight for their own people.

## Number of Masinyusane Graduates

### THE ROAD TO 500

GRADUATES OVER THE YEARS



# Meet **APHELELE**

Blessed with natural leadership abilities, Aphelele broke the family mold by being the first person to not only finish Grade 12, but go to university. Living in the Masi House of Excellence propelled her motivation even further. It is with pride to announce that she is a Lab Assistant at one of the city's major steel companies.



“

*For me graduating means that I was able to remain unshaken throughout the journey, a testament to my hard work and dedication. My journey has allowed me to grow and understand the importance of not giving up. With this qualification I believe so many opportunities are coming my way, and the world is my oyster.*

# RURAL Areas

In the heart of rural communities, where opportunities are scarce and challenges abundant, a quiet revolution is taking place. Each year, over 50 ambitious learners are stepping beyond the confines of their circumstances and into university lecture halls, fueled by our scholarship fund. These young individuals embody the spirit of determination, turning aspirations into achievements despite the obstacles that surround them.

Our commitment goes far beyond financial aid. By covering tuition, housing, mentoring, tutoring, and more, we ensure that our scholars are fully equipped to thrive in their new academic environments. This holistic support system not only eases the burdens that often hinder educational pursuits but also fosters personal growth and confidence. It's about creating a nurturing ecosystem where potential can flourish unhindered.

The ripple effect of empowering these learners is profound. Each graduate returns to their community not just with a degree, but with the inspiration and tools to ignite change. They become role models, catalysts for development, and proof that with the right support, incredible transformation is possible.

Together, we are not just educating individuals—we are uplifting entire communities and paving the way for a brighter future.



# 21 GRADUATES FOUND EMPLOYMENT IN 2024

Our scholarship fund graduates are making remarkable strides in life, significantly uplifting their families from poverty. By securing stable careers and purchasing homes, they are not only achieving personal success but also creating a nurturing environment for their families. This progress marks a crucial step in breaking the cycle of poverty, offering a brighter future for subsequent generations.

These young professionals have the incredible opportunity of pulling their entire family trees out of poverty, forging paths of opportunity and hope. Their achievements extend beyond individual triumphs, setting in motion a legacy of empowerment and prosperity for generations of their families' children to come.

## Meet JOZAY

From her humble beginnings in rural South Africa to securing a position as a Commis Chef at the five-star Hilton Hotel in Dubai, United Arab Emirates, Jozay's journey exemplifies determination and success.

Her aspiration to work internationally and pursue her culinary passion has always been the driving force in her life. Despite the barriers posed by a lack of formal chef qualifications, she relentlessly expanded her knowledge and skills in the culinary arts. With one of our TWFT scholarships, she was able to enroll in the Professional Chef Programme at Capsicum Culinary Studio, equipping her with the credentials required to work anywhere in the world.

Jozay's commitment and hard work were evident as she excelled in both theoretical and practical aspects of her studies, achieving outstanding results in all her modules. Shortly after graduation, she gained valuable experience working at a prestigious five-star hotel in Wilderness, Western Cape. Now, her journey has taken her to Dubai, fulfilling her lifelong dream of working on an international stage.

We are incredibly proud of Jozay's achievements. Her success is not just a personal triumph for her and her family; it also serves as an inspiration for her peers and the young children in her home community of Clarkson.

# Employed Graduates



University  
19 - 22 Y/O

Graduates  
23 + Y/O

EMPLOYED & EMPOWERED  
23 + Y/O

# Employed & Empowered



## Aphiwe Magaya

Data Scientist

Beginning as a young shepherd in the rural Transkei, Aphiwe's steely resolve propelled him to pursue education despite facing significant family tragedies in quick succession.

Aphiwe remained steadfast on his academic journey, overcoming these challenges to achieve remarkable academic success. His dedication culminated in earning a Master's degree in Mathematical Statistics, making him Masinyusane's very first Math or Science graduate at this level.

Today, he is a Junior Data Scientist at a global company located in Africa's richest square mile. From the fields of Transkei to the forefront of data science, Aphiwe's journey will be an inspiration for many future Masi learners for years to come!



## Simamkele Skweyiya

Teacher

Starting with our high school programmes in the township of New Brighton, Simamkele always stood out for her determination. Despite facing an unspeakably difficult path, she remained steadfast in her pursuit of education.

Simamkele overcame all challenges to earn a degree in mechanical engineering—a testament to her dedication and hard work. Today, she works in the Netherlands at one of the world's largest chip manufacturers. Her achievement not only marks a personal triumph but also serves as an inspiration to her community and peers.

From the small township of New Brighton to Europe, Simamkele's journey reminds us of the incredible potential that exists within our communities when given the chance to flourish.



## Lisakhanya Dwane

Senior Data Capturer

Lisakhanya's exceptional dedication and passion for education was evident from the start. Upon graduation, he chose to give back to his community by working at our primary schools, running our literacy programme, and later managing one of our primary schools' Edu-Tech Centres.

While making significant contributions to the advancement of education in his community, Lisakhanya pursued his postgraduate qualification, which he successfully obtained.

His naturally charming demeanour and unwavering hard work have led to his current role as a Senior Data Capturer at the city's largest TB hospital. From here, the sky is the limit for his career!



## Pamela Mtanga

Entrepreneur

Pamela is an award-winning multimedia entrepreneur. With over 250,000 followers, Pamela has made a significant impact in the digital and media landscape. Her purpose is to make people happy through the work that she does, connecting with people and brands every single day.

From social media marketing to TV presenting and everything in between, Pamela's versatile talents have allowed her to thrive in the Joburg spotlight.

A few short years ago, she was a Masi Top Learner from Zwide without funding to enrol in university. She's a shining example of the incredible talent and ability that can be unlocked in these young people when we give them the chance.

# New Office

Masinyusane's new office is a game-changer for our mission. Located in the heart of town, it's easily accessible to our beneficiaries and includes a spacious training center designed to empower our community.

This new space will help Masinyusane grow and thrive for decades, taking our impact to the next level.

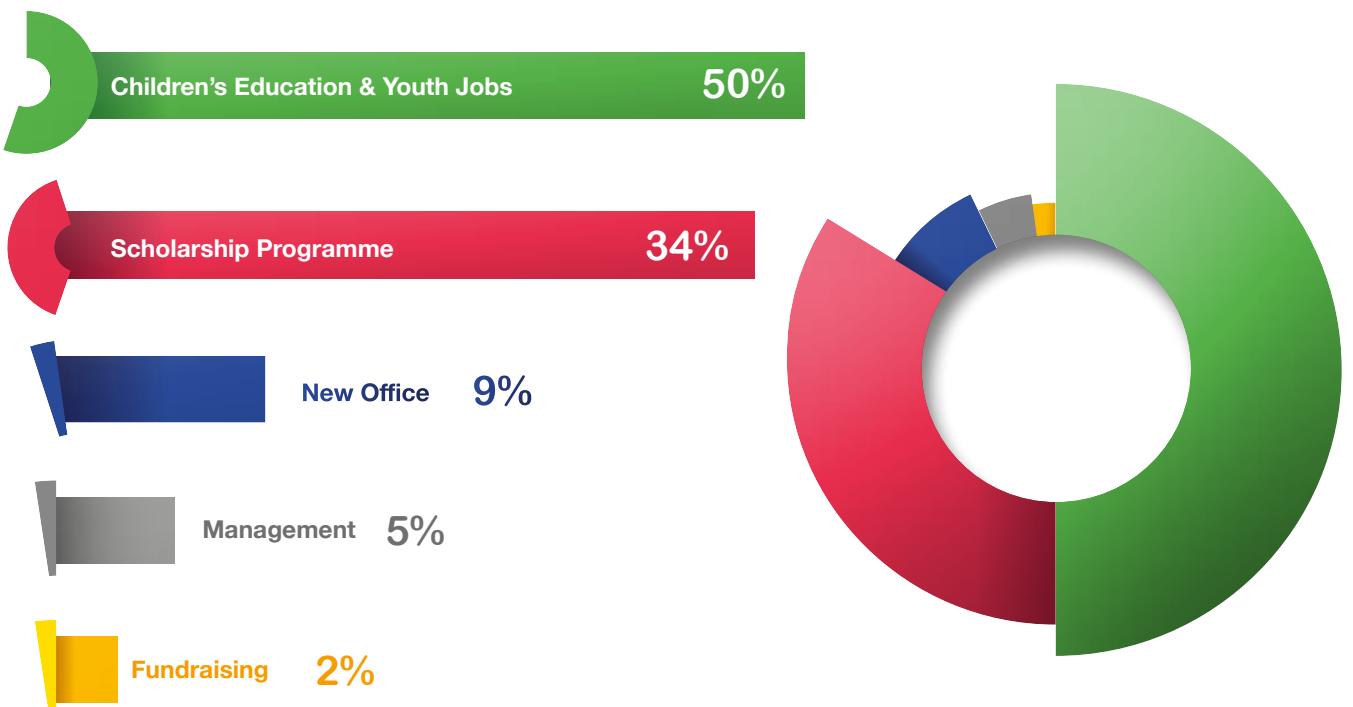




# Now for the numbers

Masinyusane takes great care to invest our donors' contributions in high impact projects that make a difference. We maintained a project-to-overhead ratio of 93% to 7% in South Africa, ensuring our donors' money is being spent efficiently.

The bulk of the University Students' funding supported **student tuition, bus fare, and housing**. The bulk of the Children's Education & Youth Jobs funding went towards our **youth jobs, library and literacy initiatives**.



## Donations Received

Contributions	\$	1,213,520
Interest & Other	\$	132,468
<b>TOTAL</b>	<b>\$</b>	<b>1,345,989</b>

\* FY 2023-2024 Masinyusane South Africa Audited Financials

\*\* Exchange rate of R18.5 : \$1

## Operational Expenditure

Children's Education & Youth Jobs	\$	684,155
Scholarship Programme	\$	464,046
New Office Building	\$	130,123
Management	\$	74,933
Fundraising	\$	24,978
<b>TOTAL</b>	<b>\$</b>	<b>1,378,234</b>

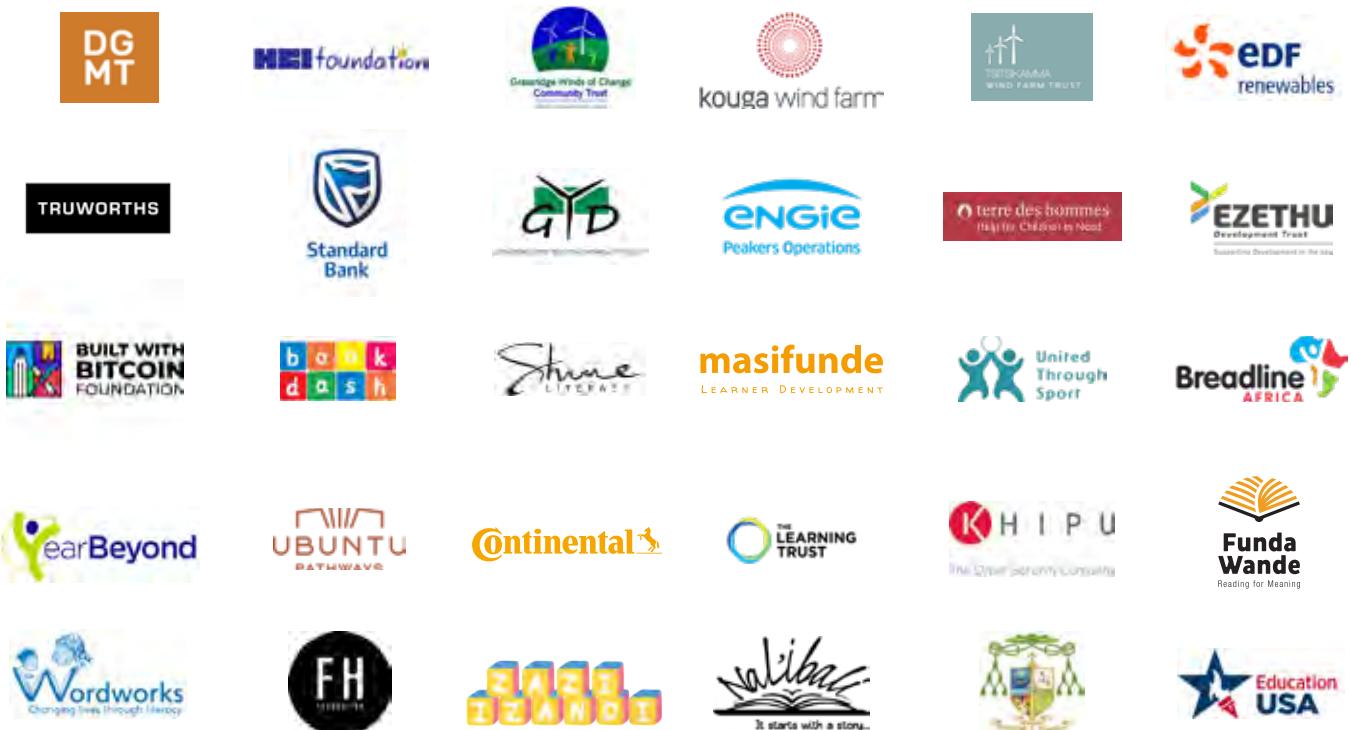
## 2024 MASINYUSANE BOARD OF DIRECTORS (South Africa)

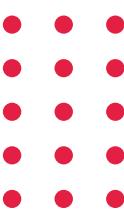
Prof Andre Mukheibir; Chulekazi Bula; Fr Jerry Browne; Fr Ludwe Jayiya; Nathi Dwayi; Nune Mguduka; Sheila Thysse; Thobeka Gaxamba; Tiksie Mabizela

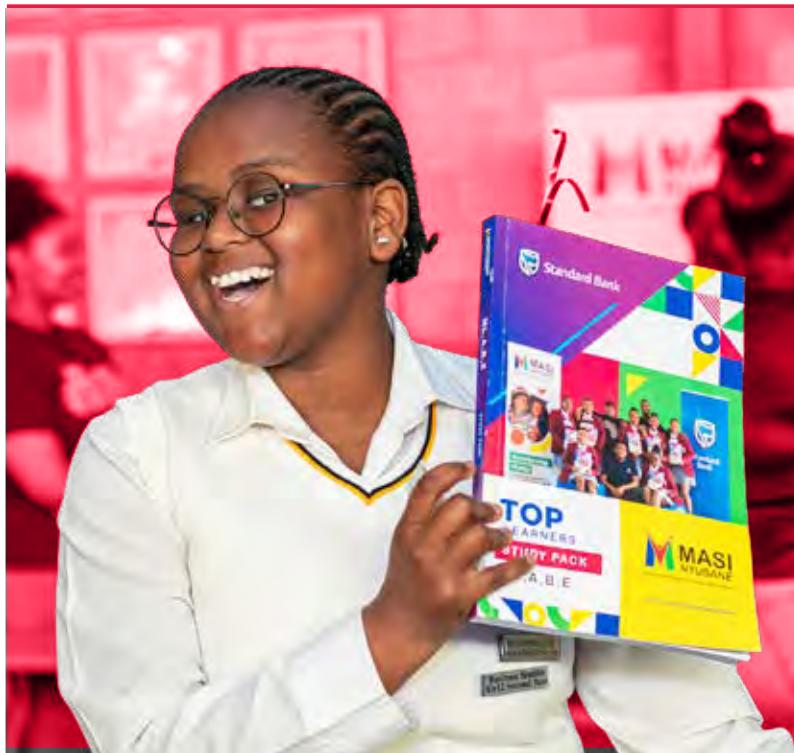
## 2024 MASINYUSANE INC (United States)

Kellan Florio, Kunaal Bellara, Rachel Bixler, Sarah Calhoun, Tim Cork

\$100,000	Terre des Hommes, Anonymous Family Foundation, Year Beyond, Kouga Wind Farm, Tsitsikamma Windfarm
\$50,000+	Grassroots Youth Development Bursary, Shine Literacy, Fr. John (St Cecilia's Catholic Church)
\$10,000+	DG Murray Trust, Grassridge Winds of Change Community Trust, Amakhala Emoyeni Wind Farm, Count Africa, HCI Foundation, The Learning Trust, Continental Tyres
\$2,500+	Rosaria Salerno, Ubuntu X, Kellan & Diana Florio, Masifunde, Truworts, Standard Bank, Tom & Allie Anderson, America Online Giving Foundation, United Through Sport, Khipu Networks, Tim & Kay Butrie, Diane & Bill Prentice, NMB Grant In Aid, Matt & Jen Lang
\$1,000+	Rajay Desai, Tim & Caitlin Cork, Steve & Christina Fleming, Sarah & Paris Jackson, Carl & Jane Ann Calhoun, Karen & Tom Loafman, Michael & Cathy Hennessey, Ed & Janet Hennessey, Jim & Vanessa Supple, Gerhard Buchner, Xmeco Heavy Engineering, Eddie & Trish Kleissler, Rachel Bixler, Andrew Smith, Jim & Jeanne McKeown
\$100+	Catholic Diocese of PE, Michael P Riley, Kunaal Bellara, Mike Ortiz, TeslaGREEN Inc, Kyle & Samia Pope, Caitlin Marsh, Stephen Bilezikjian, Stacy Godfrey, Robert & JoEllen Thomson, Steve Shapiro, Sean Michael Simmons, Jon & Lisa Benza, Deirdre Wahba, Marybeth & Tom Anderson, Global Giving, Joshua Bey, Jim Cunningham, Emily Wilson, Sara & Kevin Heckman, Matt & Kate Anderson, Jonathan DeVito, Ayo Olakanye, Edwin & Melissa Delgado, Jo Kearney, M Carolus, Bob Scott, Brett Newswanger, John & Dolores Greenwich, John Rentzepis, Daniel Macari, Carrie O'Neill, Joe & Kaila Baker, Frank Lee, Joshua Hayes, Terry Kong, Frank Telesca, Ralph E Gilmore Jr, Kay Tucker, Kathy Viele, J Baz, Gillette Hall, Zeboleke Property, Julie A Gibson, Kelaine Conochan, Tomas Vagoun, Heather & Ryan Corkery, Richard Orr, Ambka Sabiki, Margaret D. Roberts, Sharon Lang, Fabio Leonardi, James A Schneppf, Ardith Cork, Corey And Beverlee Galstan, Mary J Harbaugh, Jason Winterburn, Michael Carolus, Thomas Approbato, Ryan Ferrani, Pamela Ferrani, Ben Dahl, Rosa Gandler









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