



# Learn to Earn

August 2011

a hand up - not a hand out

We seek to develop people, especially unemployed people, socially, economically, emotionally and spiritually.

## Learn to Earn Hermanus in the spotlight: graduation & coffee shop launch



### **Who am I - that the Lord of all the earth would care to know my name?**

The opening lines of this Casting Crowns' anthem served as the backdrop to a visual presentation depicting the three key purposes behind the Hermanus event held on Wednesday 22 June 2011.

This event was indeed an occasion to celebrate with our graduates and their families. It was also a chance to enhance awareness of Learn to Earn itself within our local community. In addition, it was cause to celebrate the opening of "The Odd Cup" coffee shop, a joint venture between a graduate and Learn to Earn.

Thirty two graduates received their certificates from the guest speaker and chairman of the Learn to Earn Executive Board, Mr Jerry van Niekerk. With family members and friends looking on, trainees came forward confidently, after which each one was photographed by Mariska du Preez of local magazine, Splash, who had volunteered her services for the event.

Mariska's unsolicited contribution for the day, highlighted the celebration of the relationships which Learn to Earn has enjoyed within the greater Hermanus community, and our chance to encourage the development of many more!

On arrival, each guest was welcomed with a gift bag which reflected the efforts of not only the Learn to Earn trainees, but also of our Zakhele division, and of the various entrepreneurs to whom Learn to Earn offers mentorship and assistance.

After a brief ceremony, almost 200 guests were treated to a hearty meal which reflected dishes available on the coffee shop menu. Visitors were then encouraged to explore the Learn to Earn premises in an informal manner, stopping at various coffee/ dessert stations along their way, with members of the Learn to Earn Hermanus support group on duty to answer queries.

As I reflect on the day, it is humbling to be aware of the following:

- How confident (not to mention beautifully dressed!) our graduates were as they received their certificates, and chatted to guests
- That it takes a team! Hermanus staff experienced first-hand what the Lord means when He assures us that He can do exponentially more where two or more work together in unity. Thanks not only to the Hermanus staff team, but also to LtE staff from other branches who assisted in so many ways
- How vital continued community support is if our efforts are to result in sustainable employment and entrepreneurial opportunities for our graduates
- How precious our volunteer trainers and members of our local support group are, to God and to Learn to Earn
- And that The Odd Cup does indeed serve the tastiest food and best Ciro coffee in Hermanus!

Lesley-Anne James  
Hermanus Branch Manager

# Indlala Iphelile - poverty is over!



**Vusiwe Kusayi** (2009 Khayelitsha Basic computers, Office Admin & Business Achievers, 35 years old)

After working on the warehousing and distribution component of the feel good project, Vusiwe’s entrepreneurial spirit prompted her to start up a fishery take-away business from a back section of the house she owns in Kuyasa. Operating since early 2011, the increasingly busy Vusiwe has one full time and one part time employee. Vusiwe’s Fishery also sells amagwinya (vetkoek), from around 40 litres of dough per day. Even with her main client, a local school, closed for holidays, Vusiwe’s products remain in high demand. As for the skills acquired during her time at LtE and tfg project, Vusiwe is most grateful for knowing how to deal with her customers, ‘especially the more difficult ones!’



**Patrick Chitunia**

(34 years old, from Zimbabwe, father of 3)

**Vusi Qina**

(26 years old, unmarried)

Following their two week job exposure, Patrick and Vusi were both been offered permanent positions at the West Cape Joinery even before they graduated from LtE’s Woodwork course. This apprenticeship opportunity, combined with further training at the False Bay College, resulted in Vusi qualifying as an artisan earlier this year, with Patrick being one final test away from this qualification. A few years on, both have remained with the same company. Patrick, who is originally from Zimbabwe, found out about Learn to Earn while looking for odd jobs at the side of the road. The time at LtE was the best he has experienced in South Africa as a foreigner and one that has laid a good foundation for his now working life. Vusi’s advice for current LtE students is ‘to push, push, push – and to never give up!’ Congratulations to Patrick and Vusi – we are proud of your perseverance and achievements so far!

**Zukisa Fono** (2009 Hermanus Sewing student, 23 years old)



Zukisa is THE man behind Ghetto Manskap, a sewing business operating from Learn to Earn’s business hives in Hermanus. Zukisa completed his matric in 2007 and was ‘looking around for something to do’ before registering for our sewing course in 2009. He was not intimidated by being the only male in the class and soon discovered he had a real interest and talent for sewing and design. His time at LtE taught him not only how to communicate with people from different backgrounds but also positively impacted his short-tempered nature. As he completed the first step of his journey, new ideas and opportunities started coming in. Firstly, he got hold of some denim off-cuts and together with a friend, started experimenting with making denim handbags. As the interest in these bags grew, new orders started to come in, ranging from karate uniforms through to traditional church outfits and waistcoats. His dream is to continue with fashion design and to have his own men’s clothing label one day! If you are able to assist Zukisa in pursuing this goal and/or would like to use his services, please contact him directly on 071 321 7251.



**Zukisa Fono IS Ghetto Manskap**

# News from the Learn to Earn Graphic Design department:

We started well this year with a full complement of 12 students enrolled in our bridging course in Graphic Design. Everyone was excited and ready to discover and explore their talent for design. We kicked the year off with Design Indaba where the students were exposed to different design concepts, like industrial design, photography and fashion design.

So far the class have been working with two design programs, namely Adobe Photoshop and Illustrator. They worked on some interesting projects, including a Barn Dance flyer for His People Church, the Food Bank Fundraising Campaign with Ramsay Media and stationery design for Learn to Earn's African Chic dinner event. We have built relationships with great design and media companies such as Amperzand and Ramsay Media, which we visited, and where we were shown the daily operations of their respective industries.

Good reports were received from all our previous students who are currently studying at Stellenbosch University, Stellenbosch Academy and Ruth Prowse College. Some of them achieved more than 80% average for their assignments, which demonstrates the importance of our bridging intervention. We aim to strengthen these existing relationships and encourage them to finish strong!

Esaias Calitz  
Graphic Design Trainer



## Some feedback from our graduates:

**Siyanda Buzo**



I am 22 years old, a young man who grew up with the love for illustrations and drawings—missing only the direction to put my hobby into good use... that is when Learn to Earn helped me out to change my hobby into a miracle. Now I am a graphic design student at Cape Peninsula University of Technology in Bellville and living on the creative side of life!

I hope one day I will build a creative kingdom of my own to help others in my community... Umbulelo ongazenzisiyo kwabakwa Learn to Earn. Thank you guys you have helped me to put colour in my life ;-)

**Neliswa Mzaca**



Being at Learn to Earn helped me a lot in learning the basics of graphic design. Now I'm a full time Graphic Design student at the Stellenbosch Academy. I now know a lot more about design, starting from theory to how to use the different design programs. I am happy and proud because I have been doing very well and I can see the bright future ahead. Dedication and hard work are the things that will make one succeed in this industry!

# Branch reports



Visit our Khayelitsha or Hermanus coffee shops for a delicious breakfast or lunch during the week. Also, consider making use of our boardroom facilities for your next business meeting...

## Khayelitsha

Working for Learn to Earn over the past few months has given me a fresh perspective of how faithful our God is when we allow Him to be the centre of everything we do. I have seen people's lives change from an outlook of poverty, brokenness and desolation, to one of hope and a restoration of dignity. Students leave our centre with a renewed sense of purpose and confidence knowing that they are now able to unlock their futures and even make a difference in the lives of their families and community.

Our Bake for Profit course was recently revived and already three groups of students are undergoing training under the guidance of their trainer, Yolande Fransman. The course is held over eight weeks and does not only entail baking, but costing and practical guidance on how to manage your own business.

The first group of Woodwork students managed to successfully complete two

weeks of practical on-the-job training at factories where they were stationed during a work shadowing program. This exposure has opened up doors to job opportunities for some of the students when they complete their course at the end of June.

To five of our students it was a dream come true to be invited to Parliament and participate in a debate with other youth on some of our country's most pressing issues. On their return one of the students, Ayanda Cuba, who was moved by the experience, said, "It was good for youth to provide input into important issues that affect our country and an eye opener to practically experience how change is brought about through debate in order to find the correct solutions for our country."

Seeing so many wonderful things happen to people and realizing that God is responsible for it all makes one humble, realizing that even in the unruly state that the world is in, He is still in control of everything.

Martin Isaacs  
Khayelitsha Branch Manager

## Hermanus

Has it really been a year since I joined Learn to Earn? What a unique place this is in which to serve the Lord. At first (even second and third!) glance, the organisation seems as if it should surely fit within the general category of development by a non-profit undertaking. And yet I become increasingly aware that our philosophy and the outworking thereof is quite unlike any other! Moreover, I continue to stand in awe at how our Father leads us along this journey in such a very real way.

It was heart-warming to be able to celebrate with our mid-year graduates on 22 June 2011. A total of 32 trainees from the Bake for Profit, Home Management, and Sewing courses, as well as from our new Basic Computers Skills course, received their certificates.

A Hermanus report published in the newsletter of January 2011 outlined the need for a coffee shop manager and I am pleased to be able to say that Matthew Clement, a talented chef who had been working in Ireland for the past 7 years, took on this role shortly after that newsletter went to print. Learn to Earn's CaterCare course will focus on trainees gaining skills as waitrons and assistant chefs. Together with a programme for cashiers, the training benefits directly from our Coffee Shop, which is geared for this practical experience. Our major training focus going forward will be the technical skills training very much needed in this area. Last but not least, we give God all the glory for volunteers such as Malan and Ria Erasmus, as well as Ant Ryan, who facilitate the Life Skills, Discipleship and Business Skills training so vital to Learn to Earn's vision.

Lesley-Anne James  
Hermanus Branch Manager



Siphelele Nako, top Woodwork student, with LtE staff & Liyanda from Old Mutual Foundation



Woodwork students during their two week practical placement



Hermanus Bake for Profit students and Nicole, their trainer, are baking up a storm!



Basic Computer training is now also offered Hermanus

## The feel good (tfg) project

Tfg is a corporate social investment project of The Foschini Group (TFG) in partnership with Learn to Earn – officially launched in May 2009. Visit the tfg shop in Ralph Street, Claremont for great fashion bargains!

16 December 2010 was very special for all of us as we spent the Day of Reconciliation enjoying a Christmas lunch and exchanging gifts and good wishes under a Christmas tree. Thank you to the tfg project Board for impacting our lives in this way.



Mlu Ntonzini: tfg warehouse graduate

Tfg graduation, in February 2011, was another joyous occasion as we celebrated the achievements of our second group of trainees. Siphesihle Yawa was so encouraged he decided to further his studies at tertiary level, with others looking forward to being placed within formal employment.

In May 2011, the feel good store celebrated two years of successful trading with an in-store promotion – customers were pleased to receive free gifts with their purchases!

The Foschini Group's Human Resources department has called on tfg project graduates for interviews and we are excited as some will be placed within their local stores or throughout other areas of TFG's operations. Mlu Ntonzini is one such individual and has been offered a permanent position at one of TFG's warehouses: "I count it a privilege to have been part of the tfg project's warehouse team, where I have learned full warehouse functions (receiving, sorting, picking, packing and dispatching). What I valued most is the lessons in self-discipline, good attendance, punctuality and teamwork as well as other opportunities such as being invited to the Christmas lunch or watching Bafana Bafana play USA at the Cape Town stadium. I now work on a full time basis for The Foschini Group. Being in a new team gives me the opportunity to practice all I have been taught at the tfg project. I am very grateful to God, TFG and Learn to Earn. My self-esteem and confidence have been restored."

William Bent  
tfg Project Manager



Nolutwe (centre) tfg store manager, with the first group of retail graduates

## Business Resource Centre (BRC)

Who ever thought that we would have elephants in Khayelitsha?

Well, try 100 000 of them. Learn to Earn together with 10 other organizations and over 200 ladies across the Peninsula have managed to hand sew and ship off elephant badges to the UK, Europe, USA and even kept some for Africa. This is all part of a fundraising and anti-ivory poaching awareness campaign for IFAW (International Fund for Animal Welfare).

Mandela Park Mosaics has had a great run of orders since our visit to Ambienté Trade Show in Frankfurt and an article that was published in the Garden and Home magazine earlier this year. Our designer Jax Parsonson has been influential in producing designs, enabling the team to make the most exquisite 15m<sup>2</sup> shower and 1m<sup>2</sup> kitchen splash back.

Zakhele Sewing has been as active as ever with a year long contract from Stellenbosch Business School. This along with other orders from smaller businesses and conferences means that we have been able to maintain a steady pace of work for the team over the last 6 months.

God has been good to us and once again I find myself humbled by His supply of opportunities here in the BRC. All praise to our King.

Andrew Lane  
BRC Manager



## Other news & happenings

### 2011 Golf Day



Team from Church-on-Main walking off with Le Creuset products as prizes

The 8th annual Learn to Earn Golf Day took place at the De Zalze Winelands Golf Estate on 17th March and, as always, was a much anticipated event on many golfers' calendars. The purpose of the golf day is to engage with existing and prospective donors and business partners, while having fun on the golf course and this year was no different. We had a full field of 32 four balls or 126 golf-loving men and 2 ladies.

Other than battling with the heat of Stellenbosch in March, all enjoyed the day, especially those who took home some top prizes.

**Our thanks to the various sponsors on the day, namely:**

*Africa Geographic, Allison & Tony Bartlett, Avondvrede Wines, Bliss Spa at the Andros, Cape Town Toiletry Company, Church on Main, Ciro Beverages, Crocs, De Zalze Golf Estate, Deetlefs Wine Estate, Dongola Guest House, Empowerdex, Enchantrix, Eurolux, Exim Spices, Fifth Quadrant, Flavours Restaurant - Devon Valley Hotel, The Foschini Group - @home, The Foschini Group - Club Magazine, The Foschini Group - exact!, The Foschini Group - Foschini, The Foschini Group - Markham, The Foschini Group - Totalsports, Henry Taylor and Ries, Horizon Capital, Ina Paarman, Indigo Cosmetics, JMC Brands, Jordan Wines, Key Recruitment, Klein Constantia Wine Estate, Le Creuset, Olden Planners, Pam Golding Properties, Pick n' Pay, Pro Shop Northgate, Ramsay Media, Sally Williams Fine Foods, Silwood Kitchen, Swagg Superior Quality Golf & Fashion Clothing, The Really Great Brand Company, The ROSE Foundation and Tiger Wheel & Tire - Stellenbosch*

We are confident that the players in the top 3 four-balls with a 1st prize of a R2500 voucher (for each player in the 4 ball) from The Foschini Group and 2nd and 3rd place prizes from Le Creuset will be given a 'sports pass' for LtE golf days in the years to come!  
Barbara Lipp  
PA to Director

## Director's note



Happy birthday Tata Madiba (Mr Nelson Mandela), long may your legacy of perseverance and commitment to the cause of 'change for a better future for all' inspire us. We surely need your example to remain a challenge for generations to come.

Live in South Africa, run a Non-Profit Organisation working in impoverished communities and enjoy a rollercoaster ride every day.

Recently a staff member was held up at gun point and relieved of his laptop. When reporting the matter to the police, within an hour, they concluded that it was impossible for the crime to have taken place where stated, because they were in the area, plus the staff person did not scream, therefore he was actually faking the crime and sold the laptop. Now, that is what I call being bitten by your own dog.

We recently have taken on the interim management of the GetOn Skills Development Centre in Pretoria, a member of the LtE Association, to help establish our model through that organisation. The organisation is situated outside Atteridgeville and not on a route that has public transport. Hence the organisation owns a bus that goes into Atteridgeville to collect students (unemployed people) to bring them, free of charge, to the centre to receive training. However the local taxi association, in their infinite wisdom, feel that they are missing out on making money, so they decided to "impound" our bus until we pay them, on a monthly basis, for the privilege of driving in Atteridgeville. The bus is only for our students and clearly marked not for the public.

You have to ask yourself the question "why bother?" Should we rather not just go fishing? Fortunately there are fewer nation destroyers than those willing to build a nation hence Tata Madiba's legacy must keep inspiring us.

We note our gratitude and thanks to Adjoa Andoh and William Gaminara who hosted and organised a UK Dinner in March. This successful quiz evening was held at South Africa House, London and attended by more than 100 people and raised 4000 BPS.

We are very grateful to Neil Macdonald for his wisdom and insight during his many years as chairman of our executive board. Neil has recently stepped down as chair and handed over the reins into the capable hands of Jerry van Niekerk. Neil still continues to serve on various boards in the organisation.

For our faithful USA supporters, Learn to Earn is now registered in the USA as a 501(c)(3) organisation. See the back page for details.

Thank you to all who continue to support us financially, emotionally and in prayer; we cannot bring change without you.  
Roché van Wyk  
Director

## New staff features: wamkelekile!

As is our tradition, all new staff members are asked to share a little about themselves to the greater LtE Family.

Here is our new batch...

They were asked:

**How would your family/friends describe you in a nutshell? What makes you unique?**

**What is your role at LtE?**

**Why are you excited about working here?**



**Terri Caswell**

Can be described as: creative, compassionate, friendly with a good sense of humour, and an animal lover (especially when it comes to dogs!). Terri loves fashion and design, is interested in marketing / branding and loves running. She is the personal assistant to the BRC manager Andrew Lane. In her own words: I am extremely excited to be a part of Learn to Earn and its vision. I have the opportunity to uplift others through my work, every day (and what could be better than that?!). The staff and support system is incredible, all the staff are passionate about being shepherds for Jesus, which is immensely inspiring. Coming to work every day is such a blessing, as we get to make a difference in people's lives by not only teaching them skills but also uplifting them spiritually and leading them to that which is most valuable...salvation through Jesus Christ.



Find Learn to Earn South Africa and 'like' us on Facebook to stay in touch with news and photo updates as they happen!



**Yolande Fransman**

My family would describe me as calm, humble, sincere, reliable and the organizer of many family gatherings. I am the Bake for Profit trainer and assist Sweet & Lovely with the administrative duties of the coffee shop. Being involved at Learn to Earn is a unique experience and an answer to my prayers. God has granted me the opportunity to combine my two passions: teaching and baking. Nothing is more rewarding than seeing the radiant smile of a student that tells the story "I am able to make a difference in my family's situation."



**Sarel Pieterse**

My friends describe me as an ardent 'Techie' with spanners in his back pocket and a drill under his pillow. I see myself as a servant and a bit of a people pleaser. My relationship with Jesus has led me to many wonderful opportunities and now also to Learn to Earn. I'm responsible for Health & Safety, maintenance of Learn to Earn's facilities and IT-related matters. What makes me tick is seeing the fruits of my labour in the faces of those around me. I am happy to work with like-minded people, with a common heart to serve those in need.



**Matthew Clement**

My friends and family would describe me as kind - a trait I believe I have inherited from my earthly father! I am passionate about food and about my role at Learn to Earn, which involves overseeing the Hermanus Coffee Shop and the training and mentorship which is needed there. Learn to Earn is an awesome organization because we assist people who have not had the opportunities that some of us have had to gain sustainable income in order to take care of themselves and their families.



**Nomvuyiso "Vuyi" Ngindana**

Vuyi could be described as a smart and well-nurtured person, one who is strong and confident to withstand many challenges. A quiet leader and someone who likes taking initiative, Nomvuyiso is responsible for undergirding the entire Hermanus team in her position as Administrative Assistant. Nomvuyiso is excited her about her role at Learn to Earn as she sees it as an opportunity "to participate in God's big picture plans". She also loves the feeling of belonging and the spiritual, emotional and social support that she has experienced so far.

## New staff: continued...



**Martin Isaacs**

I have a passion for developing and bringing out the best in people. My appointment as Branch and Training Manager at the Khayelitsha Branch is a blessing and an answer to a long awaited prayer. Moving to Cape Town has come as an added bonus for me and my family who started praying and planning for this five years ago. It is a privilege and honor to work for an organisation such as Learn to Earn, whose unique vision awakens new hope and restores the dignity we so rightly deserve as Children of the Most High God.

## LtE staff and students 'Pay it forward'

It gave one a sense of pride and achievement seeing our Office Administration students give so freely of themselves during a visit to the Neighborhood Old Age Home (NOAH) in Site B, Khayelitsha. Their trainer Sibongile Sikenjana describes this outing: "It was so amazing to see the students giving their best in whatever they were doing. We cleaned grannies' rooms, packed wardrobes, cut nails, cooked and dished up food and sang. It was a very good experience to see those grannies and grandpas smiling as they were very happy to see us. The NOAH staff also thanked us and encouraged us to never stop showing our love and care for the elderly people because they really need our love!" One of the students also commented: "it made us feel good giving of oneself to our community and seeing what a difference it made in the lives of others less fortunate".



Neighborhood Old Age Home outing

In a similar vein but in the spirit of last Christmas, the staff of Learn to Earn, led by the Graphic Design trainer Esaias Calitz, contributed to a collection of sweets and toys for a local Aids Orphanage. A big thank you to the Learn to Earn staff and students for contributing positively to their community!  
Martin Isaacs  
Khayelitsha Branch Manager

# LearntoEarn

## information

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See our website for additional information and back issues of the newsletter.

### SA SUPPORTERS

Please send your donation to:  
Learn to Earn, P.O. Box 18123, Wynberg, 7824 South Africa.  
Tel: (021) 671 2230  
Fax: (021) 671 0773  
email: [donordev@learntoearn.org.za](mailto:donordev@learntoearn.org.za)  
(All donations received from SA tax-payers are tax deductible under Section 18A of the Income Tax Act)  
N.P.O. No.: 005-073  
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### SA Bank Details

Account: Learn to Earn Bank: ABSA, Plumstead  
Branch No.: 631 509 Current Acc. No.: 450 151 424

### IRELAND SUPPORTERS

Please send your donations to:  
Learn to Earn c/o Don and Janet Casey  
Brides Glen,  
Rathmichael  
Co. Dublin 18  
Ireland

### Contact person in Ireland:

Don and Janet Casey  
Tel: (353 1) 2822765  
Fax: (353 1) 2826696  
email: [bridesfield@eircom.net](mailto:bridesfield@eircom.net)

(all gifts are tax recoverable under Gift Aid Scheme).

### UK SUPPORTERS

Please send your donations to:  
Stewardship Services  
FREEPOST (EDO 5086),  
Loughton, Essex, IG10 3BR  
Clearly indicate that your gift is for Learn to Earn  
(all gifts of £30.00 or more are tax recoverable under Gift Aid Scheme).  
(Reference no.: 2003 6471)

### Contact person in the UK:

Susan Sochart  
Tel: +44 7958 749296  
email: [susan.sochart@brandlearning.com](mailto:susan.sochart@brandlearning.com)

### USA SUPPORTERS

Please send your donations to:  
Learn to Earn South Africa  
c/o Bruce Otto  
Unit # 200  
1519 N. Mohawk St.  
Chicago IL  
60610-3045

Learn to Earn is now registered as a section 501 (c) 3 tax exempt organisation & has a US-based account number

### Contact person in USA:

Bruce Otto  
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email: [baotto@worldnet.att.net](mailto:baotto@worldnet.att.net)

## Did you know...

For all of you who like facts and figures here are some LtE numbers for the year so far...

176 students graduated at our June graduation ceremonies

The Zakhele team, through the Business Resource Centre has:

- made 4000+ conference bags for various organisations and businesses
- 500 x Bags for 3 Suisses Group in France
- 1000 x Beanies for Getaway magazine, part of Ramsay Media
- 100,000 Elephants for the International Fund for Animal Welfare using 10 kilometers of ribbon