

By 2025, we strive to increase our annual impact on youth by **4x**

Educate! is at a critical juncture. At a time when youth in Africa are facing stark and growing challenges, we have a bold vision to dramatically expand our annual reach by 400%.

As the largest youth skills provider in East Africa, we emerged from the pandemic with new tools, strong evidence, and a clear mandate to deliver our proven solutions to more youth. Young people in Africa today are facing more challenges than ever before: the ongoing ripple effects of the pandemic combined with unequal access to education, gender inequities, climate change, and growing youth unemployment and poverty.

In response, we need to take our work to the next level: We plan to build on our existing evidence base — [three long-term randomized controlled trials \(RCTs\)](#) — to scale our annual reach 4x, from 46,000 youth in 2021 to over 188,000 youth each year by 2025. This would enable us to **measurably impact 400,000+ new youth over a four year time period**. We reached 200,000 youth in our first 12 years, and we now aim to double that impact by 2025.

By growing the number of youth we serve at this critical time, we will equip young people with the essential skills proven to lead to better outcomes in their lives — supporting them to overcome the barriers they face and create the bright futures they envision.



## Educate!'s Why & Purpose

Our purpose is to prepare youth in Africa with the skills to succeed in today's economy. We carry out this purpose every day in pursuit of **our long-term vision of designing solutions that measurably impact millions of youth across Africa each year**.

Three core beliefs drive us:

1. African youth matter. Africa is the world's youngest continent, will soon have the world's largest workforce, and is projected to make up 40% of the global population by the end of the century. This demographic shift could pose a daunting challenge or an immense opportunity.
2. Education should equal opportunity. With global poverty increasingly concentrated in Africa, projected to have 90% of the world's poor by 2030, many families are fighting to break the cycle of poverty for the next generation. They do so by investing in their children's future, spending a large percentage of their income on education in hopes it will lead to economic opportunities and a better life.

3. The significant investment in education made by families too often leads to a broken promise. For many reasons, including the legacy of colonial structures, the investment in education leads to an unjust outcome for families and youth — including young people who are able to attend and complete school as well as those who cannot.
  - **Young people who graduate secondary school** find that jobs do not exist and their education has done little to prepare them for a labor market where 85-90% work within the informal sector — a tragedy for families who have invested so many resources in accessing education. This reality traps youth in underemployment and can create a harmful sense of failure and an internalized feeling they have let their families down.
  - **For youth unable to complete or access secondary school at all**, the situation is even more disheartening. There are currently no viable alternatives that provide out-of-school youth with a pathway to improved livelihoods and dignified work in the informal economy — further perpetuating cycles of poverty.

It does not have to be this way. At Educate!, we work in pursuit of a world where all young people harness the full promise of education to improve their lives.

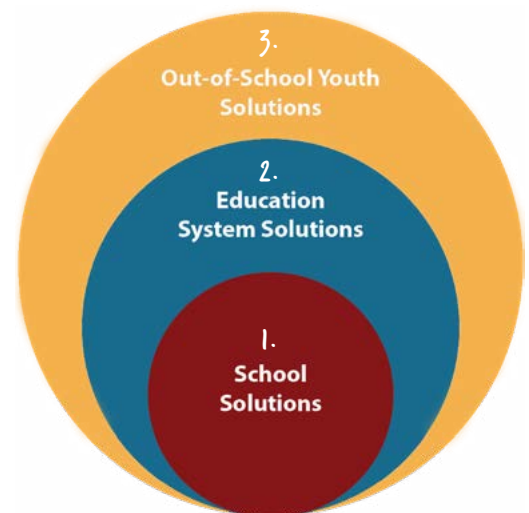
## What We Do

Educate! prepares youth in Africa with the skills to succeed in today's economy. We work with governments, schools, and with youth directly to build skills through practical experiences that empower young people to learn, grow, and thrive. Our proven solutions have already measurably changed the lives of 200,000 youth who have prospered by starting their own businesses, gaining employment opportunities, and furthering their education. Our external evaluations also demonstrate significant, positive impacts on gender equity, family planning, and inter-partner violence. As a whole, our evidence-based approach delivers meaningful, measurable impact at scale and at a disproportionately low cost.

Our core innovation is a ~100-hour experience that delivers the most essential skills youth need to transition to work, combining training, mentorship, and practical experience starting a business.

We deliver this experience to youth in 3 ways:

1. Directly in schools  
**School Solutions**
2. Through government integration, and  
**Education System Solutions**
3. To youth unable to access formal education.  
**Out-of-School Youth Solutions**



The first pathway — School Solutions — is our learning lab for how to create impact within the school system, and the second pathway — Education System Solutions — is how we scale this impact through national education systems and government partnerships. The third pathway — Out-of-School Youth Solutions — is how we deliver impact to youth who are outside the school system. Across all three channels, we aggressively measure our impact to ensure that every dollar we spend results in better life outcomes for youth, and **we have rigorous impact evidence for each of our three solution lines from long-term external randomized controlled trials.**

[Check out the evidence for each solution](#)

## Our Vision for 2025

The coming years are a pivotal time for youth in Africa. Poverty is expected to increase alongside an explosion of Africa's youth population seeking to earn a livelihood. This moment presents either a crisis or an opportunity. As a result, we've set a bold vision to expand our annual impact 4x by 2025. We aim to:

### 1. Strengthen Our Proven School Solutions:

Following post-COVID school reopenings, we are strengthening our RCT-validated model in Uganda, which serves secondary school students by integrating innovations forged during the pandemic. For example, we are adding multiple, layered touchpoints with youth using phone-based tools in addition to in-person learning. By 2025, our goal is to serve **120,000 new youth** with this proven model.

### 2. Scale Our Education System Solutions:

We will improve education quality through system-level change by scaling our RCT-backed solution to full national coverage in Rwanda — reaching all secondary school students nationwide for a total of **276,000+ new youth** impacted by 2025. In Kenya, we will drive forward curriculum reform strategies and policy change through government partnerships to lay the foundation for a national launch of Kenya's reformed competency-based curriculum. We are also building towards the replication of this evidence-based model in other countries.

### 3. Build New Solutions for Out-of-School Youth:

We are building accessible bootcamps that deliver Educate!'s [proven impact](#) to youth left out of formal secondary education, with a key focus on young women unable to access secondary school. We are currently building and validating this new model and served 4,000 new youth in 2022 through pilots. Once we have fully validated the model, we will begin scaling. The number of youth we will serve in the coming years will be determined by the progress we make through model development and what we learn through rigorous evaluation.



By 2025, we hope to scale our annual reach by at least **4x** and **measurably impact over 400,000 new youth** with the essential skills they need to **succeed in life.**



# Investment Needed

We are doubling down on our impact following the intense disruptions of the pandemic to education and in the lives of youth. Today, more than ever before, youth in Africa need solutions that equip them with the skills to navigate today's labor market and tackle the myriad of challenges they face. To deliver our proven solutions to over 400,000 new youth, we need to secure significant new investments that can make our ambitious vision a reality.

Achieving our vision will take \$44M through the end of 2025. We have secured a projected \$20M towards this plan and need to raise the remaining \$24M to make this vision a reality. **We are urgently seeking catalytic new partnerships to help us strengthen, scale, and build for greater impact on youth.** If you share our vision, please join us by investing in the power and potential of African youth.

## 1. School Solutions:

\$9.8M

We are combining our core, RCT-validated in-person model in Uganda with effective programmatic components from an adapted conference call-based model we ran during school closures caused by COVID-19. This work serves as the learning lab informing our approach to education system adoption of our skills-based model. We plan to get back to serving our pre-COVID reach of **30,000 youth per year** with this blended model. **We need a total of \$9.8M through 2025 for this work.**

## 2. Education System Solutions:

\$12.2M

We're targeting nationwide scale of our Education System Solution in Rwanda with the goal of **reaching every secondary student in the country** — over 158,000 youth per year at full scale. We are also implementing and evaluating sustainability structures to reinforce and sustain our impact delivered through the education system in Rwanda long term, such as continuous student assessment, business competitions, and remote mentorship for youth. At the same time, we are engaging in policy creation work alongside the Kenyan government and exploring opportunities for expansion to other education systems. **We need at least \$12.2M for our planned education systems work through 2025**, with additional funding dramatically expanding our potential scope for impact.

## 3. Out-of-School Youth Solutions:

\$17.1M

We're building a bootcamp model designed to be an alternative pathway to employment for youth, especially rural girls, left out of formal secondary education in Uganda and Kenya. We're currently building and validating this new model to ensure it delivers measurable impact on livelihoods. We've reached 4,000 youth in 2022 through pilots, and once we have proven the impact of this new solution, we aim to scale it up. **Our budget need for this intensive research and development work, rigorous evaluation, and scale-up is \$17.1M.**

Beyond these costs towards each solution, we need an additional \$4.9M for management and general fundraising costs over this time period.

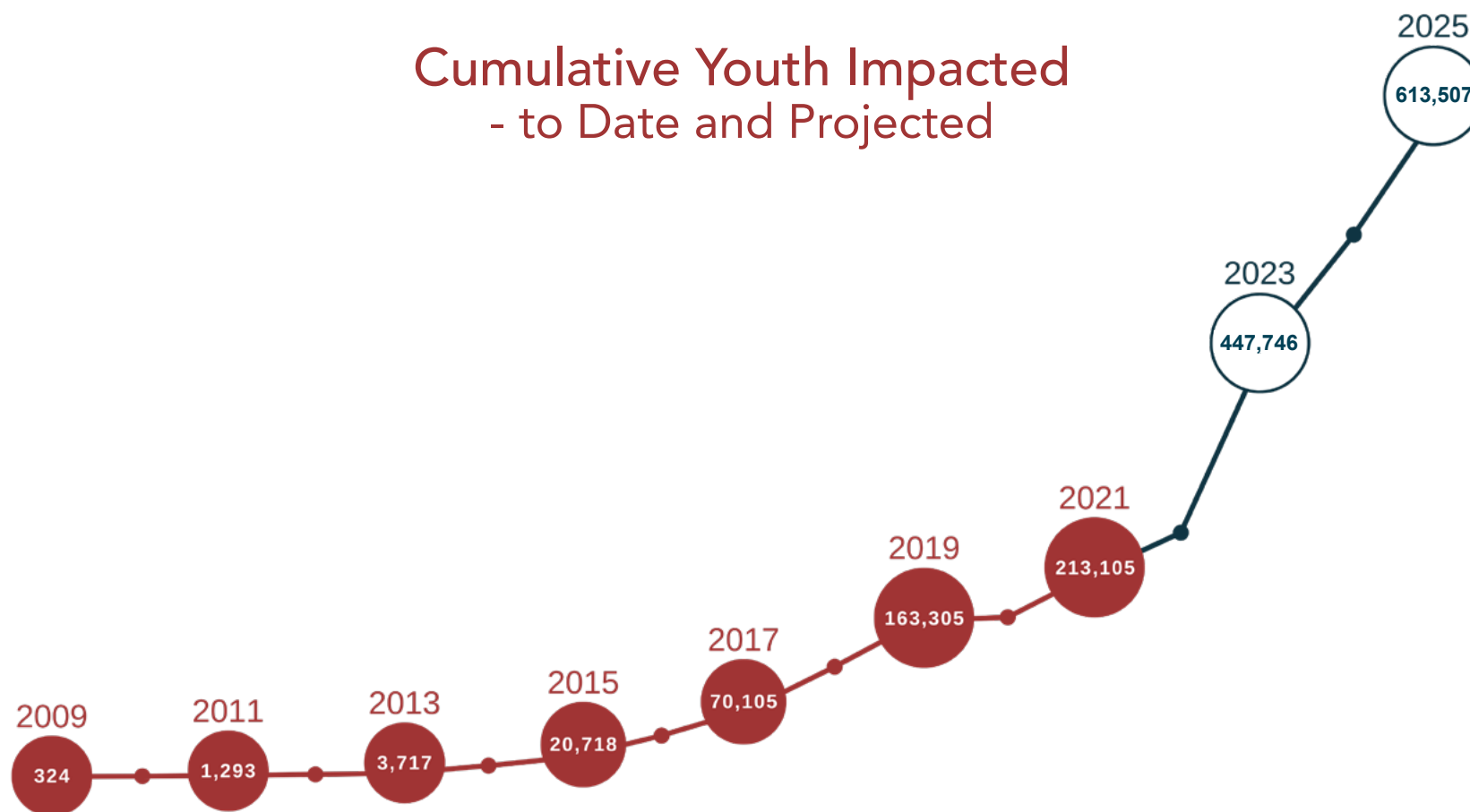
The next four years present a tremendous opportunity which can lay the foundation for transformative impact in the lives of youth. It took us 12 years to serve Educate!'s first 200,000 youth, and now we have the foundation and evidence base to measurably impact over 400,000 new youth by 2025. We know from our evidence base that our work meaningfully improves the lives of youth — helping them build more prosperous, just, and secure lives. New investments to expand this impact to hundreds of thousands more youth across East Africa will create generational change with ripple effects for families, countries, and our global community for years to come.



**We hope you'll join us.**

# Detail on Annual and Cumulative Impact Numbers

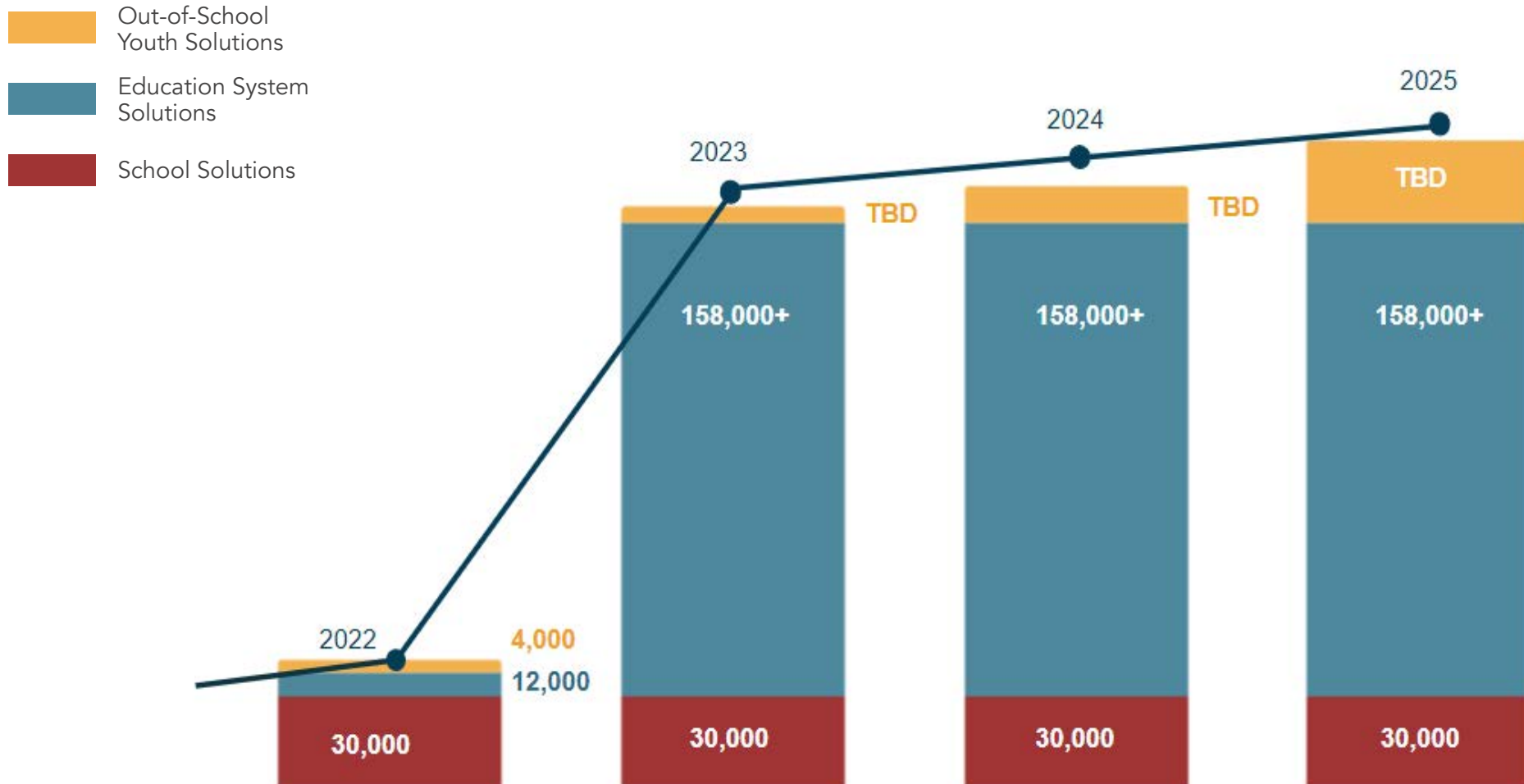
Included below are charts which provide greater detail on our counting methodology for the numbers of youth impacted.



Given the nature of our systems change work, counting the annual and cumulative numbers of youth measurably impacted can be complex, as we have to avoid double-counting youth in the system. Within our School Solutions and Out-of-School Youth Solutions, we enroll cohorts of new youth every year so the counting methodology is straightforward. Within Educate!’s Education System Solutions, we target the whole education system, reaching youth during each of their last three years of secondary school. After initially scaling our solution to national coverage, we must only count each subsequent “freshman” class as new students to avoid double-counting participating youth.

Having trained teachers in 33% of Rwandan secondary schools prior to COVID-19, Educate! is restarting teacher training in Rwanda in 2023, with a target to train all secondary schools nationally. We will also be supporting the roll out of business competitions and assessment reform in Rwanda nationally — sustainability mechanisms to ensure impact long-term. As a result, we begin counting all students in Rwanda’s national education system starting in 2023, since the theory of change of our Education System Solution requires: 1) national policy change (completed), 2) teacher training, and 3) sustainability structures. We will have implemented the three stages of our solution nationally in 2023.

## Projected Youth Impact by Solution Line



We are currently building and validating Educate!'s new out-of-school youth model. Once we have fully validated the model, we will begin scaling. The number of out-of-school youth we will serve with the model in the coming years will be determined by the progress we make through model development and what we learn through rigorous evaluation.