

Akwanda
yaya
khayi



Impact Report
March 2021

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- **Project Akwande Ukukhanya** is an Early Childhood Development Owner business skills empowerment (ECD) project created by Matoyana (Pty) Ltd. It is a non-fee women's empowerment business skills training targeted at township women that run early childhood development centers also known as creches. The 2nd phase of the project, which was run in Diepsloot, Johannesburg, was sponsored by Pampers and P&G RSA Trading through their Supplier Development initiative.
- **Despite** sometimes severe resource and capacity constraints, creches in underprivileged communities provide a vital social service, income and employment. **Creches that are operationally compliant and sustainable are able to provide better education and care.** This is why we decided to invest in high potential creche owners – improving their skills and knowledge, and enabling them to realise the promise of quality ECD in their communities.
- The purpose of this impact report, is to provide an overview and impact result of the Diepsloot project which ran from September 2019 till December 2021.

The project aims:

To improve the sustainability of women-led businesses in townships or low-income communities.

To improve the quality of early childhood education in poorer communities.

'Akwande Ukukhanya'
is an isiZulu name which means:
"May the light spread further".

The Problem

- Poor children in South African are likely to attend poorer quality ECD programmes. Per the National Development Agency, "ECD has been recognized as one of the most powerful tools for breaking the intergenerational cycle of poverty in South Africa. Scientific evidence confirms the importance of the early years for human development and the need for investing resources to support and promote optimal child development from conception. Lack of opportunities and interventions, or poor quality interventions, during early childhood can significantly disadvantage young children and diminish their potential for success."
- Most ECD centres in low-income communities are women-led and owned, with a majority running these centres from their own premises. We conducted research with ECD owners and stakeholders and found that the biggest problem faced is finance related, as many are not subsidised, they can't charge decent fees and a high number of parents cannot pay the fees.
- According to the South African ECD review, many of the existing interventions to improve quality have had minimal impact as they focus on practitioner skills, but qualifications alone are not sufficient to make a difference. Oversight, mentoring, and on-site support from suitably qualified personnel are central to quality improvement and successful programme delivery.
- The ECD centers we are targeting are in underserved communities, where parents can't afford quality education and the ECD service providers can't afford to provide services in more affluent communities.

Sources: Stats SA, South African ECD Review and National Development Agency



About Diepsloot

- We chose to run the project in the community of Diepsloot. Diepsloot is densely populated low income community located north of Johannesburg with a population of approximately 350 000 people. The majority of the population lives in poverty with inadequate housing, high levels of unemployment and crime. Despite its socio-economic challenges, Diepsloot is a vibrant neighbourhood with residents that are optimistic and determined to build better lives for themselves.
- There are **over a 100 ECD centres in Diepsloot** these range from large pre-schools to micro day-care centres. The majority of these centres are run by women, who operate from their own premises.

Our Story of Change

Access to funding, quality training organisations, resources and a community analyst, allowed us to create a quality programme that provided business skills, mentorship as well as personal development support.

- This led to our participants being upskilled, capacitated and supported, which in the long run will result in improved quality and growth in the business. Ultimately, we foresee improved sustainability of women led businesses and improved ECD education in low income communities.



INPUTS

- Training resources
- Funding
- Trainers
- Community Business Analyst



OUTPUTS

ECD owners attend high quality business skills training; personalized mentorship & personal development support



OUTCOMES

Short term

ECD owners are upskilled, capacitated and supported

Long term

Owner's ECD as business improves in quality and grows

Impact



Improving the sustainability of women led creche businesses in townships

Improving the quality of early childhood education in poorer communities



Impact on the Business Owners



Brenda Thobejane
Owner of Hlalefang Pre-school

 [Watch Brenda's story](#)



Maria Mopereo
Owner of House of Glory Children Care Centre

 [Watch Maria's story](#)

The Solution

This project was designed to assist ECD owners operate their creche's like proper businesses and not live on a mouth-to-mouth basis. Our approach to making this training a success was to design it from a sustainability point of view. The training was aimed at addressing four developmental pillars, namely:

**Develop the
business**

**Develop the
business
owner**

**Partner on
curriculum
training**

**Explore other
revenue
streams for
ECD's**

About the Participants

The training participants were female business owners who started their creches because they identified a problem within their community where young children didn't have access to early childhood development and they decided to open ECD centers that operate from (6am – 6pm):



22 female participants and
22 creches



95% of the businesses are
owners/founders run



Majority were bootstrapped
from personal funds and
self-funded



Collectively they employ 78
female teachers*



Collectively they teach 1099
children*



Years of operation range
from 3 – 20+ years



All registered as NPOs or PTYs



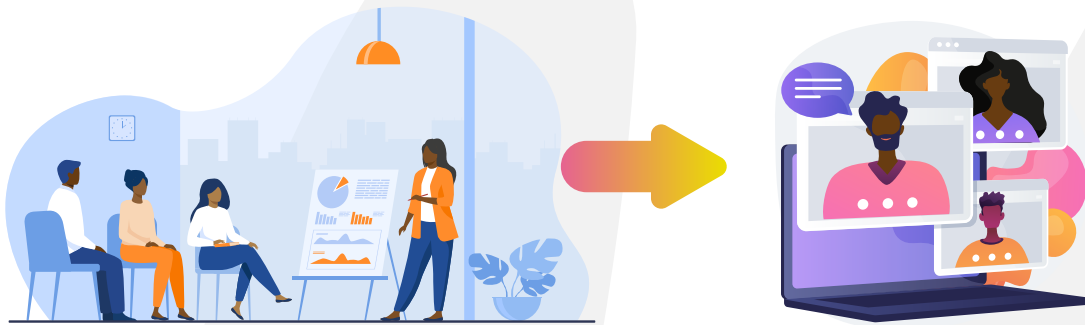
Age group ranges from
25 – 71 years old

The Programme timeline



The Programme Design

We ran over 22 contact training sessions as well as online training course. Below are some examples of the training and support provided:



Business Skills

- Digital literacy
- Finance
- Marketing & Sales
- Customer Service
- Human Resource Management
- Safety and Security
- Managing your Creche under Covid
- Pampers Training
- PlaySA training and many more.

Personal Development

- Personal Finance
- Personal Development
- Storytelling workshops
- Wellness and nutrition
- Access to Psycho-social support

Mentoring

- Monthly visits and calls to assist with implementation of content learnt

Project Sponsors and Partners

The success of such projects is dependent on the right partnerships. The following organisations were instrumental to the launch, implementation and completion of the Diepsloot programme:

Pampers and P&G RSA Trading

Lead project sponsors,
provided funding and support
through their Supplier
Development Initiatives

National Children & Violence Trust

Project and Community
Liaison Partner

Riversands Incubation Hub

Support under Covid19
– access to their
facilities for training &
closing Ceremony

Diepsloot Police Station

Access to space for
ECD recruitment
interviews & backup
training space

New Creation Ministries

Access to Training
space

Business Skills South Africa

Sponsored 2 Training
workshops

Wela Productions

Shooting and Creation
of the Corporate video
and Impact Stories



Impact on the Business Owners



Thora Gobile

Owner of Ikwezi Lomso ECD

[Watch Thora's story](#)



Mavis Thamela

Owner of House of children Day
Care

[Watch Mavis's story](#)

Akwande Ukukhanya's Impact on the Business Owners



Mummy Khunou
Founder of Little Star ECD

"Akwande helped me a lot in my business, I know how to market my business and attract clients"



Blantina Ledwaba
Thusang Day Care

"This training has helped me immensely. Before I was a part of AU, I was clueless. This course has had a significant impact on our lives and businesses"



Christina Modigoe
Founder of Moseng Day Care

"It gave me insight on keeping records, having staff contracts in place, having good customer care"



Fikile Matala
Founder of New Apostolic ECD

"I learned to work hard, to work as a team with my staff, to advertise my business, and to involve my clients"



Julia Matala
Founder of Little Foot ECD

"I now know how to fill in a social business model which helps me with planning for my business"



Nomathemba Mthethwa
Founder of Child Protection ECD

"It helped me even though COVID19 hit me I had the strength to not give up"



Violet Monyela
Founder of Happy Star ECD

"The program helped me change the way I was operating. I now have staff contracts; I know how to market my business using digital media"



Esther Phiri
Founder of Disney Land ECD

"If I implement what I learned, I will do things differently and become sustainable"



Keneilwe Pitse
Founder of Loving & Care Centre

"It helped me a lot, it made me hungry to work hard and learn more"



Salome Pokola
Founder of Phuthego Day care

"I now have a business account and a personal account. I am proud of myself for finishing this course"



Sylviah Radebe
Founder of Bokamoso ECD

"Akwande Ukukhanya helped me with my confidence"



Deesery Thobela
Founder of Lethabong Day Care

"Akwande taught me how to have a goal, how to identify problems, and find solutions for my business"



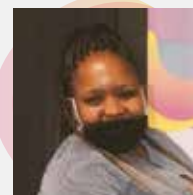
Grace Sekutu
Founder of Live 'n Learn

"I thank you ladies for giving us this opportunity. In three years, I see myself owning another business"



Christina Siwisa
Founder of Khayaalethu Pre-school

"I keep financial records and encourage parents to pay fees into the business bank account"




Mina Kekana
Principal at Tanganani Day Care

"It has also helped me to identify the signs of abused kids in my center. It helped me think about ways to make my business grow, I now know how to write a business proposal"

Impact on the Business

Examples of behavioural change

 Ikhwezi Lomso –
Thora Gobile

Implementation

Started her kitchen renovation project

Reason

She is preparing her ECD to become eligible for a health permit

Change influencer

Compliance discussions

 Loving & Care center –
Keneilwe Pitse

Implementation

Started recording finances.

Reason

She wants to be transparent with her staff.

Change influencer

Finance Training

 House of children day care –
Mavis Thamela

Implementation

Has started to purchase food every 2 weeks

Reason

She realised that she cannot manage theft effectively when she purchases for the entire month.

Change influencer

HR and Finance Training

 Khayaletu Pre-school –
Christina Siwisa

Implementation

Holds regular staff meetings and one on ones.

Reason

Her communication and relationship with her staff has improve and is enjoying working with her staff.

Change influencer

HR Training

 Moseng day-care –
Christina Modigoe

Implementation

Investigated why she lost clients and started marketing her business differently

Reason

Relooked her business strategy and managed to bring back her clients.

Change influencer

The business model

 House of Glory –
Maria Mopereo

Implementation

Opened a 2nd creche in Cosmo City and in the process of opening a 3rd.

Reason

She wants to leave a mark and a legacy for her family.

Change influencer

Business Model, Personal Development and Finance Training

 Nomathemba Mthethwa; Marry Masilo;
Christina Modigoe; Christina Siwisa

Implementation

Formed a support group and they meet 1 Saturday a month

Reason

Support each other in their personal growth; business development and hold each other accountable.

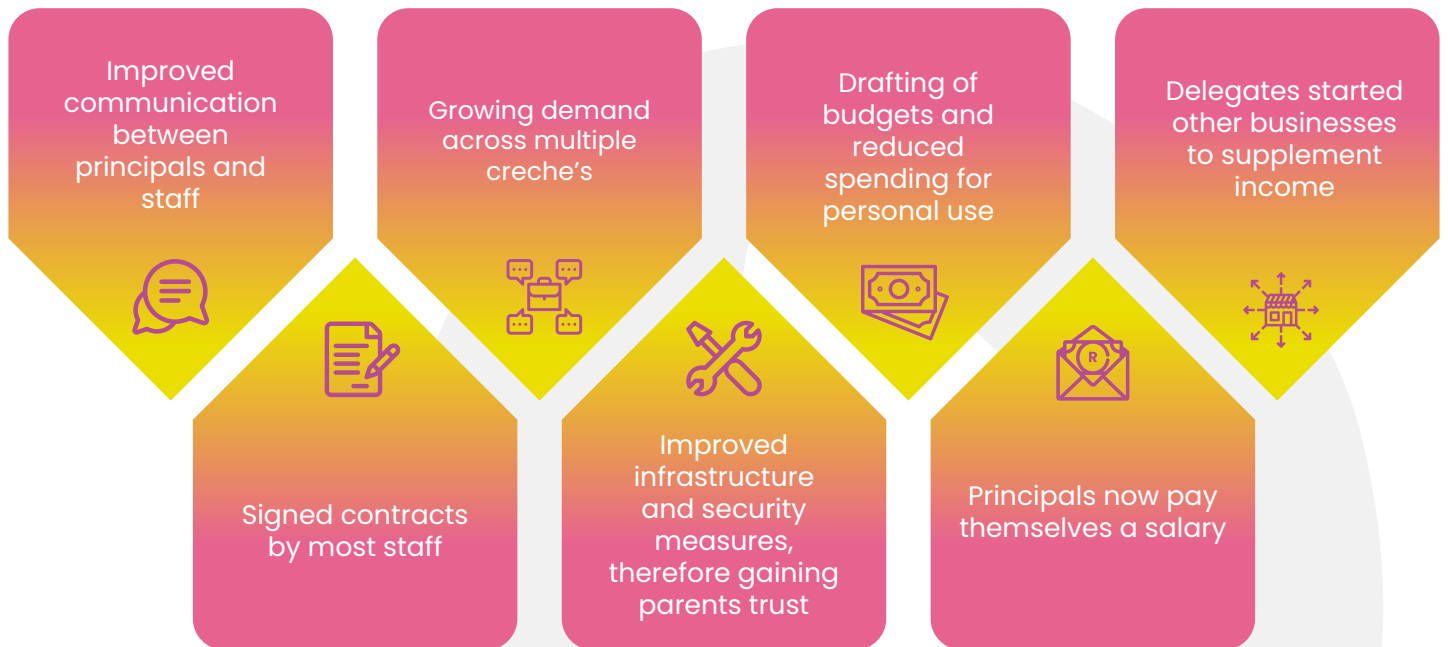
Change influencer

Personal Development & Storytelling

Impact Measured During Training



Post Training Evaluation



Impact on the Business Owners



Mary Masilo
Owner of Reneilwe Lerato ECD

[Watch Mary's story](#)



Lydia Nyathi
Owner of Dream Kids ECD

[Watch Lydia's story](#)

A note on the Covid-19 Pandemic Impact

The covid-19 pandemic brought many challenges to the project and to our participants. The positive news is that they did not give up and we pivoted our support.

We are proud to report that 21 businesses are all still operational (as of March 2021) – albeit with lower student numbers.



We moved to online training,



Gave them access to data
– so they could continue
learning,



Introduced weekly calls,



Had activities on WhatsApp,



Arranged food parcels
through the efforts of our
Analyst, Mokgadi Molopa



Encouraged the women to
create peer support
systems,



Provided Makro vouchers
to assist when schools
re-opened



Provided psychosocial
support (when needed)
through our partner NCVT,

Impact based on the Sustainable Development Goals (SDGs)

NO POVERTY



By providing this program to the women of communities like Diepsloot (free of cost), we are giving them a chance to empower themselves, the youth, and their communities financially, mentally, and emotionally

ECDs provide meals for children which is important in a community like Diepsloot.



ZERO HUNGER

GOOD HEALTH AND WELLBEING



The programme design also had a health and wellbeing focus. We had regular personal development and storytelling sessions. We included training on “how to identify child abuse” – conducted by a social worker from NCVT – who supports this community. We also had a nutritionist and healthcare practitioners run workshops with the group.

The programme specifically chose to focus on women due to the deep-rooted gender inequality issues that are present in communities like Diepsloot. Furthermore, most ECDs/creches are women-led



GENDER EQUALITY REDUCED INEQUALITIES

Impact based on the Sustainable Development Goals (SDGs)

DECENT WORK AND ECONOMIC GROWTH SUSTAINABLE CITIES AND COMMUNITIES



We were very deliberate in our design by partnering with and supporting the local community. Project AU did the following:

- We hired an unemployed youth from the community as a community analyst
- By partnering with NCVT (non-profit) we were able to help them subsidise a salary of one of the employees
- We partnered with a local catering business to provide lunch for the women during the training sessions
- We ran majority of the training in the community renting equipment and facilities from local suppliers
- We were deliberate about showing the participants other business opportunities to help them create alternative streams of revenue
- All our trainers were SME companies



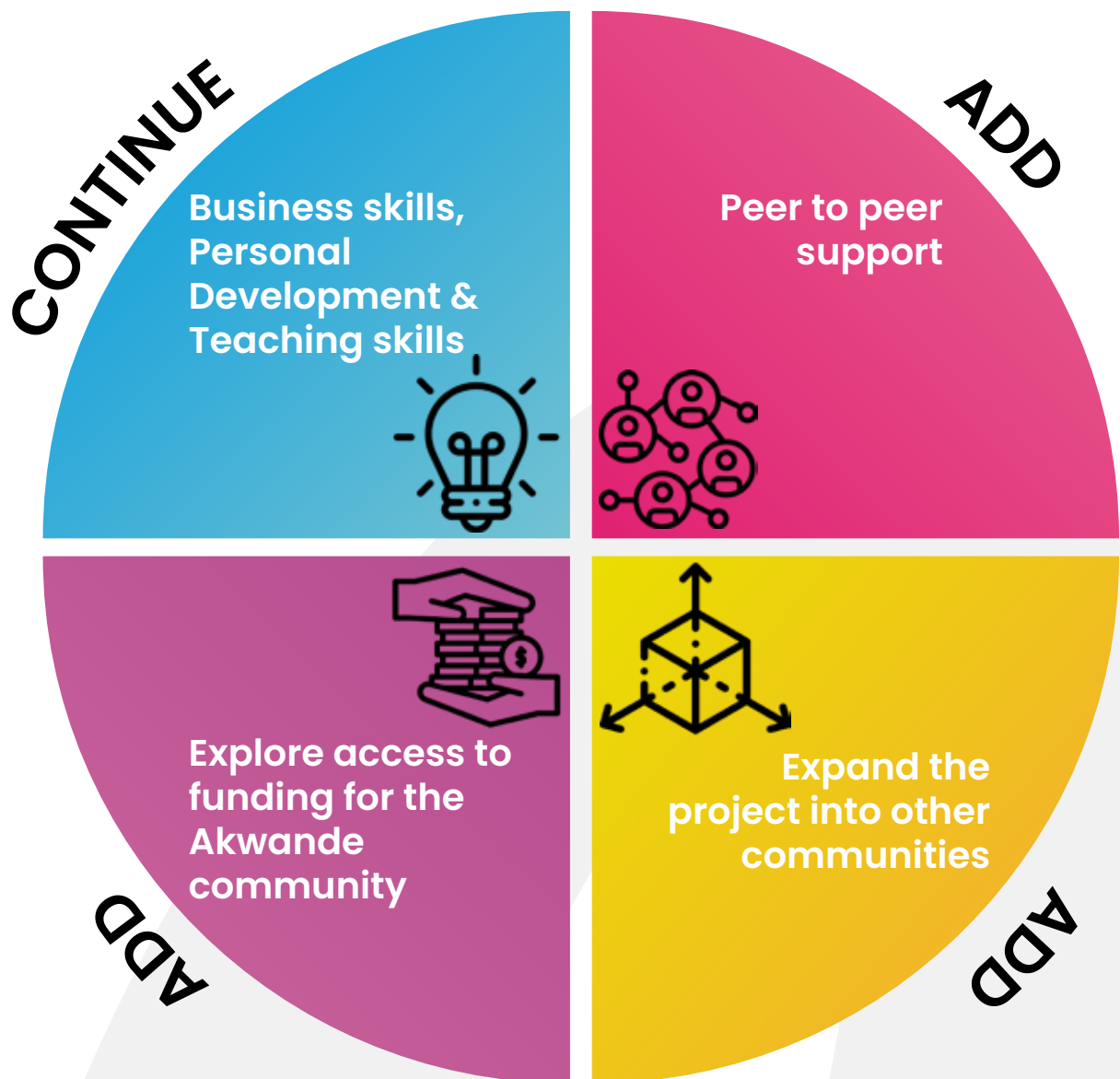
PARTNERSHIPS FOR THE GOALS

The success of this project would not have been possible without the right partnerships. We partnered with the following organisations:

- Pampers & P&G RSA Trading (Lead sponsor through their Supplier Development Support)
- NCVT (non-profit) for the community liaison and project management
- Diepsloot Police Station for meetings and training space
- New Ministries Church for training space
- Riversands Incubation Hub for training space (sponsored)
- BSSA for training (subsidised training)
- Wela Productions for content creation (sponsored)
- Learning Sims for training

Project Going Forward

The success of the project has inspired us to expand to other communities and also extend the period of support for our delegates. We aim to create a fellowship; encourage peer to peer support; as well as explore funding opportunities to help these creches access grants and other support.



Akwande Ukukhanya Project Team

The success of the project was due to our hard-working and focused team. We would like to thank them for all their hard-work and dedication.



Nokwazi Mzobe
(Matoyana)
Project Lead



Lethu Dlamini
(NCVT)
Project Manager



Portia Ngcobo
(NCVT)
Community Liaison



Mkgadi Molopa
(Matoyana)
Community Analyst

Our Training Team

Our training service providers where handpicked for their ability to take quality content, and make it accessible to our target market. We also were deliberate about finding small businesses to help us do this.



Zanele Nkosi



Lesedi Mogoathle



Sisanda Ntshinga





Matoyana is a South African entrepreneurship development consulting firm based in Johannesburg, that assists and supports small and medium enterprise business owners to run successful and sustainable businesses by focusing on creativity, innovation, and problem-solving.

Matoyana believes in making entrepreneurial knowledge accessible, so people can solve their problems and create their opportunities.

Contact us



www.matoyana.co.za



www.Akwande.africa



info@matoyana.co.za



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