THANK YOU.

Small Actions. Big Change.

YOUR IMPACT
It’s been such an action-packed year at Elevate. In this report, we shall assess the year’s operations, the stewards and beneficiaries of the different projects, performance update, audited financial statements which shall be concluded with an outline of future prospects for the upcoming year, 2020.
WHO WE ARE.

Elevate Creative Apprentice Program is a program run under era92— a social entreprise training and employing young adults from slums. The program gives young people the opportunity to develop digital and entrepreneurial skills they need to create positive social change.

Modeled as a creative service agency, our projects teach design thinking, art, multimedia, tech and communication skills to give young people the technical and leadership tools they need to compete in the job market. Era92 offers studios and mentorship in 3D design, printmaking, painting, photography, coding, graphic design, film and animation.
OUR MISSION
To empower and up-skill youth in underserved communities in preparation for jobs and entrepreneurial opportunities, to become the next generation of digital talent in Uganda.

OUR VISION
To see that every young person in Uganda has the skills and the opportunities they need to dream, believe and achieve.

OUR VALUES
- Creativity
- Innovation
- Integrity
- Collaboration
- Empowerment
- Christ Centered
SERVICE DELIVERY MODEL
Service Delivery Model

**Recruitment**
- Community outreach programs in Kosovo
- Involving them in our charity programs
- Reaching and engaging youth experiencing poverty

**Training & Skilling**
- Social-Emotional Skills, Self-Activation, Workplace Competencies

**Resource Support**
- Elevate Hub – a research and study center
- Computers and software
- Internet, furniture, and cameras

**Placement**
- Web Design, Graphics Design, Photography
- Given internship placements in other companies
- Retain a selected few
- Use network to pitch their work to potential employers

**Retention**
- Apprenticeships
Every year we have run this program, I am blown away by the dedication and support we receive. It only gets bigger and better. We have graduated hundreds of students over the years who are currently developing digital products for individuals and organizations around the world. For many, these skills aren’t accessible, and the lack of access creates barriers to opportunity and employability. We have made great strides in trying to break barriers this year.

Our program is designed to meet the needs of underserved youth and communities they come from and I can confidently confirm that has been achieved to a greater extent this year.

We’ve spent the year better addressing the challenges students face after the training period is complete. Together with our partners, we have co-created solutions that are tailored, relevant and impactful. We have expanded our program to accommodate more realistic styles of learning and our number of tutors and students enrolling in the program this year has tremendously grown.

Our team has done a great job and we will continue to do so until dependency is eliminated and self-sustainability for the youth is realized. In the years to follow, we’ll continue to learn and evolve in order to make measurable progress against our mission. Yet, to achieve our goal, we need your help to lend your skills, innovations and ideas to this work. Be ambassadors. Create with us. We need collective action to ensure every young person has the skills they need to create their own future. I believe era92 elevate can be the spark that unlocks potential in the lives of underserved youth in Uganda.
We all live in the digital world today. Everything is tech today and it will continue to grow and expand and take over many industries in the years to come. I am so happy that the elevate program is there to empower the youth with digital and entrepreneurship skills. Joining era92 was an honour because I didn’t think I had the qualifications.

We have had a lot of challenges over the years for example, our rent increased having moved to a better location for our offices in Lunguija. We also did not have permanent tutors in the beginning. It was hectic to look for affordable trainers but luckily in the end, we acquired a partnership with Impact Nations who lent us tremendous support financially.

Rent burden was taken off of us and managed to hire a permanent tutor for every course we offer in the program. We went on to recruit 25 students for the first cohort but only graduated 15. Many of the students are from the slums of Kosovo and they are the bread winners of their families so a number of them pull out of the program because of those challenges but we continue to strive to encourage more and more youth to realize the importance of this program so that they can stick to it no matter what.

I extend my gratitude to our partners era92 Creative, Levixone Music and other supporters, they are the sole reason we are able to run this program smoothly. You have transformed lives in ways you could never imagine. We are grateful for your unending support and look forward to walking this journey with you for the coming years.
WHAT WE’VE ACHIEVED THIS YEAR
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The program rolled out this year in June with 30 students being taught (3) three times a week for (5) months. The program was successfully kicked off in partnership the Impact Nations. We have had two graduations – one in October and the other in November. Our achievements this year include:

101/2moro Alive

This year, we incorporated the 101/2moro Alive program aimed at teaching the youth Life and Professional Skills and Personal Finance. The students learned how to draw vision boards and make focused life plans. The program aims to reach 101 students by the 30th of June, 2020. It rolled out this year with 30 students being taught once a week for 8 weeks. In partnership to kick off the program was the Rotary Club Acacia Sunset and the Rotary Club Kampala Metropolitan.

Elevate Hub

We also successfully completed the Elevate Hub – a research and study center for our students aimed to enhance their knowledge beyond what is taught in class.

Internship Program

We managed to get more space to train students, this year, we got our first fully financed internship program that gave us a go-ahead to send out our students to varied companies and learn how the working world operates.
era92 2Ds

We introduced for our last cohort of the year a project called “era92 2Ds” – a two days startup that equips young people with entrepreneurship skills and knowledge. On the 22nd to the 23rd of November, the era92 elevate team took on 40 youths from the different areas while tutoring them through the stages of formulating good business ideas, writing proper business plans and guided them on individual practical approaches of how to execute these plans.
Rukundo Elvis

It is Ann Muhangi, one of the mentors of the 101/2more Alive program who told me about Elevate. I opted for web design. We were very few in the class which made it even better. I learned a lot and it has definitely changed my situation for the better.

I am not struggling financially as much as I used to. I can buy myself some essentials because of what era92 has done for me. I feel as though I’ve been given a second chance at life, new doors have opened for me that I never thought would ever open. I want to inspire my friends and family members and to get out of there because everyone deserves a real shot at life.

Kato Damian

My mother was already enrolled in a project under 92hands so she told about the apprenticeship program and encouraged me to join. I enjoyed web designing class. I like the environment here, you fit right in because everyone you see is in the same age bracket so it even makes learning easy.

When you are living in the slums, all you see around you is struggle and hopelessness until people like Elevate come around. Without them, I would not be where I am and I am determined to make something of myself. I don’t want to let anyone down. I am eternally grateful to era92 and all the people involved in running this program.

Ssenyonjo Karim

I opted for graphics design because I have a background in ICT so I thought that would give me an advantage. I discovered Elevate through my sister who worked at era92. I enrolled for class from August and graduated on 17th November. I loved the class it was really cool. It’s the best class ever. I share the posters I make on social media so I hope to get clients on board through that and through my friends.

I come from an alcoholism and drug abuse past. My life was just unproductive and unadmirable. Era has given me a second chance to revamp and get back on track to living a good life and I will live up to be a testimony to my younger self and everyone who saw me back then. I wish every young person can get such an opportunity and become responsible people.
A message from the trainers

Web Design Tutor, Ogwal Emmanuel

The Web Design class ran for about 2.5 months under my tutorship. I took over the class from a colleague called Bill who could not continue due to personal reasons.

every day i kept seeing my self in these young lads, there is a big difference from because i come from a background that is far better than theirs but i realised the brilliance is only as good as mine, but they are even more resilient and willing to overcome any barrier that comes their way

The program coordinators did a good job ensuring that the students always had the resources i.e. internet and computers to use to learning. This to me is the best Job i can ever have in my life, helping these young people break the barrier and cross over to go and fulfill their dreams.

Graphics Tutor, Herbert Wanzala

I have enjoyed both cohorts that we’ve had this year. I am proud of how far we have come as Elevate and honoured to be a part of the team influencing positive change.

Most of the students were fast learners and eager to improve. They were passionate and have the self- drive. They have acquired the skills that can enable them compete in the market. Graphics is a practical skill that is sought out by so many brands and is well paid.

I have no doubt they will do well with the knowledge they’ve attained.
RECOMMENDATIONS
for future classes:

- The program manager should actually encourage the students to keep practicing even beyond the training period as the students are only as good as the last project they worked on.
- Program manager should try and encourage a larger number of students to take the classes to increase collaboration
- Unsteady internet and power affected many of the classes so I hope that will be worked on.
- Enough time should be allocated to the next phase because I had only about 10 weeks to teach fundamentals plus doing a simple project.

LESSONS
LEARNT IN 2019

- Four months become became tight as the trainers rushed some course content to catch time.
- We had requested our students to contribute to the sustainability of the program, they still failed to do so, though some contributed.
- We are going to strengthen the screening processes, as we have had some students switch courses and 2 of them became less interested as the course became harder.
- From the beginning we are going to split those who are just going to get skills and those who are aspiring to become entreprenuers as we have had some students burn with ideas even before the course ended but they couldn’t quit, so in the screening process we are going to add a section for entreprenuership
- We have learnt that giving out loans in hard cash to young entreprenuers is risky because they tend to use the money in other things, so we believe an environment for entreprenuers that has everything they need to start their idea is more ideal than hard cash.
- Some Students
PARTICIPANT IMPACT

Who comes to Elevate

Our participants in the Elevate program are strictly youth between the ages of 18-25 who are knee deep in poverty or are extremely financially challenged to change their situation all by themselves. We mostly recruit from the slums of Kosovo where we run our community outreach programs but other struggling youth from across the country are given placements too. It is through the apprenticeship program that these youth gain a clear sense of purpose, self-confidence and growth.

They are motivated to do better when they see how well their peers who have graduated from the program are doing. We go beyond typical class environment, beyond the technical aspects of teaching to engaging them in learning soft life skills that can give them a head start in navigating the real world. We have a well- defined program and projects under it that ensure accrued skill and self- sustainability for each of the students.

EMPLOYMENT IMPACT

81.7% Completed the Program and found further success
40% Became freelancers
16.7% Found permanent Jobs at era92 & other Organizations
10% Have gone on to start small businesses
15% Have gone on to receive higher education

GENDER & AGE:

21 Average Age

90% Boys
10% Girls
Expenses Breakdown

- Computer Hardware & office Supplies
- Outreach Activities
- Housing
- Payroll (Salary & Wages)
- Internship Fees

Financing Activities

- Donations from Impact Nations
- era92 creative
CASHFLOW

Overview

Cash Inflow

UGX 82,547,200

Cash Outflow

UGX 82,502,600

Net Cash Change

UGX 44,600

as of 2019-12-12
How to TAP into our HUMAN RESOURCE

Having trouble finding the right candidate?

The world is becoming digital every company is becoming a media house, or a tech company in some way and these are the skills they need on daily. You may be overwhelmed with who to pick and who shall stick. Our candidates come from struggle. They have seen the worst so they are highly motivated not to look back.

They understand more than anyone else what it means to grab an opportunity, to make the best out of yourself.

They are hungry to do better; they have the talent and professional skillset that any employer would need.

GIVE

How you can MAKE A DIFFERENCE

What we do as Elevate is provide a pathways to possibilities for these young boys and girls.

We equip them with the skills and knowledge as a head start in trying to improve their living conditions but we can only go so far. When you help us go further in educating or provision in kind or in cash, you transform lives for good.

Hold a hand today and help donate through our online donation form. Here's the link below.

https://era92elevate.org/invest-in-youth/
WHAT DOES 2020 LOOK LIKE FOR US

The goal is always to grow in what we do and impact more lives. Expansion means creating wider learning spaces and covering more ground in reaching to youth in dire need of this program. Some of our future plans include:

- We are making our intake longer adding one month making it 5 months
- Getting on board more mentors & tutors for the program in order to accommodate the growing numbers.
- Acquiring more equipment for the Elevate Hub i.e. 2 computers and furniture.
- Redefining the courses to make them more productive and enjoyable.
- Introducing Peer to Peer learning as young people want from each other.
- Conducting more workshops to enhance students’ abilities as a way to combat the issue of time allocated to the core classes.
- Start aggressive marketing for the “Give Work Campaign” to enable students acquire self-sustainability after studying and sustainable income
- Reaching out to more slums in Uganda in order to impact more youths in Uganda. - We are going mobile
We are developing a Startup Hub, to help our graduates have a safe environment to build their start-ups and also start their freelancing careers.

Objectives:

1. Launch or Grow your Business with era92 Startups
2. Provide a Safe environment for young people to start their small businesses
3. Develop the Key skills and knowledge young people need to start, fund and scale their businesses.
4. Incubate Ideas for young people
5. Provide funding to viable ideas for young entrepreneurs
6. Provide Mentorship to provide young adults with their business ideas with dedicated, relevant advice and support they need to make the most of their Start Up Loan.
7. Setup a Business Development Hub / Workstations
8. Brand Creation; From research, concept, creation and marketing – our designers will reshape your brand to drive customer awareness on all platforms.
9. Strategic Planning for young entrepreneurs

BUSINESS DEVELOPMENT CENTER

We have 12 Students that qualify to receive start up loans this year, but in our discovery we have got to learn that the reason why most young entrepreneurs fail, is because they lack the community, support and a conducive environment to make their ideas come a reality, that’s why we have set out to establish a startup hub for all our graduates where they can come, collaborate and make their ideas come a reality.

Every graduate will receive $500 Loan that they will pay off after

- The Hub will comprise of 6 Working stations designed for co-working.
- Internet, Software that our entrepreneurs will need to work on their business
- Business Development Manager to help students develop and implement their ideas
- The Hub will comprise of a Career development manager to help those ones that are being placed into employment
- The center will have a meeting room, and a place to hold events and workshops
- The startup hub will also help other aspiring entrepreneurship at a cost

INCUBATION

The Business Development Center provides a forum for brainstorming and refining business ideas; business services, such as space, accounting, payroll, marketing, legal advice for start-ups. Specialized and sophisticated consulting services—connect to network of experts in IT, financial instruments and transactions, HR, Marketing, manufacturing and many more.
As we elevate in 2020, we are starting a new initiative that will help us scale our impact across Uganda and reach out to other marginalized places and equip more vulnerable girls with digital skills.

**Digital Skills**
- Coding
- Graphic Design

In 2020, we are starting a prototype with The Remnant Generation - School of Purpose, where we plan to work with 15 girls, giving us an opportunity to scale our impact to the people that might not make it to our hub in Kosovo.

- The Remnant generation will provide a safe and conducive environment for girls to learn.
- TRG will provide computers to facilitate learning.
- era92 will provide the trainers.
- era92 will provide technical support.

This is our Vision for 2021 and more years to come for us to scale the model we have established.

Our established hub has served our purpose very well, with the newly bought computers, our students have had a great experience.

- In 2020, we want to create a better business experience.
- We would love to add more computers.
- We are adding another Classroom to facilitate more.
- We would love to at least buy 1 camera to facilitate learning.
- We are adding 1 extra month for training, making it five months.
- We are increasing the number of girl enrollment up to 50% 50% and partnering with TRG will help make that possible.

**SKILLING UGANDA**

This is our Vision for 2021 and more years to come for us to scale the model we have established.

As we elevate in 2020, we are starting a new initiative that will help us scale our impact across Uganda and reach out to other marginalized places and equip more vulnerable girls with digital skills.
Elevate 2020: 38M Ugx

era92 Startup Hub: 62M Ugx

TOTAL: 100M Ugx

Note: Budget Breakdowns Attached in excel
YOUR IMPACT