



Educating and empowering Africa's future leaders

EDUCATE! CONCEPT PAPER

Abstract

At the root of the most pressing challenges facing Africa is a lack of socially responsible leadership.

To address this problem, Educate! empowers students to become the next generation of socially responsible leaders who will drive the social, economic, and political development of Africa.

Educate!, a non-profit organization, began by awarding scholarships to refugees in Kyangwali Refugee Settlement, Uganda. The *Educate! Scholarship Students* are empowered through a combination of high quality education, leadership, and mentoring to develop solutions to the challenges faced by their community and country.

The result is clear. The transformative work of the original 22 *Educate! Scholarship Students* in Kyangwali Refugee Settlement – building an orphanage, sending over 30 refugees to school, blanketing their community with 5,000 mosquito nets, impacting the lives of over 9,000 refugees, and giving the people of Kyangwali hope for a better future – is the best testament to *Educate!*'s approach.

Inspired by the success of the original *Educate! Scholarship Students* in Kyangwali, *Educate!* developed a program, the *Educate! Experience*, to empower the next generation of socially responsible leaders across Uganda.

In the *Experience*, high school students across Uganda, called *Educate! Scholars*, complete an innovative two-year leadership curriculum that includes the creation of a student led social enterprise which effectively and sustainably addresses a community need. *Educate! Mentors* teach *Educate!*'s leadership curriculum, guide *Scholars* through the creation of a social enterprise, and build supportive relationships with *Scholars* as the first step to empowerment and ultimately leadership.

In March 2009, 375 *Scholars* led by six *Mentors* at 25 partner high schools across Uganda will begin the first year of the *Experience*.

Mission: *To educate and empower the next generation of socially responsible leaders in Africa.*

Educate!

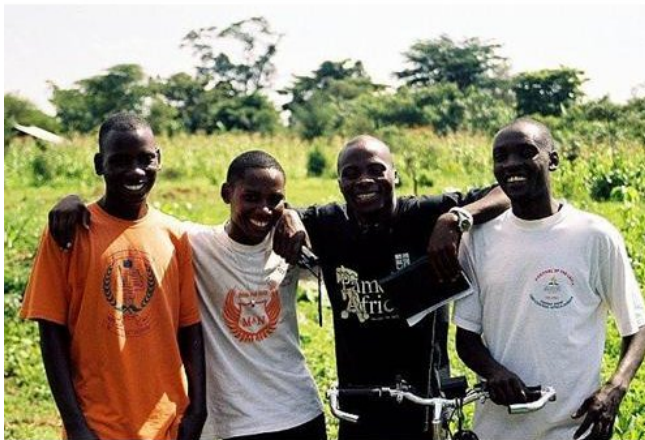
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Overview of Educate!

Founded in 2002, *Educate!* is a registered non-profit organization in the US

Headquarters: Boulder, Colorado USA and Kampala, Uganda

Number of staff: 11



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What We Do

Overview

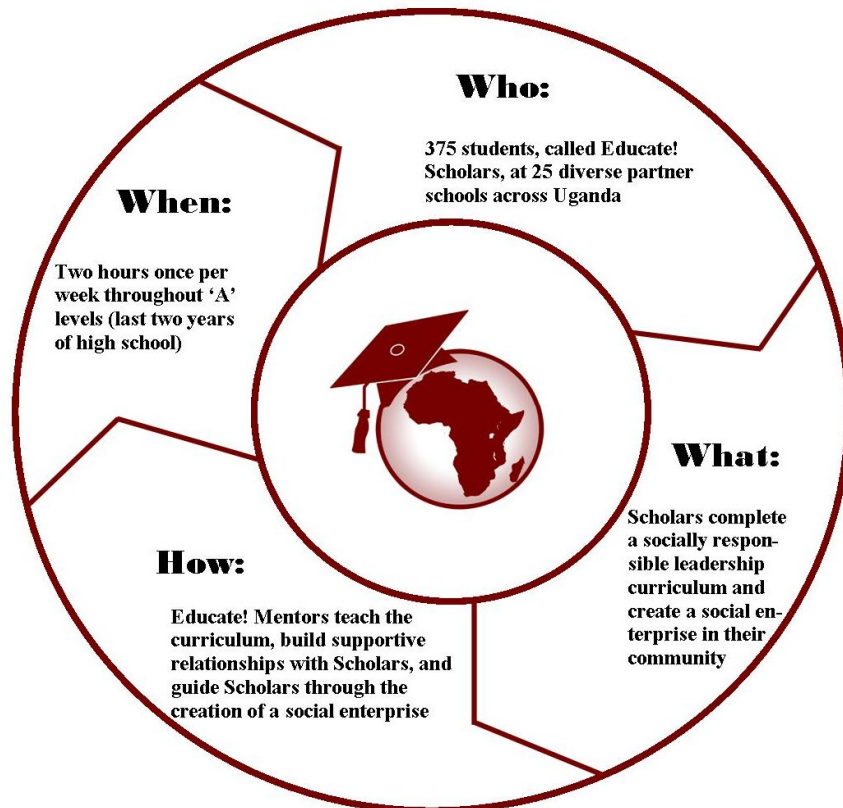
The *Educate! Experience* is an innovative program that empowers students, called *Educate! Scholars*, to become socially responsible leaders.

Scholars in their 5th and 6th years of high school (A Levels) participate in the two-year *Experience* which consists of two components:

1. An innovative curriculum in socially responsible leadership designed with the help of *Educate!*'s worldwide advisors and partner organizations
2. The creation of a social enterprise in *Scholars*' communities

Mentors

Educate! Mentors guide *Scholars* through the *Experience*. *Mentors* are recent graduates of universities in Uganda who complete a rigorous three-phase selection process and comprehensive three-month preparation, the *Educate! Induction*, prior to leading the *Experience*.



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Educate!'s Leadership Curriculum

Two Goals

Educate: Through the study of leadership and social entrepreneurship, the *Experience* equips *Scholars* with the skills and knowledge to create a vision of positive change.

Empower: Through relationships developed by close mentoring, the *Experience* builds confidence, self-esteem, and resourcefulness among *Scholars* that enables them to begin to realize their vision of positive change.

Two Year Structural Overview

The Educate! Experience: Year 1

	FEB	MAR	APR	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Theory	Personal Leadership			Principled Leadership			Community Leadership			
Practical Experience	Social E-ship Club constitution forming			Investigation: Need-finding and project conceptualizing			Project Incubation Project planning		Implementation	

The Educate! Experience: Year 2

	FEB	MAR	APR	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
Theory	Cluster	Triple Bottom Line: Community		Triple Bottom Line: Profit			Triple Bottom Line: Environment		Personal Balance: Mental, Social, Spiritual, Physical	
Practical Experience		Retreats	Implementation		Project Incubation: Measure results, modify plan, and adapt project			Implementation of revised project model		



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Partner Schools

Educate! thoroughly selects partner high schools across Uganda where 15 students per school participate in the *Experience*.

Educate!'s partner schools are selected based on the initiative they have taken to go beyond teaching the rote memorization of facts required to pass the national standardized exams.

Educate! selects an ethnically, religiously, geographically, and socio-economically diverse group of partner schools. *Educate!* works with Christian and Muslim partner schools, boys schools and girls schools, some of the most privileged schools in the country, and some of the most underprivileged, rural schools in Uganda.

Educate! works with each partner school to incorporate the trendsetting curriculum and teaching style modeled by the *Experience* into the culture of each school, thus impacting the education system itself from the bottom-up.

Mentor Induction

The *Induction* is a focused three-month, full-time preparation that *Mentors* complete before being placed at *Educate!*'s partner schools to lead *Scholars* through the *Experience*. The *Induction* prepares *Mentors* to:

1. Teach *Educate!*'s leadership curriculum and guide *Scholars* through the creation of a social enterprise.
2. Mentor the *Scholars* by building supportive relationships – the first step to empowering *Scholars* to ultimately become leaders.

The *Induction* is from 7am-4pm for three-months and consists of five units: team building, teaching strategies, *Educate!*'s leadership curriculum, community leadership, and mentoring. The *Induction* conveys a deep understanding of the values on which *Educate!* is built: personal leadership, innovation, ethical action, powerful relationships, and exponential empowerment. After the *Induction*, *Mentors* are placed at *Educate!*'s partner schools where they lead *Scholars* through the *Experience*.

Alumni Network

Upon completing the *Educate! Experience* both *Scholars* and *Mentors* join an alumni network that assists them to further their careers as socially responsible leaders and renews *Educate!*'s core values.



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Goals and Impact

Educate! has set ambitious goals in order to demonstrate progress by 2015 toward realizing its mission:

By the Numbers: By 2015, one third of all students graduating secondary school in Uganda participate in the *Experience*. In addition, over 200 *Mentors* and 20,000 *Scholars* will have completed the *Experience*.

Year	<i>Mentors</i>	Schools	Scholars participating	Scholars graduated
2009	6	25	375	0
2010	12	25	720	375
2011	20	56	1,200	1,080
2012	30	64	1,800	2,280
2013	40	96	2,400	4,080
2014	50	104	3,000	6,480
2015	75	196	4,500	9,480

Educate! defines key terms and sets metrics to demonstrate impact:

Socially responsible leader: Someone who leads an initiative within a community based on a vision of positive change.

Empower: Gain experience needed to effectively lead an initiative.

Empowerer: Someone who empowers others.

Educate!'s goal is for 95% of *Scholars* to be empowered and for 75% to be empowerers by the time of graduation from the *Experience*. Furthermore, *Educate!* will track the number of people impacted and value created in the community as a result of each *Scholar* initiative.

Note: Goals for the *Experience* are based on the same metrics used with the *Educate! Scholarship Students* in Kyangwali Refugee Settlement. Of 22 *Scholarship Students*, 55% are empowered and 44% empowerers. These 22 students lead 16 initiatives in their community impacting over 9,300 people and creating over \$31,000 in value for their community.

In addition, by 2015 60% of *Mentor* alumni work to reform the education system either internally (as teachers, administrators, or government officials) or externally (in NGO's, business, or other fields) based on the curriculum and teaching style modeled by *Educate!*.

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Who We Are

The people who lead and support *Educate!* in the US and Uganda are the organization's most valuable asset. Below are brief profiles of *Educate!*'s staff:

Eric Glustrom, Director: Eric started *Educate!* in 2002 after filming a documentary about the condition of refugees in Kyangwali Refugee Settlement, Uganda. During his time in Kyangwali, Eric met several refugees of his age, 17, who did not have the means to pay for their education. Realizing that with an education, refugees could be empowered to solve the challenges faced by their community, Eric started *Educate!* by giving Benson Olivier a scholarship to go to school. Eric graduated from Fairview High School in Boulder, Colorado in 2003 and then from Amherst College in 2007.

Boris Bulayev, Chairman: A 2007 graduate of Amherst College, Boris focuses on higher level strategic issues for *Educate!*. In addition, during the summer of 2007, he spearheaded the development of the *Educate! Experience* and made connections with countless individuals in the government, non-governmental organizations, and schools. Those connections have proven invaluable as *Educate!* develops, expands, and begins to implement the *Experience*. Boris grew up in San Francisco, California, and currently resides in New York City.

Emily Lutyens, Country Director: Emily graduated from Brown University and was educated all over the world. In her words: "What drew me to *Educate!* was not just [the] mission, but a belief in its method. Having grown up moving from country to country, my own education has been a jumbled product of the Japanese, British, French and American educational systems. Each system had its strengths and limitations, and I have come away with a deep conviction that education should go beyond memorizing textbooks and practicing standardized tests. It should be a time to ask 'What is my potential?' instead of 'What is the exam like?'" Emily's experience growing up in different educational systems embodies *Educate!*'s work in Uganda: empowering individuals through education to reach their potential both for themselves and their community.

Angelica Towne, Program Director: Angelica, who recently graduated from Middlebury College, brings a creativity and passion to *Educate!* that is expressed in the curriculum she is designing for the *Experience*. Her experience designing curricula in Jamaica and the US give her a strong foundation as she synthesizes resources and advice from *Educate!*'s worldwide advisors and partner organizations to create a trendsetting curriculum. Angelica's belief in *Educate!* is a product of her own background: "I know firsthand what it means to be literally saved by nonprofit organizations that embody creative solutions to society's opportunity gaps. At Kyangwali Refugee Camp, Benson Wereje, Bahati [two original *Educate!* Scholarship Students] and I swapped stories of how we all received 'sponsorship' or scholarships to attend university and how it changed our lives forever. I felt such a beautiful solidarity with our students and reaffirmation of the necessity of the work."

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The Mentors: Agnes Kyesubire, Barbara Atukunda, Costence Mpirirwe, Esther Nakiirya, James Katumba, Sandrah Nabuule, and Solomon Kayiwa – *Educate!*'s first team of *Mentors* who successfully completed a rigorous selection process which started with over 200 applicants.

Selected members of Educate!'s boards:

Tony Marx (US Advisory Board): Tony Marx, the president of Amherst College, has long believed in the mission, programs, and people behind *Educate!*. He has encouraged Amherst students to participate in the *Educate!* internship each summer and given speeches to the *Educate!* club at Amherst. When younger, President Marx helped start the first all-black university in South Africa. He brings a depth of experience and strong direction to *Educate!*.

Irene Mutumba (Uganda Advisory Board): Irene was elected as an Ashoka Fellow in 2005 and has been creating "Young Entrepreneur" clubs in secondary schools across Uganda where students create and run small business projects. She is also training teachers to create a less regimented classroom and recruits volunteers from the business and citizen sectors to participate in the management and growth of the clubs. Her organization is called the Private Education Development Network (www.pedn.org).

Tim Kreutter (Uganda Advisory Board): Tim is the founder and director of Cornerstone (www.cornerstonedevelopment.org), an organization that builds highly effective leadership academies in Uganda and Rwanda. Cornerstone's innovative curriculum unites people of different religions and tribes based on common principles.

Tim Armour (Board of Directors): Tim is President and CEO of the Cure Alzheimer's Fund. Tim served for fifteen years as executive director and later executive vice president of the JASON Foundation for Education, a nonprofit organization committed to improving science and math motivation and performance among middle school students in the US.

Peter Kasenene (Uganda Advisory Board): The former Minister of Privatization of the government of Uganda, Peter Kasenene helped oversee the rapid spread of microfinance in Uganda. He has experience as a professor in numerous institutions around the world and now runs the Thomas More Leadership Institute in Kampala, Uganda.



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Financial Projections (In U.S. Dollars)

<u>Programs</u>	<u>2009</u>	<u>2010</u>
Mentors	\$22,100	\$46,300
Induction	2,500	3,700
Materials	1,700	5,300
Support Staff	41,400	64,300
Educate! Scholarships	32,500	34,600
Rent, travel, utilities	41,100	50,700
Total	141,300	204,900
<u>Management and General</u>		
Salaries	3,100	10,400
Miscellaneous	2,000	2,700
Total	5,100	13,100
<u>Fundraising</u>		
Salaries	24,200	43,400
Miscellaneous	2,000	2,700
Total	26,200	46,100
Grand Total	\$173,000	\$264,000

Conclusion

The original 22 *Educate! Scholarship Students* in Kyangwali Refugee Settlement have changed the lives of over 9,000 people and given their community hope for a better future. Their remarkable leadership inspired the *Educate! Experience*.

If 22 *Educate!* students touched the lives of over 9,000, imagine what can be done by 375 students. It was best said by *Educate! Scholarship Student* Benson Wereje: “*Educate!* is like a match, one strike and vast plains of Africa are alight.”

For more information:

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