



MSA LEAD

Leading Entrepreneurship
for African Development

MSA LEAD FELLOWS

2016

A MEMBER OF

YouthActionNet®
AN INITIATIVE OF THE INTERNATIONAL YOUTH FOUNDATION



**MONASH
SOUTH AFRICA**

THE
WORLD
CLASS



LAUREATE
INTERNATIONAL
UNIVERSITIES

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FOREWORD



Bill Reese; President & CEO: International Youth Foundation

Big changes start small. From a moment of inspiration, a bold idea is shaped and reshaped into a time-tested solution.

Big changes start small. From a moment of inspiration, a bold idea is shaped and reshaped into a time-tested solution.

Driven by compassion and bold ideas, today's young social entrepreneurs are uniquely equipped to lead big changes, and many for the long haul.

The 2016 MSA LEAD fellows are no exception, with social ventures that are results-based and impact driven.

Among their innovations, these young founders are using spelling bees and read-a-thons to improve literacy among underserved primary school students, equipping disadvantaged youth with the skills needed to succeed in the music industry, making psychological services available in historically disadvantaged communities, and creating platforms that enable aspiring entrepreneurs to pitch their ideas and receive expert feedback.

The exemplary young leaders described here are the newest members of the YouthActionNet® global network of 1,400 young social entrepreneurs in 90-plus countries.

As such, they will benefit from connections to like-minded peers and continuing education opportunities over a lifetime.

Our gratitude extends to Monash South Africa for its stellar work in identifying these pioneering leaders, who will now benefit from the advanced leadership training, advocacy, and networking opportunities needed to achieve long-term impact and scale.

MSA LEAD is part of a network of 23 youth leadership institutes around the world, all actively engaged in this global effort to advance the role of youth-led social change.

Fifteen of these programmes are hosted on the campuses of institutions in the Laureate International Universities network.

Their efforts are reflected in the more than two million lives impacted by YouthActionNet® fellows annually - a number that will grow exponentially in the years to come.

We wish the 2016 MSA LEAD fellows every success in achieving their goals and look forward to the big changes that lie ahead!

**William S. Reese
President & CEO
International Youth Foundation**



**Note from Sharad Mehra, Chief Executive Officer and
Professor Alwyn Louw, Academic President**

These young visionaries are a powerful force that will shape the future of the continent and the world.

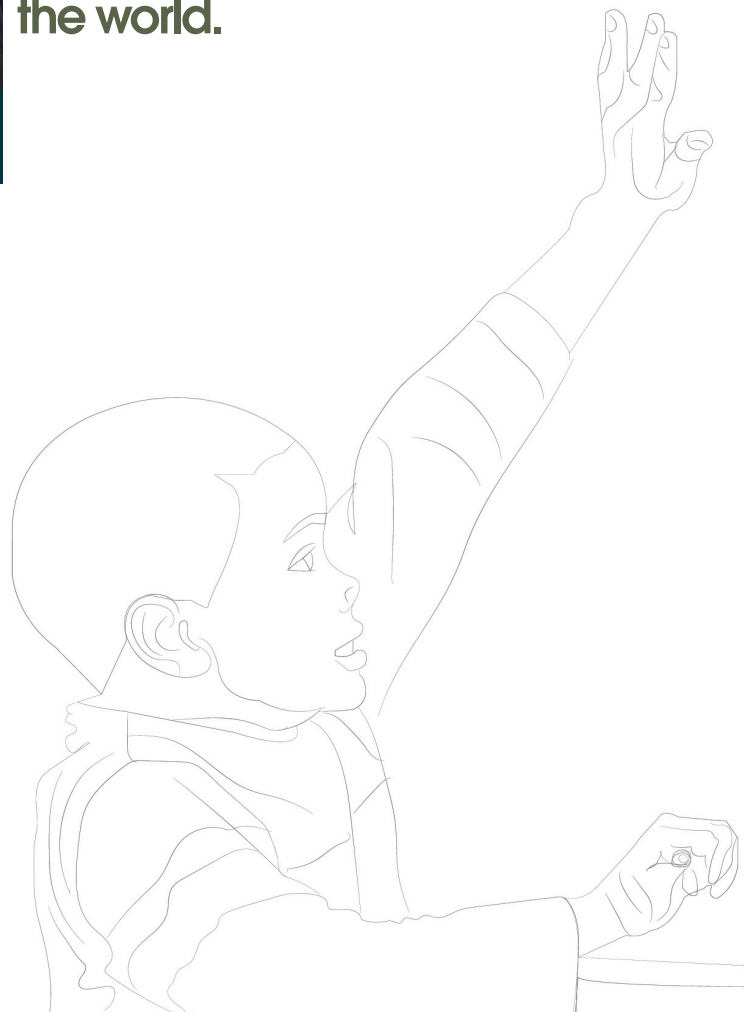
Monash South Africa (MSA) is proud to launch MSA LEAD (Leading Entrepreneurship for African Development), the first YouthActionNet® local institution in South Africa. MSA LEAD represents a generation of passionate young leaders from across South Africa that are pioneers of innovative solutions addressing some of the country's most urgent social challenges.

We would like to thank and acknowledge our partners; the International Youth Foundation and Laureate International Universities. Together we support the MSA LEAD fellows by equipping them with skills, resources and networks necessary to maximise their contributions in society.

Community Engagement is a key strategic focus area at MSA. It reaffirms our commitment to drive growth and development in South Africa and Sub-Saharan Africa through social change. Through MSA LEAD we actively seek opportunities and create platforms for our students and staff to channel their knowledge and experience to create relevant and substantial impact on our world.

Congratulations to the remarkable 2016 MSA LEAD Fellows! These young visionaries are a powerful force that will shape the future of the continent and the world.

**Sharad Mehra, Chief Executive Officer,
Monash South Africa
Professor Alwyn Louw, Academic President,
Monash South Africa**



ABOUT MSA LEAD

Monash South Africa (MSA) launched MSA LEAD in 2016, a fellowship programme for young social entrepreneurs between the ages of 16-29 years old. The programme is the result of a global partnership between MSA, Laureate International Universities and the International Youth Foundation (IYF). The programme identifies and supports young South African social entrepreneurs from across the country while strengthening the youth social innovation sector as a whole.

The MSA LEAD programme will annually recognise up to 10 youth-led projects that are positively impacting their communities. Each of the winning projects receives US\$2 000 (approximately R27, 000) to support their work.

Fellows also participate in advanced training during a weeklong workshop covering topics such as leadership development, project management, and storytelling.

Membership in a Global Network

MSA LEAD is also a member of the YouthActionNet® global network, a signature International Youth Foundation initiative. Since 2006, YouthActionNet® has created a global network of national and regional youth leadership institutes of which MSA LEAD is one.

Today, that network spans 23 institutions from Australia to Spain, Brazil to Nigeria.

To learn more, visit msalead.msa.ac.za.

About Monash South Africa

The impressive, state of the art MSA campus in Johannesburg is dedicated to support South Africa and the continent to meet its diverse economic and educational needs by producing graduates that are internationally recognised.

MSA has four schools: Business and Economics, Health Sciences, Information Technology and Social Science and a one-year Foundation Programme with the option of articulating into the MSA undergraduate degrees.

Founded by Monash University, MSA became the first institution in Sub-Saharan Africa to join the Laureate International Universities network in 2013, which has a presence in 25 countries, serving over 1,000,000 students globally across more than 70 institutions and online.

To learn more, visit www.msa.ac.za.

About Laureate International Universities

Laureate Education, Inc. is the largest global network of degree-granting higher education institutions. Laureate institutions offers high-quality, career-oriented undergraduate, graduate and specialised programmes in a wide range of disciplines including degrees in business, medicine, engineering, design, education, law, hospitality management and dozens of other fields.

Laureate believes society is best served when its students, faculty and entire network use their collective skills and experiences to create positive and enduring change. This commitment is best expressed through the company's philosophy of being 'Here for Good' and is represented by its status as a certified B Corporation® and conversion in 2015 to a U.S. Public Benefit Corporation, a new class of corporation committed to creating a positive impact on society.

To learn more, visit www.laureate.net.

ABOUT the International Youth Foundation

The International Youth Foundation (IYF) invests in the extraordinary potential of young people. Founded in 1990, IYF builds and maintains a worldwide community of businesses, governments, and civil society organisations committed to empowering youth to be healthy, productive, and engaged citizens.

IYF programmes are catalysts of change that help young people obtain a quality education, gain employability skills, make healthy choices, and improve their communities.

To learn more, visit www.iyfnetwork.org.

About YouthActionNet®

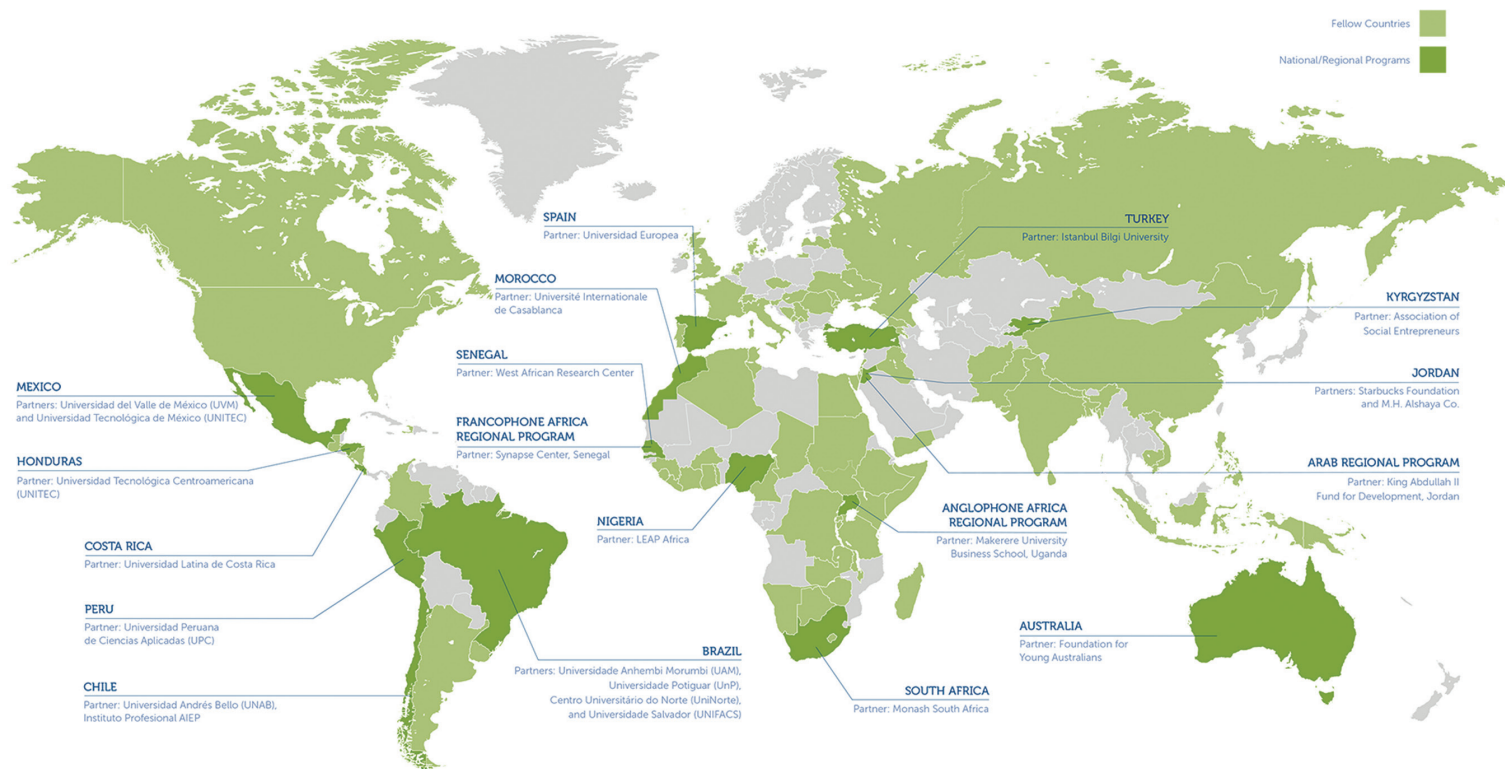
An initiative of the IYF, YouthActionNet® pursues a bold mission: to strengthen and expand the impact of youth-led social ventures around the globe. Over 15 years, they have created one of the world's largest networks of young social entrepreneurs comprising over 1,400 young leaders in 90 countries.

From using bicycles to empower low-income youth with job skills to leveraging the power of technology to prevent the spread of disease, YouthActionNet® fellows have pioneered innovative solutions to some of the world's toughest challenges.

To learn more, visit www.youthactionnet.org.



YouthActionNet® INSTITUTES



YouthActionNet®
AN INITIATIVE OF THE INTERNATIONAL YOUTH FOUNDATION

INNOCENTIA



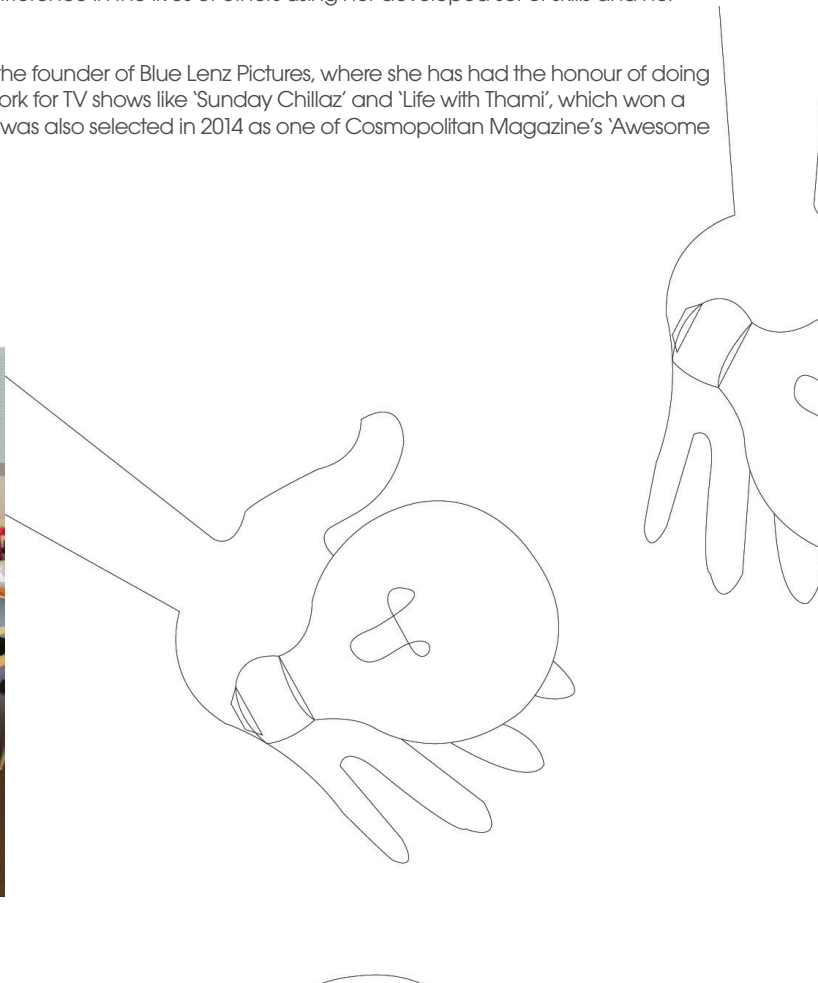
Innocentia Mthembu, 28
Founder of Show Time Film Club

28 year old Innocentia Mthembu is the founder of Show Time Film Club, based in Johannesburg. Show Time Film Club is an exciting videography programme aimed at school learners that strives to positively affect the next generation through the medium of filmmaking.

Innocentia's turning point came when she saw the need for extra-curricular activities in disadvantaged communities where the youth needed empowerment. Show Time Film Club's core aim is to provide relevant, future-focused skills within a caring, fun environment based on film education. The programme's motto is "Discover your potential".

Innocentia studied video production at Boston Media House, with the dream of one day producing children's programmes that uplift and spark a move to action. She is passionate about making a difference in the lives of others using her developed set of skills and her talents.

Innocentia is also the founder of Blue Lenz Pictures, where she has had the honour of doing post-production work for TV shows like 'Sunday Chillaz' and 'Life with Thami', which won a SAFTA award. She was also selected in 2014 as one of Cosmopolitan Magazine's 'Awesome Women'.



JOSEPHINE

Josephine Koketso Mbewe is 22 years old and is the co-founder of Youth Leadership Investment Network (Pty) Ltd. Born in Hammanskraal, Josephine was raised by her mother and grandmother.

Her life was greatly influenced by her mentors from her school environment. Youth Leadership Investment Network (Pty) Ltd is driven by Josephine's desire to serve the youth positively. They are a social entrepreneurial organisation that hosts themed conferences, empowerment camps and workshops addressing the day-to-day challenges that young learners face.

The venture is focused on youth mentorship, empowerment and soft skills development. Josephine has always been a leader; in her school career she was involved in debating, writing and public speaking.

At age 15 she won the 2009 'Post Office National letter-writing competition', which resulted in a school hall being built and named after her - the Koketso Mbewe Centre.

Josephine served as president of the SRC in her matric year, as well as obtaining five distinctions and receiving a full bursary. She is currently studying a degree in Chemical Engineering at the University of Pretoria. Josephine is also a 2016 'MINDS Fellow' and volunteers with two NGOs (WomEng and Pledge a Pad).



Josephine Koketso, 22
Co-founder of Youth Investment Network (Pty) Ltd.





Lebo Mashigo, 26
Founder of NuBreed Music Institute

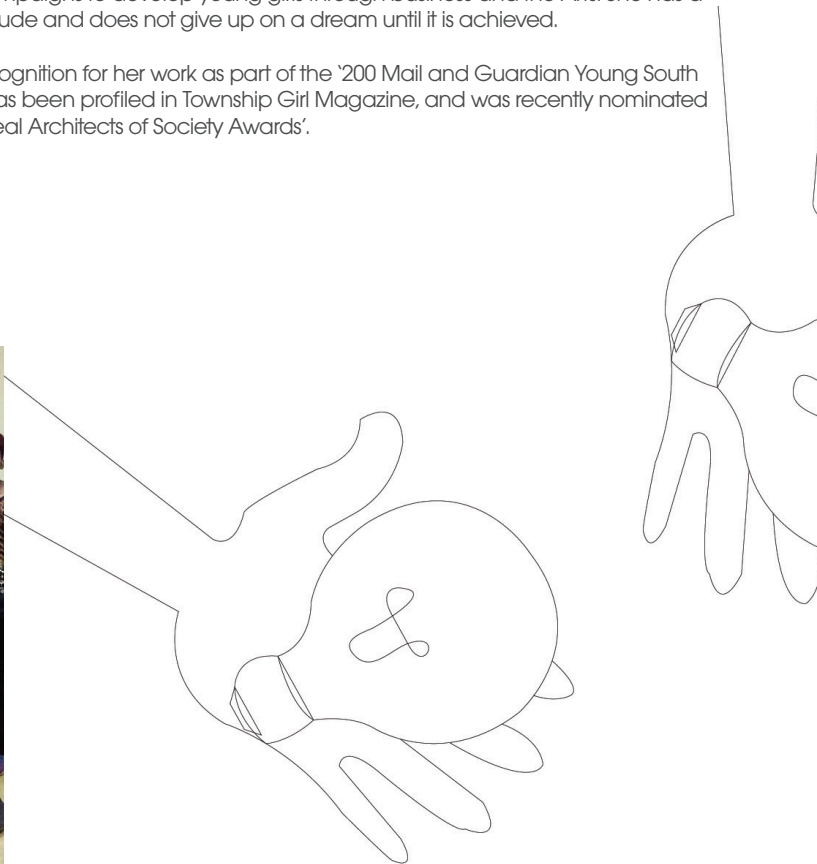
26 year old Lebo Mashigo was born and raised in KwanDebele of Mpumalanga. She is the founder of NuBreed Music Institute. NuBreed is an organisation that provides lessons to young people between the ages of 12-21 in KwaNdebele.

The programme is aimed at young people from the area and aims to instil and develop music and art skills. Nubreed's goal is to train young people who will become professional musicians that can contribute to the industry as producers, composers, and music directors.

Lebo describes NuBreed as "The best employer in the world" - it has been the cornerstone of her dream, and she spends a lot of time and energy supporting the organisation.

Lebo is an ambitious go-getter who believes in the power of team work. She has also participated in campaigns to develop young girls through business and the Arts. She has a 'never-say-die' attitude and does not give up on a dream until it is achieved.

Lebo received recognition for her work as part of the '200 Mail and Guardian Young South Africans' in 2016, has been profiled in Township Girl Magazine, and was recently nominated for the 'Women: Real Architects of Society Awards'.



LWANDI

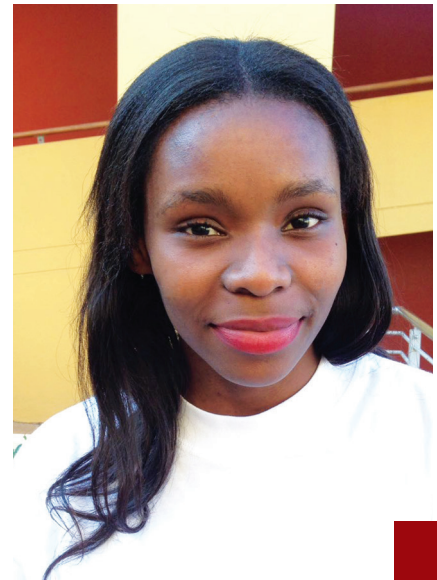
Lwandi Victory Sokhanyile is 20 years old and is the co-founder of the L5 Global Movement based in Zandspruit, Johannesburg.

The L5 Global Movement works in empowering the youth in this informal settlement by providing basic needs for vulnerable youth and also supporting them through values programmes.

They provide food and clothing for those in need and conduct drug abuse programmes to empower the community. Their main aims are to restore important values within families and communities and create jobs for the youth.

Lwandi's youth programme aims to inspire young people to create future goals and to make the most of themselves. Lwandi is passionate about motivational activities and her studies.

She is currently a second year International Studies and Economics student at Monash South Africa. She loves to socialise, learn as much as she can from everyone she meets and believes that there is greatness in every person. She believes in bringing out the best in all people she encounters.



Lwandi Victory Sokhanyile, 20
Co-founder of the L5 Global Movement



SHARON



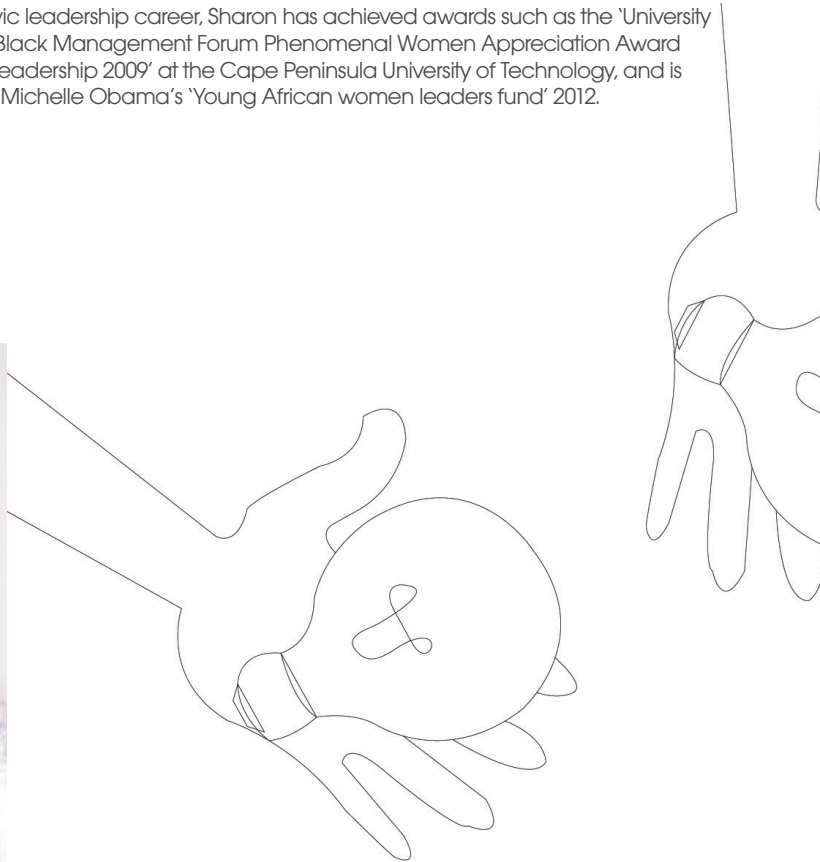
Sharon Rapetswa, 28
Founder of New Dawn Foundation

Sharon Rapetswa is a 28 year old from the Limpopo Province. She is the founder of New Dawn Foundation, which operates in Dendron, Limpopo. New Dawn Foundation seeks to promote literacy and learning in the Limpopo Province with programmes including a Spelling Bee and a Read-a-Thon.

The aim of the organisation is to assist and enable primary school children to read by the 7th grade. Sharon is a leader and a self-starter. She is also a businesswoman, an education enthusiast and a change maker; she is passionate about education, youth development and entrepreneurship.

Sharon's ultimate goal is to one day hold a prominent civic leadership role in South Africa. She is a 2011/2012 alumni of the Community College Initiative Exchange Programme.

Throughout her civic leadership career, Sharon has achieved awards such as the 'University of Johannesburg Black Management Forum Phenomenal Women Appreciation Award 2013', 'Women in Leadership 2009' at the Cape Peninsula University of Technology, and is also a recipient of Michelle Obama's 'Young African women leaders fund' 2012.



SOPHIE

Sophie Kanza is a 24 year old student from the Democratic Republic of Congo, now residing in South Africa since her family immigrated when she was 3 years old.

She is the co-founder of the Sophie A Kanza Foundation, which she started with her sister Louise. After suffering hardships and having to rely on the goodwill of others, Sophie and Louise started the Foundation as a way of paying good deeds forward.

The Sophie Kanza Foundation aims to unite people from different backgrounds for a common goal: working together using pan-Africanism to spread love and tolerance. The Foundation acts as the 'middle-man' between organisations in need and sponsors. They also recruit volunteers for different projects.

South Africa has become the only home Sophie has known, although she is still very much in touch with her roots and home languages. Sophie is a change-maker, leader, student and believer.

She lives for helping young girls, youth volunteerism, sanitary issues, anti-xenophobia campaigns and letting children be just that, children!



Sophie Kanza, 24
Co-founder of the Sophie A Kanza Foundation



THABANG



Thabang Mabuza, 28
Founder of Lion's Den

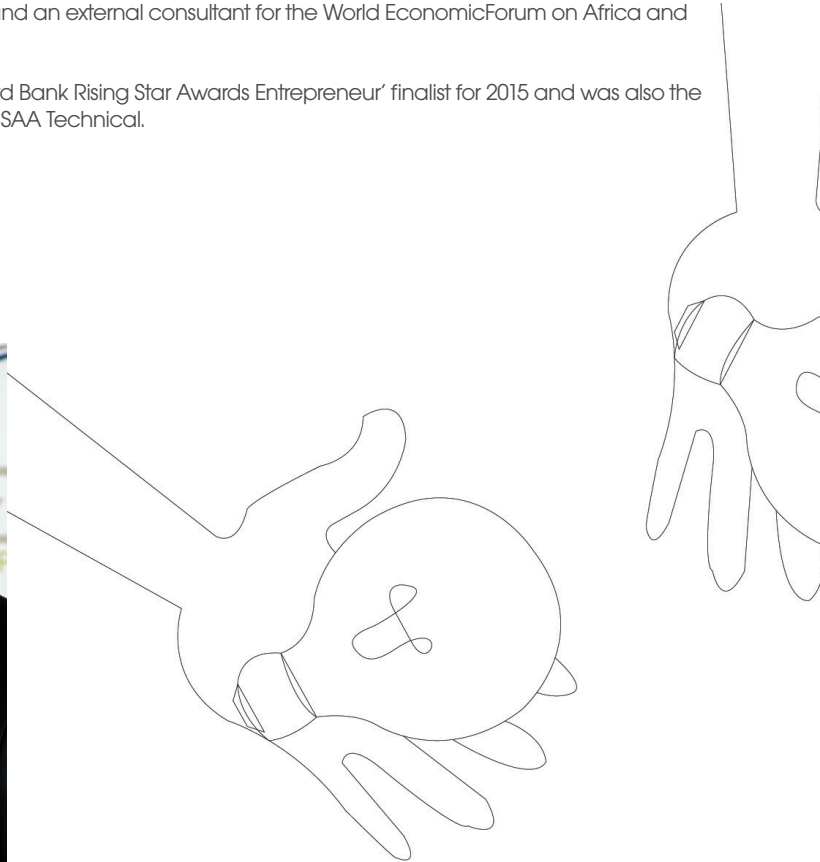


Thabang Mabuza is the 28 year old founder of the Lion's Den, based in Ekurhuleni. The Lions' Den provides support to young entrepreneurs, enabling them to engage in initiatives and contribute to social transformation.

The project provides a conducive platform for young active citizens between the ages of 18-35, who are leading social impact projects within communities, to pitch their ideas and receive feedback from experts and seasoned entrepreneurs.

The Lion's Den runs an annual Career Fair Expo in Ekurhuleni that has impacted over 21, 567 people. Thabang is also the founder of Power 40, Ulwazi and Lion's Den Global where he mentors over 80 social entrepreneurs. He is passionate about creating spaces for young people to collaborate and co-create. He is the chairperson of the 'Nelson Mandela Children Fund' youth club, a 2013 'Brightest Young Mind', an ambassador for a network of 'Active Change Drivers', and an external consultant for the World Economic Forum on Africa and Switzerland.

He was a 'Standard Bank Rising Star Awards Entrepreneur' finalist for 2015 and was also the 'One Day CEO' at SAA Technical.



WINNIE

Winnie Makhwanya is 26 years old. She is the Founder of the Keagile Wellness Development Centre (KWDC) North of Tshwane; a non-profit organisation (NPO) run by four Health Professions Council of South Africa (HPCSA) registered counsellors.

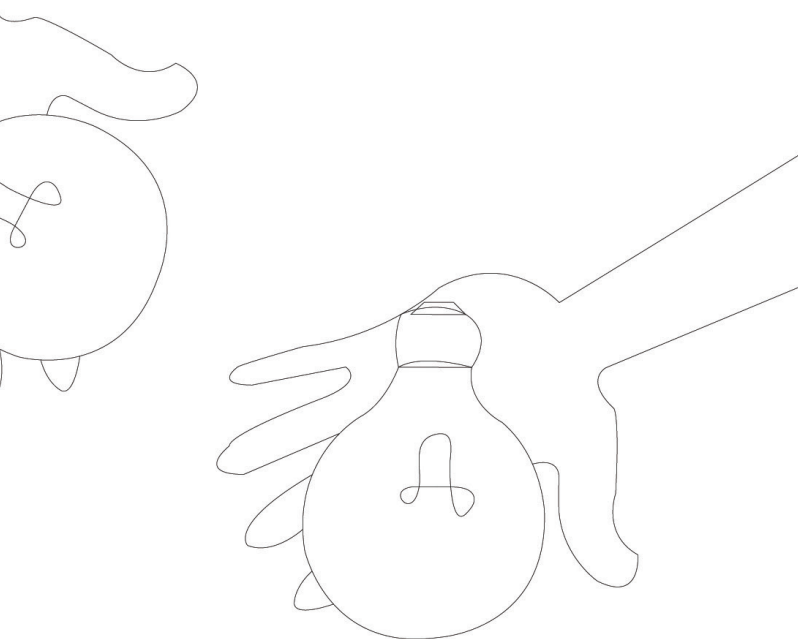
KWDC predominantly focus on the psychological well-being and empowerment of individuals and communities, as well as social and youth development. Winnie makes psychological services accessible to the diverse South African population and provides psychological and preventative interventions that focus on supporting and promoting the enhancement of well-being in community contexts for individuals, families, groups and communities.

Her primary function is to prevent, promote, and intervene on any threats on the well-being of individuals. As a pioneering NPO, KWDC are solely dedicated to the empowerment of youth, particularly those who are vulnerable and come from historically disadvantaged communities.

Influenced by her own experiences, Winnie has a strong passion for youth development, social development and empowering others, and she aims to play an influential role in South Africa. Winnie completed her honours degree in BA Psychology at the Midrand Graduate Institute and is a Psychology Practitioner registered with the HPCSA.



Winnie Makhwanaya, 26
Founder of Keagile Wellness Development
Centre (KWDC)



SITHEMBILE



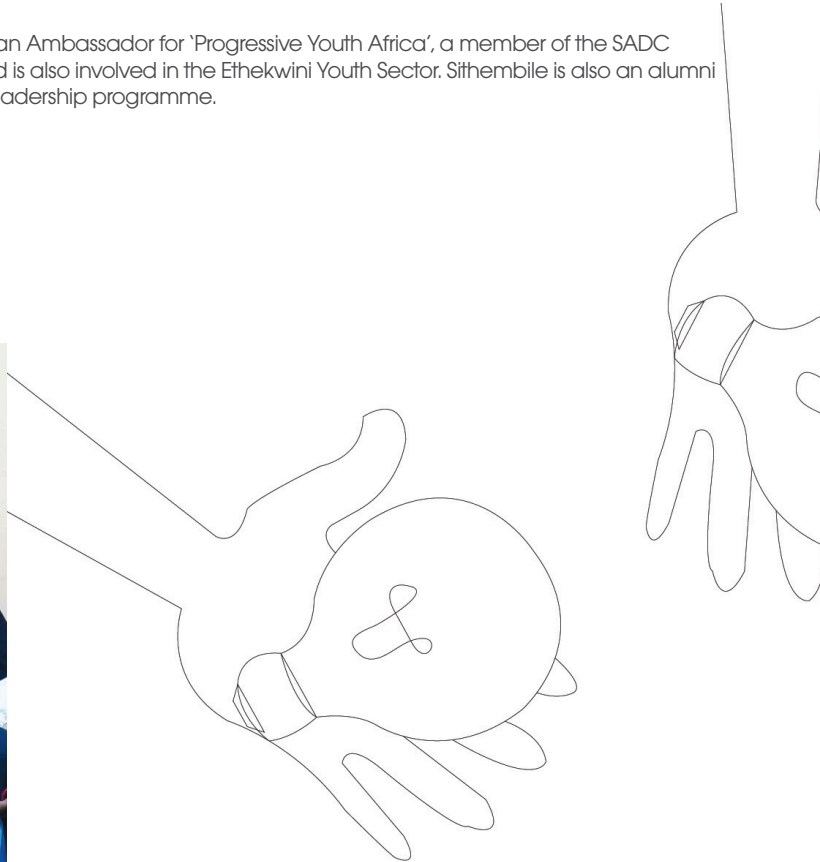
Sithembile Ndlovu, 27
Co-founder of Sithuthukile Pre-School &
Elin'ithuba Non-Profit

Sithembile Ndlovu is the 27 year old co-founder of Sithuthukile Pre-School and Elin'ithuba Non-Profit in KwaNdengezi in Kwa-Zulu Natal. Sithembile aims to educate, advocate, empower, and improve the lives of children and youth in underprivileged circumstances through her passion for social science.

Sithembile lives in Durban and is a Child and Youth Care professional. She obtained a National Diploma in Child and Youth Development in 2015 and is currently studying towards a Bachelor of Technology in Child and Youth Development at the Durban University of Technology.

Sithembile has a Civic Leadership Certificate and volunteers at Pinetown Girls High School to provide counselling and activity programming for the learners. She participated as a volunteer in the 21st International AIDS conference in 2016.

In addition, she is an Ambassador for 'Progressive Youth Africa', a member of the SADC youth network and is also involved in the Ethekwini Youth Sector. Sithembile is also an alumni for the 2016 YALI leadership programme.



PALESA

Palesa Tefu is 24 years old. She is the founder of The Survival Kit (Skit), a project based in Kwa-Zulu Natal and aimed at empowering school learners.

Palesa felt inspired by learners who wanted to know how she succeeded in her matric year and realised that her knowledge would be helpful to others. Palesa now gives motivational talks at schools and helps learners form study groups as well as teaching them how to make the most of educational television programmes.

The Survival Kit itself is a practical product that contains a goal board, a monthly planner, a diary, study guides and affirmations. The logic behind its contents is to help learners manage their time and to set goals that will be visible to them on a daily basis to help steer them towards working harder and more efficiently.

These affirmations assist with tapping into their subconscious minds, changing their thoughts and eventually their attitudes towards school. It is also aimed at trying to increase their confidence, which will assist with improving their marks.

Born in Benoni and now working in Richards Bay as a pharmacist, Palesa is a firm believer in Christ. She is an optimistic, bubbly and outgoing person who believes that life should be lived to its fullest and that all dreams should be made reality. She also believes in investing in the future and does this by gathering information through her hobby of reading.



Palesa Tefu, 24
Founder of The Survival Kit (Skit)

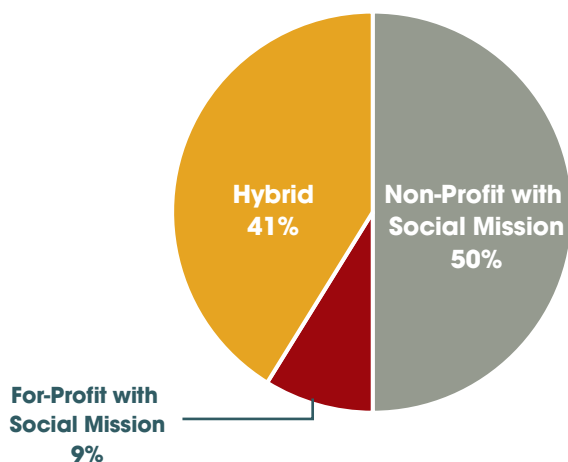


A Snapshot of Youth-Led Social Ventures in South Africa

MSA profiled over 50 young South African social entrepreneurs in 2016, and here are some of the findings.

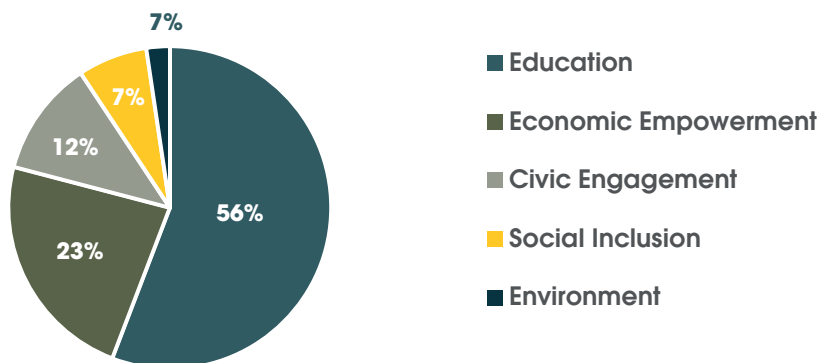
The vast majority of young social entrepreneurs profiled are using a non-profit or hybrid model rather than a for-profit business model.

Business Model



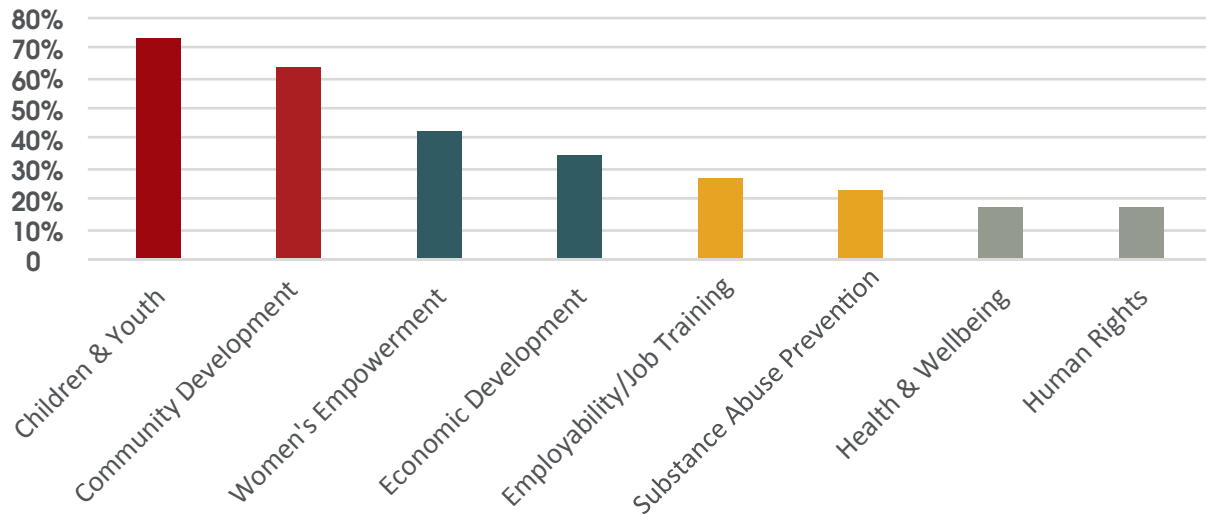
More than half of the social entrepreneurs are seeking ways to create innovation in education.

Thematic Areas



While young social entrepreneurs in South Africa work in a wide range of issue areas, they see children/youth and community development as top priorities.

Top Issue Areas



The average youth-led social venture is engaging 42 volunteers and reaching more than 300 beneficiaries annually.

AVERAGE

NUMBER

ENGAGEMENT & REACH

42



2196

VOLUNTEERS

309



16 054

DIRECT BENEFICIARIES





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