

What We Do

Educate! prepares youth in Africa with the skills to succeed in today's economy.

We tackle youth unemployment by reforming what schools teach and how they teach it, so that students in Africa have the skills to start businesses, get a job and drive development in their communities.

Vision for 2024

Educate!'s vision for 2024 is to impact 1 million students across Africa each year.

The Opportunity

Africa's youth population is surging. Nearly 50% of all Africans are younger than 18, and that number is rising. These demographics, along with a scarcity of jobs, have led to dramatic rates of youth unemployment. Education systems in Africa already face challenges meeting young peoples' needs—current curricula and teaching methods don't consistently prepare students for what's to come following graduation. Despite an eagerness and commitment to learn, even students who finish secondary school often find themselves lacking the skills needed for the few available jobs, leading to unemployment and underemployment.

The Solution

Educate! believes that by transforming secondary education we can equip youth with the skills to disrupt the systemic problem of youth unemployment.

By creating a new educational model that reforms what schools teach and how they teach it, Educate! is empowering teachers and youth mentors to equip students with the skills to drive measurable change. Educate!'s experiential model teaches the “hard skills” of business including planning, budgeting, savings and market research. Educate! complements these skills with the “soft skills” demanded most by both employers and students themselves, such as teamwork, public speaking, networking, critical thinking, self-confidence and creativity.

Educate! aims to create impact across all levels of education systems by implementing our model directly in existing secondary schools, advising governments on national education policy and curriculum reform, and building capacity among teachers to implement government reforms.

The Educate! Experience

Educate!'s flagship program, the Educate! Experience, is designed to give students the skills to tackle poverty for themselves and their communities. We deliver our practical, skills-based model of education by partnering with existing secondary schools. The program model is driven by the amazing people involved – the students, mentors, and teachers in these partner schools.

An Educate!-trained Mentor provides world-class leadership, entrepreneurship, and workforce readiness training to 40 Educate! Scholars at each partner school over the course of a year and a half. The curriculum includes 80-minute lessons delivered weekly throughout the three terms of the school year. With support from an Educate! trained teacher and the Mentor, an average of 100 students in each school also form business clubs and practice launching enterprises in a team setting. Educate! also selects at least

one teacher and one administrator per school to participate in the Experience Association, our teacher training network, where they receive training on practical, student-centered teaching methods, and are coached to support other Educate! activities that occur in each school.

Two rigorous external evaluations, including a randomized controlled trial, found that graduates of our program earn **DOUBLE** the income of their peers and are 44% more likely to launch a business. Girls achieve even greater results: Girls earn 244% more than their peers who did not complete the program and have a 91% increase in business ownership.