



# 2018

## ANNUAL REPORT



# LETTER FROM THE DIRECTOR

2018 has been Masinyusane's most successful year to-date. As we kick off our 10th year, we both reflect on the progress made and dream about an exciting future ahead. In isiXhosa, 'Masi' means "Let Us / We Should" which nicely captures the tension between our desire to help and our obligation to do so. As most of you know, Masinyusane, our founding name, means "Let us raise each other up".

Over the past decade we have launched another 8 projects under the "Masi" umbrella ranging from teaching children to read and write to helping children discover their talents to creating a generation of university graduates. This reach – and the change it creates – is a testament to YOU and the incredible family of supporters our children have. In 2018, our children have received 18,267 hours of individual literacy lessons, 10,000+ hours of reading time, and over 1,000 hours of sports, clubs, and extra-curriculars through our MasiLearn, MasiRead, and MasiGrow projects.

Simultaneously, this year we have 416 students in university and had 38 students graduate through our MasiEmpower, MasiGirls, and MasiGraduate projects. The impact created in the lives of our children, students, families and communities is beyond measure, though we try to capture some of the magic in the stories that follow.

We are eternally grateful for your generosity and support.

Sincerely,

**JIM MCKEOWN**

EXECUTIVE DIRECTOR



**38**  
MASI  
GRADUATES  
IN 2018

**18,627**  
HOURS OF  
LITERACY  
SESSIONS

**2,485**  
CHILDREN AT  
OUR PARTNER  
SCHOOLS

# WHAT WE DO

## EARLY EDUCATION







Masi's school projects focus on teaching children to read & write (MasiRead), providing opportunities to discover & develop talents (MasiGrow), building infrastructure (MasiBuild), and creating youth employment by hiring & training local youth to work with our children (MasiWork).

There is no greater investment in life than providing children with a strong educational foundation, helping them to discover their talents and passions, and inspiring them to believe in themselves. All of our work is built upon doing just that.

# EARLY EDUCATION





masiREAD

## THE GIFT OF LITERACY

MasiRead provides 473 children with the opportunity to receive individual, customized literacy sessions with our literacy coaches utilizing proven methodologies.

These one-hour sessions, which focus on reading, writing & comprehension, are critical opportunities for children to receive the attention and assistance they cannot get in a classroom with 50 other children. We continue to witness amazing progress from our children as we build a generation of readers.



**473**

CHILDREN  
RECEIVING  
LESSONS



masiBUILD



## LIBRARIES

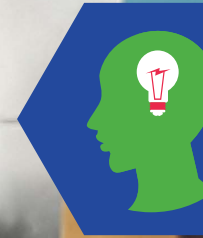
In 2018 we launched another library in partnership with Breadline Africa at Fumisukoma Primary School, home to over 1,500 children. As in all our school libraries, we run a variety of reading and book projects designed to inspire a love of books, a culture of reading, and to spark a curiosity of learning.

Our most successful projects include Super Readers, Book Boxes, and our Library Prefects project. While the aforementioned MasiRead project teaches children how to read, the MasiBuild libraries inspire children to love to read.



**2,215**  
**CHILDREN**  
**BENEFITING**





masiBUILD

## EDUCATION TECHNOLOGY

Our EduTech Centre offers our children the opportunity to leverage the incredible world of educational apps, games and software to learn new things via laptops and tablets. We are simultaneously teaching our children how to engage with technology and to develop computer skills.

Most importantly, we are introducing them to the internet, the world of knowledge and empowering them to know how to seek and discover that knowledge.





masiGROW

## DISCOVER TALENTS

Children possess a diverse array of interests and talents and it is critical that we give each child the opportunity to discover and then develop those talents. MasiGrow includes sports teams such as soccer, rugby and netball. It also consists of clubs in chess, karate, gardening, entrepreneurship, board games, music, and traditional dance.

We look forward to seeing which child becomes the next Ronaldo, Picasso, or Mozart!



MASI HAS OVER  
**20**  
TEAMS AND  
CLUBS FOR  
CHILDREN  
TO DEVELOP  
THEIR TALENTS





masiWORK

## YOUTH JOBS

Youth unemployment plagues the South African townships. MasiWork empowers the local community to uplift itself, by employing local youth, to work in community schools.

They then work in their local school, providing much needed assistance to overwhelmed teachers. It is life-changing for our youth as they earn an income, gain work experience, serve as leaders, and help their own community's children. We are unlocking local talent, while creating meaningful jobs.



**34**  
COMMUNITY  
JOBS  
CREATED





2018







IN PHOTOS





What would happen if you flooded South Africa's townships with University Graduates?



Our university project creates university graduates that are empowered to uplift their own families, solve their own communities' problems, and serve as role models to other children.

# UNIVERSITY STUDENTS





masiEMPOWER

## UNIVERSITY SUPPORT

Masinyusane works with all 35 Port Elizabeth township high schools to make sure all eligible learners have ACCESS to university. We then provide comprehensive SUPPORT over four years to ensure all our students have the opportunity to succeed at university.

In 2018, we had 348 students enrolled at Nelson Mandela University and 416 enrolled across the country. Support includes scholarships, bus fare, food stipends, textbooks, housing, mentoring, and more.

**416**

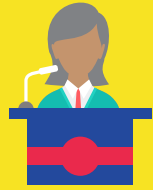
ENROLLED  
ACROSS THE  
COUNTRY

**338**

STUDENTS  
AT NELSON  
MANDELA  
UNIVERSITY



masiGIRLS



## UPLIFTING GIRLS

Our MasiGirls Girl's Scholarship Fund recognizes the importance of investing in women and creating a generation of females empowered to take on the world. The research is overwhelming: Women do more to uplift the community than men.

In that spirit, our MasiGirls project currently supports 246 young women at university. Many will soon return to their communities as lawyers, accountants and doctors ready to inspire the next generation of girls.



**246**  
MASI GIRLS



# 20

STUDENTS  
LIVE IN  
THE  
HOUSE



masiHOUSE

## LEADERSHIP HOUSE

Our Masi House of Excellence provides free housing to some of our most impoverished students. They live within walking distance of campus and benefit from safe living quarters, quiet study spaces, computers, and food.

More importantly, they benefit from daily mentoring, leadership workshops, and from the culture of excellence we have worked so hard to build over the past 10 years. Living in the house is a truly life changing experience.



masiGRADUATES



## FUTURE LEADERS

In 2018 we had 38 of our students do what was once considered near impossible: Graduate from university. Four long years of hard work, struggle, and perseverance – it was hard not to be teary-eyed on Graduation Day!

They have begun jobs working as nurses, accountants, in marketing & sales, and even at Masi! We are so incredibly proud of all of the graduates and look forward to sharing their stories of success over the next few years.



**SINAWO**  
*Nursing*





**THULI**  
*Accounting*

**THUTO**  
*Accounting*



**THAMI**  
*Economics*



**NOLUVUYO**  
*Pharmacy*



**TUMELO**  
*BA General*



# FINANCIALS

Masi takes great care to invest our donors' contributions in high impact projects that make a difference. We once again maintained a project-to-overhead ratio of 90% to 10%, 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 Early Education funding went towards our library and literacy initiatives. You will also note the creation of a reserve fund to ensure Masi's projects are not impeded by the loss of any one funder.

<b>DONATIONS RECEIVED</b>	<b>FY 2017-2018</b>	
Contributions	\$267,163.00	
<b>TOTAL</b>	<b>\$267,163.00</b>	
<b>OPERATIONAL EXPENDITURE</b>	<b>FY 2017-2018</b>	<b>% OF BUDGET</b>
Children's Education	\$67,802.00	33%
University Students	\$120,887.00	59%
Fundraising	\$8,208.00	4%
Operations and management	\$7,001.00	3%
<b>TOTAL</b>	<b>\$203,898.00</b>	
<b>RESERVE FUND DEPOSIT</b>	<b>\$53,571.00</b>	
<b>Total Income</b>	<b>\$267,163.00</b>	
<b>Total Expenditure</b>	<b>\$203,898.00</b>	
<b>Reserve Fund</b>	<b>\$53,571.00</b>	
<b>Surplus/Deficit</b>	<b>\$9,694.00</b>	

## 2018 MASINYUSANE INC BOARD OF DIRECTORS

KELLAN FLORIO  
KUNAAL BELLARA  
LINDA FRENCH  
RACHEL BIXLER  
RISHAWD WATSON  
SARAH CALHOUN  
TIM CORK

\* The numbers above are derived from our FY 2017-2018 South African audit as prepared by PricewaterhouseCoopers.



# We are incredibly grateful for the unbelievable generosity of our supporters

December 1, 2017 - November 30, 2018

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## \$50,000+

Anonymous: Germany | Winds of Change Trust

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## \$20,000 - \$24,999

Shikaya Trust | E'Zethu Development Trust | The Learning Trust

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## \$10,000 - \$19,999

Kouga Wind Farm | SA Charities Ireland | Rosaria Salerno

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## \$5,000 - \$9,999

Rome Children's Feeding Scheme | Dr. Doug Dix & MOMS | Msgr. Tom Kleissler | Tim & Kay Butrie

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## \$2,000 - \$4,999

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The Homework Club | Race to Raise Each Other Up | Andiswa & Jim McKeown | Breadline Africa | Msgr Brendan Deenihan

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## \$1,000 - \$1,999

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## \$500 - \$999

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## \$200 - \$499

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## \$0 - \$199

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Justin Woodruff





**HELP US SHAPE THE FUTURES OF OUR CHILDREN**



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[www.raisesouthafrica.org](http://www.raisesouthafrica.org)