Standing in front of his new shop, Francis is glowing. He has just achieved two of his life goals in quick succession. He was accepted to Kyambogo University to study social sciences—a dream he’s had since childhood. Then, as a top Educate! graduate, Francis was recruited to become a Mentor, a role that lets him support 120 other youth to achieve their own dreams.

Even as a kid, Francis saw himself attending university someday. With his father too sick to work, Francis and his mother made ends meet through small-scale agricultural work. Money was tight, but Francis’ family was deeply committed to his education and put him all the way through high school. Yet Francis knew that if he wanted to attend university, he’d need to make it happen for himself.

In his final years of high school, Francis saw a path to make this dream a reality. He joined the Educate! Experience and worked tirelessly toward his future: he was a top student in the Educate! Experience, a peer mentor, and Treasurer for the Student Business Club. Most impressively, Francis leveraged the 21st century skills taught by Educate! to pitch an idea, create a business plan, and launch an enterprise to earn money for university.

**Francis Saw an Opportunity**

Using the opportunity identification strategies he had learned from Educate!, Francis created his first business. What if he borrowed his neighbor’s camera, sitting idle, to photograph events? Francis employed the pitching skills he developed to pitch his business to his neighbor. The neighbor was so impressed that he gave the camera to Francis outright. Francis began photographing parties and events, selling photos for a substantial profit.

**Beating the Competition**

After graduation, Francis moved to Kampala and applied to university.

(continued on page 4)
Juliet, an Educate! Youth Leader, is one of the people at the heart of Educate!’s partnership with the Rwandan government. She, along with ten other Youth Leaders, is helping to fulfill Educate!’s vision of integrating our model into national education systems.

Rwanda recently reformed its entire curriculum to be more skills-based and practical. After first partnering with the Rwandan government in 2015, Educate! now works to support Rwanda’s curriculum reform in two key ways, working with our key partner on the ground, Akazi Kanoze Access. First, we act as a technical advisor to Rwanda’s Ministry of Education, incorporating key elements of our proven model into the new entrepreneurship curriculum. Since the entrepreneurship subject is required, this reform reaches every secondary school student in Rwanda. Second, we supported with curriculum roll-out by designing the Educate! Exchange. The Educate! Exchange is a model to support educators in adopting and implementing the new skills-based entrepreneurship curriculum, so that changes in policy actually lead to changes in the classroom. We are proud to be working hand-in-hand with the Rwandan government to achieve their goal of empowering students with the skills they need to thrive after graduation and drive Rwanda’s economy.

Along with ten other Youth Leaders working across the country, Juliet is strategically placed in schools and expertly trained in learner-centered teaching methods, entrepreneurship and leadership, and monitoring and evaluation, enabling her to support teachers in taking up the new curriculum. The hands-on support from our Youth Leaders is one way we ensure quality curriculum delivery from teachers and true skill acquisition by students.

We are closing our second year of running the Educate! Exchange in Rwanda and our impact evaluations and teacher feedback indicate promising results. “Of course, [my teaching] has changed,” says Tumukuratire Andrew, the entrepreneurship teacher at Gabiro High School, a school Juliet supports. “This time, we are teaching by doing. Previously, it was just as if you were lecturing, and now much emphasis is on putting into practice what you have taught.” Next year, Educate! is expanding to even more districts, maximizing the impact of the new curriculum for thousands more Rwandan youth.

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**EXCEEDING EXPANSION GOALS IN 2017**

**UGANDA**

- 500+ partner schools
- 19,000+ Educate! Scholars intensively impacted
- 176,000 youth broadly reached
- 11,000+ Skills Course lessons taught
- 99% of schools have Student Business Clubs
- 162 average student membership of Business Clubs
- 54% Girls
- 46% Boys

**RWANDA**

- 6,000+ students impacted intensively
- 18,000+ students reached more broadly
- 102 partner schools
- 126 teachers trained
- 100% of schools launched Student Business Clubs

**2017 YEAR END UPDATE**
One of our biggest questions of 2017 was: Have we maintained our impact as we’ve scaled the Educate! Experience across Uganda? Thanks to a new external evaluation, the results are in. We are achieving similar impact for graduates of our program, even as we’ve dramatically increased the number of youth we reach.

Educate! has grown nearly 10x in size since our randomized controlled trial (RCT) in 2013, so this year Educate! completed a quasi-experimental evaluation to understand our impact at scale. The evaluation, conducted in partnership with BRAC, examined 1,617 students in 52 secondary schools from rural and urban areas in Central and Eastern Uganda. It compared students who graduated from the Educate! Experience in 2016 with those who had not participated, yet are similar to Educate! students across a number of characteristics. All students were at the end of secondary school during the time of survey.

Similar to the results of the RCT, the new evaluation showed that Educate! graduates earned nearly TWICE as much as their peers, and were more likely to own a business. This evaluation also found that our program led to a 50% increase in employment. Additionally, the evaluation demonstrated that our model still helps to close the gender gap, with a larger relative impact on girls as compared to boys.

These results show that Educate! continues to achieve what we set out to do: improve students’ life outcomes and build the supply of high achieving youth who are needed in the labor market to drive development in Africa.

**Educate! Impact on Scholars**

- **Improved Livelihoods**: 95% from a base of $88.43 in the comparison group
- **Increased Business Ownership**: 44% from a base of 26% in the comparison group
- **Increased Employment**: 50% from a base of 17% in the comparison group

*Scholars’ income from their own economic activity

**Educate! Impact on Girls**

- **Increased Business Ownership**: 91% from a base of 15% in the comparison group
- **Increased Employment**: 113% from a base of 9% in the comparison group

**Educate! graduates earned nearly 2x as much as their peers and were more likely to own a business, be employed, and have a community project.**

**INTERNATIONAL RECOGNITION**

- **AL JAZEERA**
  Focus of a documentary series episode as 1 of 6 organizations creating a radically new vision for 21st century education.

- **IDEO.ORG**
  Named one of 6 Top Ideas for Amplify’s Youth Empowerment Challenge.

- **CHILDHOOD EDUCATION: INNOVATIONS**

- **S4YE & WORLD BANK**
  Featured in Solutions for Youth Employment (S4YE)’s new Impact Portfolio.
We believe youth are the solution, which is why we are aggressively scaling our model to unlock the potential of millions of young people across Africa. These youth are the leaders and entrepreneurs who will drive development for their communities.

By 2024, our vision is to measurably impact 1 million youth, and reach 4 million youth more broadly, across Africa each year.

(Continued from page 1)

To finance his education, Francis found another market opportunity selling dry goods to local shops. Unlike other sellers, he was able to keep his costs low by purchasing in bulk directly from rural farmers, enabling him to generate higher profit than his competitors. He earned enough to support himself, but still couldn’t afford tuition. Francis realized if he had his own shop, he could earn far more money as the end seller than as the middleman.

Francis Creates Jobs
Francis’ aunt owned a small storefront that she was currently using for storage. Francis pitched the business potential of the space to his aunt who was so impressed she agreed to let him use the space. To manage it, Francis hired two employees to cover his shop when he was away attending his university classes or working as an Educate! Mentor.

Today, standing in front of his shop, Francis explains that he loves all his work, but he finds special meaning in inspiring the next generation and equipping them with the skills they need to achieve their dreams:

“Being a Mentor is what I live for. Most of my students now have small businesses or community projects, and they are succeeding.” He has experienced firsthand how skills like pitching a business idea, mobilizing resources, and crafting a business plan can unlock opportunities and help youth to create the future they have imagined for themselves. He says, “For my Scholars, I want them to become better than me. I want them to create something they can be proud of, then to call me and say, ‘Mentor, I did this because of you.’ I want them to also become mentors and to help their communities.”

INVEST IN FUTURE LEADERS
Give youth the tools to succeed in work and life.

$25 covers materials to develop one leader and entrepreneur.

$125 delivers leadership, entrepreneurship and workforce readiness skills to 1 youth for 1 year.

$50 provides seed capital to a top young entrepreneur for a month.

$5,000 covers all costs for an entire school.

To support our Scholars today, visit us at www.experienceeducate.org/investing.