



**COD E  
FOR  
CHANGE**

ORGANIZATION PROFILE 2017 | 2018

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Event in Evaton West for 500 children - Dec. 2013

## VISION

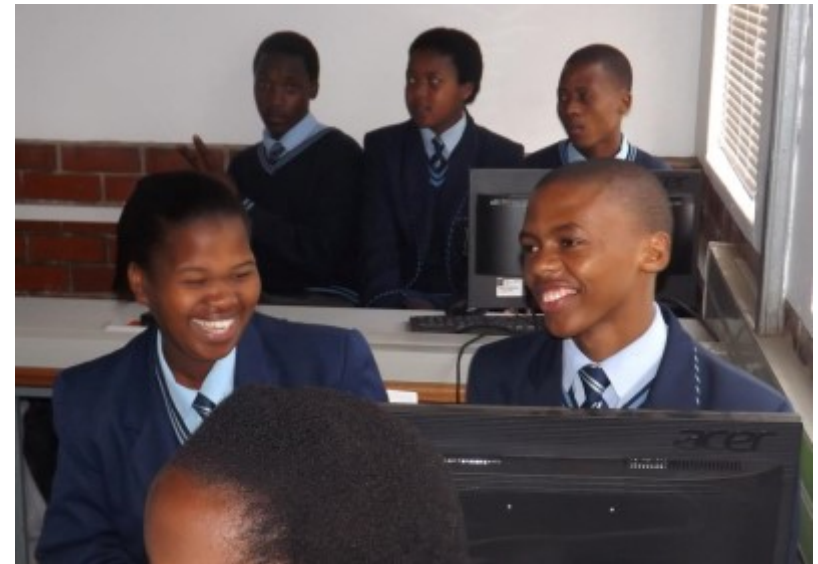
To be a catalyst to organizations, government & schools through enabling innovative educational methods, specifically, IT and computer science training. Thereby improving national competitiveness and greater opportunity, skills and confidence in youth.

# WHAT IS CODE FOR CHANGE?

CODE FOR CHANGE is a disruptive Non - Profit passionate about long-term solutions and ripple-effect project results. Its primary focus is in bringing "Coding into Secondary Schools."

Launched in early 2009 as a hands-on IT Training project, it has grown and is seen as the early-mover and leading innovator in ICT Training ventures for youth in South Africa.

It registered as Change the World Trust, rebranded in 2017 and has branches in Switzerland and Mozambique since 2013.



Lusikisiki, Eastern Cape, IT Center, 2015



Marlin - PC Technician A+ Training, Midrand 2012

## VALUES

Integrity | Inclusive | Inspirational  
| Believe in Others | Do-the-Hard-Stuff-First |  
Future-focused | Risk-takers

## WHAT MAKES US DIFFERENT?

1. Relentlessly committed to taking responsibility and providing excellence in every project.
2. Pride ourselves in taking on big challenges and seeing them through.



# HOW IT STARTED

- 02/2009 First Project Launch - IT Training in Olievenhoutbosch with MTN
- 03/2009 Change the World Trust was established
- 01/2010 NPO Status
- 05/2010 New IT Training Center Launched in Cape Town
- 08/2010 PBO Status
- 11/2010 Connecting Leaders - 1st Teaching Training Seminar
- 03/2011 New IT Training Center Launch in Maputo, Mozambique
- 09/2011 MICT SETA Accreditation
- 02/2012 New IT Training Center in Diepsloot with TCS
- 04/2012 New IT Training Center in Zandspruit with SEACOM
- 06/2013 Launch of "Coding in Schools" workshops.
- 10/2013 IT Centers Lusikisiki, EC -TCS & Dept Public Enterprises
- 03/2014 First "Web-Design/Coding BootCamp" for students from 3 Schools
- 04/2015 Driving Coding in 4 Provinces with Hour of Code
- 04/2015 Two New IT Training Centers in North West with ABSA
- 03/2017 Conceptualizing Coding Campaign CodeJIKa
- 09/2017 Testing REV Scholarships for CodeJIKa Mentors
- 10/2017 CodeJIKa impacts 12 Schools with hands-on coding in 3 months.
- 11/2017 Official Launch of New Corporate Identity Code for Change
- 02/2018 Launch of CodeJIKa as a National Coding Campaign



IT Centre Olievenhoutbosch, GP - 2009

# CORE PROJECTS



Don't we all just want to have fun?  
*And perhaps it's the best way to learn.*

## OUR ANALAGY:

JIKA: Is the vehicle framework of the organization and drives the core goals of the org.



REV: Is the engine which powers the hands-on engagement and allows scale .

EISH & Policy: Is the gas tank, providing sustainability to the project, enabling achievement of long-term goals.

## CODEJIKA - 3 Pillars

1. **HANDS-ON** - Fun coding in Secondary Schools - 3 months engagements building an eco-system of student-run coding clubs with volunteers, events and competitions.
2. **ONLINE** - Fun, free online coding platform for learning Front-end Web Design & Coding. Sharing information, pipelining events and building community and skills between coding clubs.
3. **AWARENESS** - Increase Awareness on coding; What it is, it's benefits, why it needs to be in schools. Supporting and providing input & evidence to edu policy and curriculum development.

## "REV" WEB DEV & LEADERSHIP SCHOLARSHIPS

**Career Accelerator** which provides intensive, technical learning in the morning. In the afternoon the REVerS (participants) become "Code Coaches" in the secondary schools in their area.

## CODING BOOTCAMPS

**Coding BootCamps** & Workshops.

## IT TRAINING CENTERS

Nine **Computer Training Centers** providing IT Training 5 days a week to youth in Gauteng, Eastern Cape and North West.



Mpho Segolela (Ops) & Madoda Khuzayo (Ambassador) swap places during Web Bootcamp in Tembisa (Aug 2017)



# HANDS-ON IN-SCHOOL PILLAR 1



Make Your Website come to life! Edu Week Oct 2017

## In- School engagement objectives:



- A. Transfer core skill (how to use tools, coding, web)
- B. Identify Key Talent ( leaders and geeks )
- C. Create Community ( JICA Coding Clubs )

## How it works:

Note: Hands-on, 3-month in-school engagement

**RoadShow** - School Assembly - Coding Showcase

**Intro Week** - Hour of Code - Sign ups for Phase 1

**Ignition - Phase 1** - 3-weeks after school training

1 hour 4 x per week - Ends with simple, static web project

**Combustion - Phase 2** - 3-weeks after school training

1 hour 4 x per week + 12 hours self-study

Intermediate static web project

Note: 6-month period, post-3-month Engagement

## **Creation** - Events

Intra-school Events

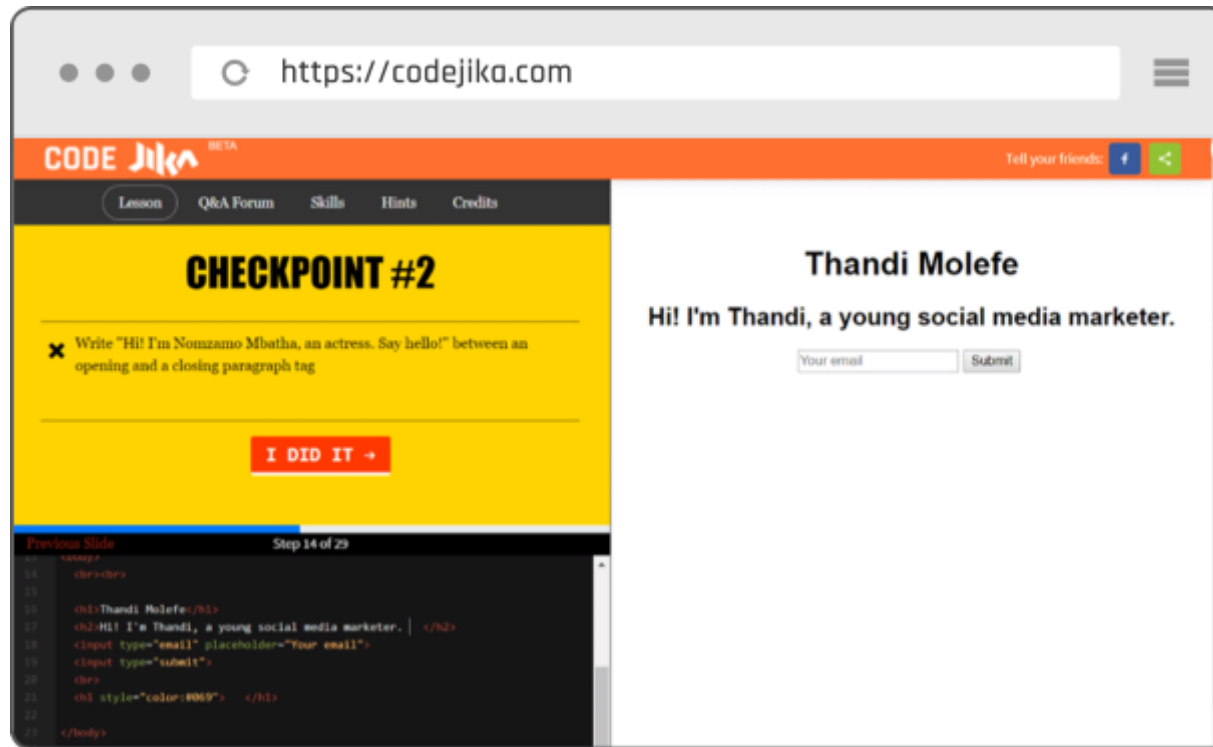
Inter-school Events

District Competitions

Regional Events

Virtual Online Competitions

Provincial Events & Competitions



### Online Platform objectives:



- A. Allowing Online Learning
- B. Motivating social sharing ( & building community )
- C. Showing career options ( awards, training events & scholarships )



### Teaching Coding Online:

#### Over-riding Goals:

- A platform that teaches Coding online
- Via simple, live code examples and projects
- Using micro projects to compile lessons and teach complex subjects
- Enabling immediate and validated feedback on each micro-project to avoid misunderstandings and time wastage.

#### User Elements:

- Simple learner profiles linked to ID numbers / birthdays and/or phone numbers



# AWARENESS PILLAR 3



Gamification & Competition is part of our secret sauce.

## Awareness Campaign objectives:



- A. Raise awareness for the need for coding in schools
- B. Increase the Number of Strategic Growth Partners
- C. Increase the number of visits to the CodeJICA & Code4Change Websites



# REV // WEB DEV & LEADERSHIP SCHOLARSHIPS



Unemployed youth need jobs - Let them teach and grow.



The REV Scholarship is the engine which allows JIKA's Hands-on Engagements to scale.

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- A. Via recruiting and training youth Web Dev leaders
- B. Who learn technical skills in the mornings and
- C. who teach the JIKA Program in schools during the 3-month career accelerator.



## FUN FACT:

The REVER Toolbox includes a wireless speaker - JIKA classes begin with hiphop and dance.

# EISH & CURRICULUM



“EISH” stands for Electives in IT for Students in High schools.

## School-level Sustainability:

- A. Motivating existing teachers and improving
  - a. Attractiveness of CAT & IT as elective to students
  - b. Quality of training by teachers
- B. Assisting & encouraging Schools to teach CAT & IT electives

## EISH & Curriculum objectives:

- A. Partnering to encourage schools to start teaching CAT & IT electives.
- B. Partnering on district-level Workshops for School Management
- C. Bring more relevant coding into national curriculum. Specifically through
  - i. Revising existing content
  - ii. Development of new outcomes

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## DID YOU KNOW?

Kids can learn how to code before they know how to copy and paste?

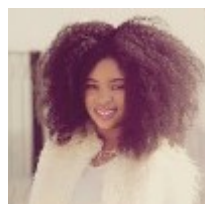
In Bokomoso Secondary in Tembisa, we realized that we needed to teach learners how to copy and paste so that they could compete in a competition and manipulate code easier.



# MEET THE TEAM



**Mpho Segolela**  
Head: Operations  
IT Systems  
Clear visionary driving Hands-on Beta Projects,  
Strategic Relationships & Policy Endeavours.



**Rachael Pahwaringira**  
Head: Legal & Admin  
Coordination, Events and Compliance.



**Portia Mlangeni**  
Donor Relations  
Public Relations  
Experienced fundraiser and stakeholder relations manager. Driving large-scale interventions.  
Motto: If not us, who? If not now, when?



**David Silva**  
JICA National Schools Coordinator  
10 years experience in youth development projects and project management allows careful scaling and building youthful, reliable teams on the ground.



**Jonathan D. Novotny**  
CEO  
MBA  
Believes in purpose & passionate about the potential of youth. Led social, mission & commercial projects in Zambia, Mozambique, Sierra Leone and SA.



**Natalie V. Emery - Trustee**  
Co - Founder  
BCom, Masters Int'l Relations  
Involved in children & youth programs in South Africa since 2006.

**Nomthunzi Qhantsi**  
Eastern Cape Project Manager & Trainer

**Mari Barker**  
Africa: Strategic Relations

**Maipato Nkebenyane**  
Ekurhuleni Coding Coordinator

**Simon Sidumo**  
Local content producer

**Steve Mabeta**  
Nothorn Cape School Coding Manager

**Caris Chitlango**  
International Expansion

**Tshepiso Sehomane**  
ITE Trainer & Curriculum Assistant

**Arnaldo Govene Jr.**  
Web Development

**Dineo Kgafe**  
North. Cape Project Manager & Trainer

**Ndumiso Mkhize**  
Academy Admin & Jr. Trainer

**Ryan Schmuck**  
CodeJICA.com Development Lead

# HOW WE ADD VALUE

**STAFF RETENTION:** Improved Employee Satisfaction from Project Awareness & Volunteerism

**ICT IMPACT:** Unrivalled CSR/CSI ICT Development Footprint\*

**PUBLICITY:** Quality Footage/Photo/Press Release Opportunities for Company Staff and Management

**RECRUITMENT:** Youth recruitment opportunities

**TAX BENEFITS:** Claim back via Section 18A Tax Receipts for 100% of investment

**BEE BENEFIT:** SED Qualifies for 100% of spend - over 95% of beneficiaries are black.

“This amazing opportunity of providing quality training within underprivileged communities is unprecedented and the positive effect of this intervention can help motivate both employees and clients.”

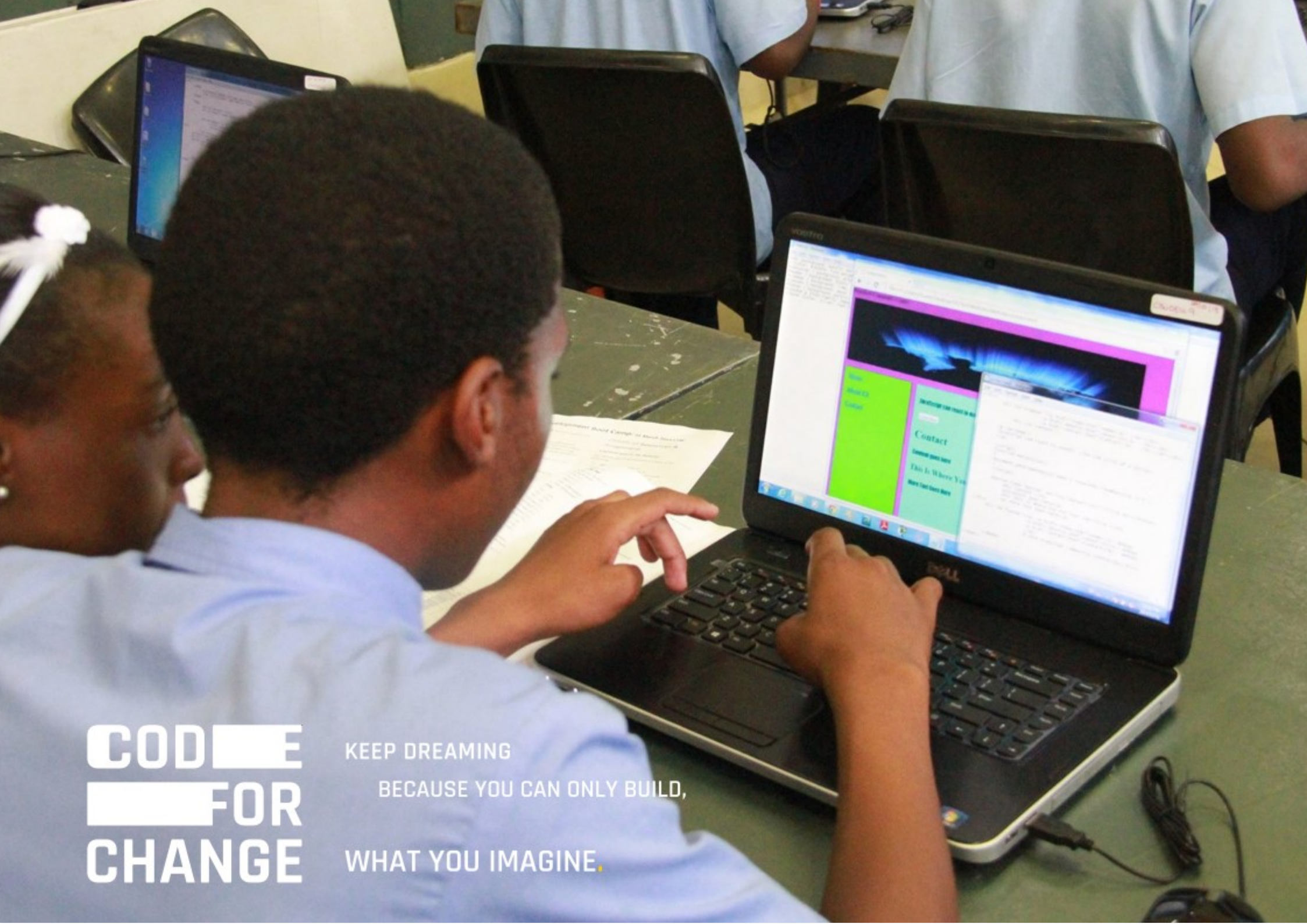
## EXPOSURE:

- Partner Logo on Outside of Branch (*\*optional*)
- All Branch Flyers
- C4C Website
- IT Training Website



## VOLUNTEERING OPPORTUNITIES:

Volunteering on coordination, mentoring, career guidance, events and training at workshops or web-design BootCamps.



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KEEP DREAMING  
BECAUSE YOU CAN ONLY BUILD,  
WHAT YOU IMAGINE.