



MADIKWE
FOUNDATION

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Independent Madikwe Foundation (IMFSA) Profile

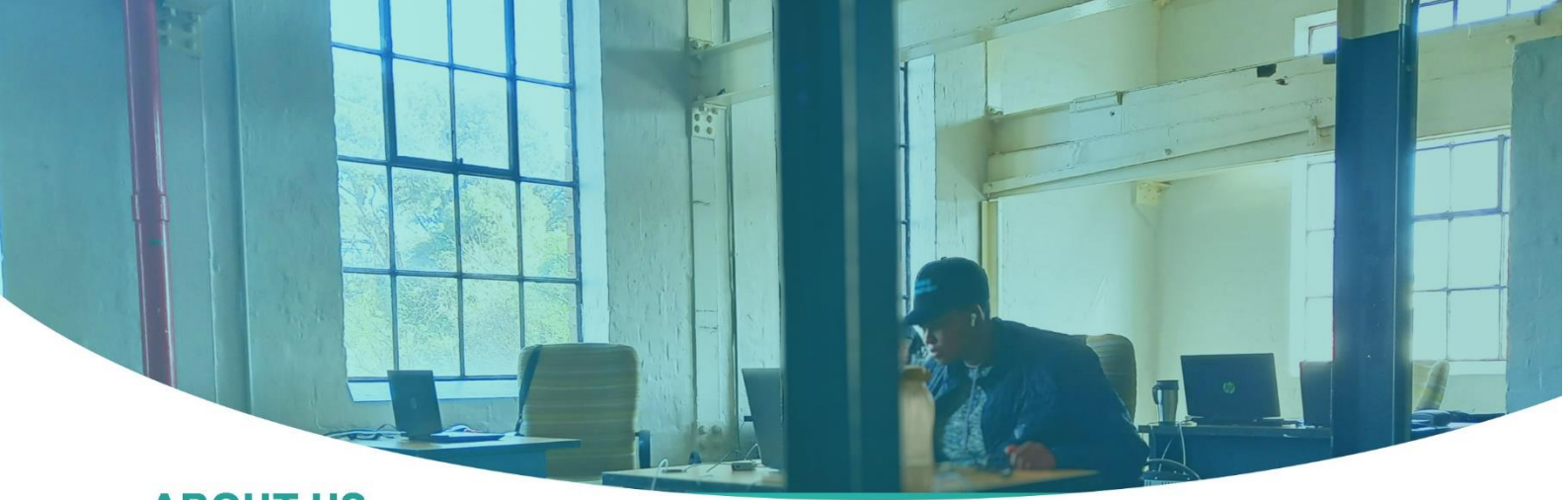
Company Overview

Independent Madikwe Foundation is South African owned and Registered Non Profit Organization. We develop, employ and empower unemployed youth through various programs by skilling, re-skilling and upskilling. We focus on prioritizing South African youth under 35 years of age from disadvantaged communities as well as vulnerable youth. Engaged by various partnerships, we offer Work Readiness Training Programs that prepare young adults to secure, retain and succeed in the world of work. Our employability skills training assist beneficiaries to address important topics such as effective communication, problem solving and develop effective work habits.

At the Foundation we believe that skills development and work readiness interventions are essential for increasing the productivity and sustainability of enterprises. The knock on effect is improved working conditions and sustainable employability for young adults. In order to secure that first job and navigate in the labour market, young women and men need the technical skills to perform specific tasks as well as core work skills: learning to learn, communication, problem-solving and teamwork. The Foundation's high-quality coaching and training programs allows for development of core skills as well as an broader understanding of entrepreneurship which are the building blocks for lifelong learning and capability to adapt to change.

IMFSA are committed to address the unique needs of youth by engaging them within their communities and peer groups in a productive and constructive manner. Our programs are designed to recognize, utilize and enhance youths' strengths and promote positive outcome by providing positive relationships, support and opportunities for youth to enhance their interests, skill and abilities.

Madikwe meaning "Africa in its Majesty"; like its name the aim of the Foundation is to serve in greatness, dignity, honour and excellence!



ABOUT US

The NPO engaged by a US based organization is assisting them to launch an engaging gaming application called “SpotMy”. To date we have signed 35 influencers in 20 different countries. This partnership opened up various support functions within Madikwe for learners to train in disciplines such as Graphic Designers, EUC (End User Computing). Other support functions include Account Management, Digital Marketing, Social Media as well as Operations.



PROBLEM:

Inadequate education in South Africa contribute to unemployment and decreased educational levels is producing unskilled young adults. Lack of finance and insufficient support is causing SMME’s to fail.



SOLUTION

At IMFSA our coaching and work readiness programs enable learners to acquire knowledge, skills and competencies required to start their own small business or transition successfully into the world of work.



VALUE PROPOSITION

The Foundation empower, develop and employ youth to pivot for future success. Our creative culture is that of inclusion where everyone can be their best so nobody is left behind.



ADVANTAGE

IMFSA through it’s global reach was awarded a 5 year contract with a US based organization to assist in launching an engaging digital gaming application that is a cool new way to share and interact with content of influencers.



SEGMENTS

We focus on unemployed South African youth below the age of 35 from disadvantage communities. The Foundation promote an inclusive environment by onboarding 30% impaired youth to enter our training programs.



EXISTING ALTERNATIVES

There are very few businesses or nonprofit organisations that focus on or provide work readiness programs training unemployed despair and disabled youth in South Africa and this further exacerbates the unemployment issue.



HIGH LEVEL CONCEPT

Enable unemployed and impaired young adults to have a dignified existence and form part of the economy. Longevity and access to market for small business new to the market operated by youth.



CHANNELS

We signed 35 influencers in 20 countries with followers >100k-1mil and have achieved 10k downloads across the board. Supporting Partners include Vodacom, 2BLO, SEESA, SWGC Tech amongst others.

MISSION VISION CORE VALUES

The Foundation through its development programs transition unemployed and impaired youth into the labor market through mentoring, coaching and training programs.

A society where all young adults are included and participate in the South African economy.

Creativity
Reliability

Passion
Design

Continuous Learning
Transparency

TRAINING PROGRAMS

Our approach is guided by the fact that skills are more important than ever in today's pandemic-affected economy. The correct form of training can benefit job seekers, companies, and the economy as a whole by going beyond training and focusing on capabilities for specific jobs.

Work Integrated Learning (WIL)



- The Foundation assist unemployed graduates that enter the program to be employable, ready them for the workplace while matching them to employers with the exact skilled labor they require. We focus on disadvantaged, displaced and impaired learners. Incumbents that enters this program will be better prepared to succeed in the jobs of the future.

Coaching & Mentoring



- This program is direct, interactive, integrated and relevant to an individual strengths and developmental areas, focused on key organisational outcomes. We prepare learners to grow and guide them to deal with unseen obstacles and challenges. It is crucially imperative for us to identify opportunities that will offer the learners an improved sense of accomplishment through mentorships.

SMME Development



- The Interns that enters the 1 year program will go on an "out filling pathway" to gain new skills and credentials as well as a guide to access funding and financial management. Introduction to networking, selection of resource placements and supplier selection. Upon completion participants will be in a better position to own successful sustainable organisations.

Aims & Outcomes

Unemployment – particularly amongst South African youth was a serious dilemma, long before Covid-19 became a reality. Millions of people, desperate for work had to face the stark reality of unemployment. Covid-19 only exacerbated the problem, with an alarming unemployment rate of 74%, among youths aged 18-35. Because of the latter, Independent Madikwe Foundation is prioritizing employment of South African youth (as well as entrepreneurs hoping to start their own Small Business) that has been marginalized as to positively contribute and participate in the economy.

Our programs assist young adults to better transition into the world of work, more skilled youth that will have access to better work opportunities and employability as well as successfully run their own SMMEs.



BENEFICIARIES

Entry requirements to the program:

- Under 35 years
- Black South African
- Tertiary Qualifications
- Unemployed
- Youth with a vision to start their own SMME

RACE	GENDER	EMPLOYABILITY	AGE GROUP	DISABILITY
Black	Female(60%) & Male	Unemployed Graduates	18 - 35	2%

Company Organigram





SOCIO-ECONOMIC IMPACT OF OUR PROGRAMS:

The current situation in South Africa is far from being desirable and government working with social partners is hard at work to find sustainable solutions. The National Development Plan (NDP) calls for all South Africans to work together to realize the goal of reducing the unemployment rate to 14% by 2020 and 6 percent% by 2030. Reducing unemployment is also one of the key priorities of government. Reaching the goals of the NDP will require a change of mind-set from all role players, be it government, business or labour. At the Foundation we found ways to tackle this issue decisively.

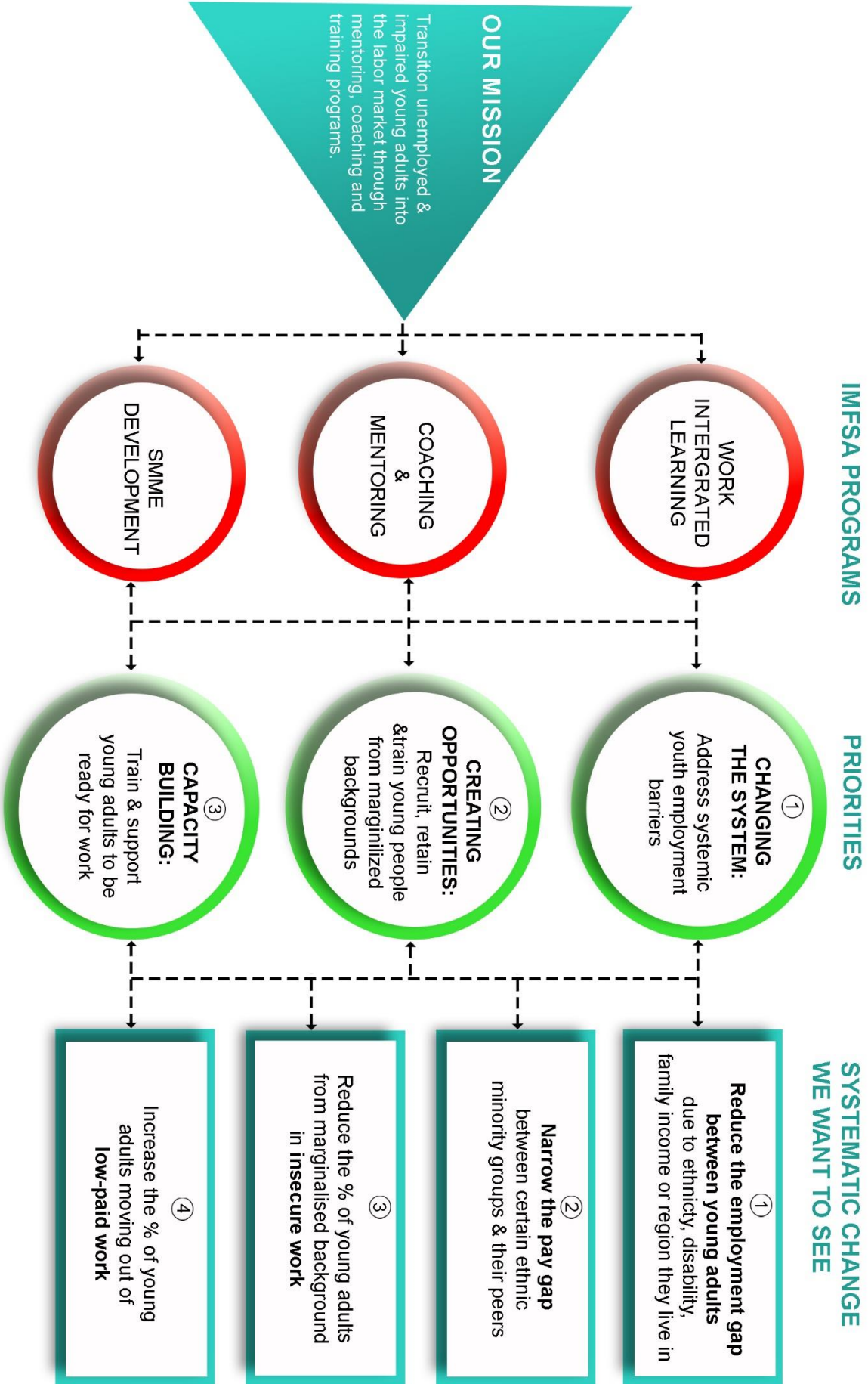
Our programs combine academic learning of a discipline with its practical application in the workplace designed to improve the employability and employment prospects of young people below the age of 35. The aim is to ensure that students develop the ability to integrate their learning through a combination of academic and work-related activities. Especially post CoVid healthy youth development was particularly in jeopardy, with potentially serious long-term consequences. At the Foundation our programs are paramount and the purpose driven to prevent and mitigate the negative impacts that comes with unemployment.

Outcomes and the impact of the implementation of these programs are improvement of retention in the workplace, boosts morale, increases customer satisfaction and attracts new talent. Real life work experiences are gained for beneficiaries entering the program. Learners gain practical experience, growth in maturity, self-awareness and confidence are experienced by students. Better human relations are developed when working with people of different backgrounds and disciplines. Students' interpersonal communication, as well as problem-solving skills are developed. This particular program enhances the learner's listening, and critical thinking skills are promoted as students share ideas and listen to the ideas of others better. Our programs contribute to the human resource strategy of the employers as it identifies and develops future successful and skilled employees.

At Madikwe Foundation we ultimately expose on-boarded young adults to a diverse learning experience that cannot be formulated in the place of work, and therefore has a genuine positive impact on students and parties involved. In addition to the above well established corporations that employs these learners post our program will immensely benefit, as employees on their first work day will be very well prepared, with a broad understanding of processes and ease into the world of work. IMFSA are in favour of a partnership approach with stakeholders to assist in eradicating unemployment and positively influence SMME sustainability. The beneficiaries that enters our 1year program will go on an "out filling pathway" to gain new skills and credentials.

We believe that healthy development amongst adolescents and young adults in one area impact on investments and behavior in other areas, which creates a knock-on effect. For example, reducing youth unemployment might strengthen the demand for schooling. Improving nutrition might improve school performance and reduce the health risks of a youthful pregnancy. Curtailing drug use might reduce crime. Therefore self sustainable mothers have fewer children and are also more likely to send them to school, thereby raising the productivity of future generations, increasing their income, and generating sustainable growth.

At IMFSA our youth-focused interventions should be viewed as a cost-effective way to improve health, reduce poverty and benefit society across the board.





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THANK YOU VERY MUCH FOR READING OUR PROFILE

Madikwe Foundation is 100% Black Owned; With a BBBEE Level 1
RegNo: 2021/329059/08
SDL No: L280819154

Head Office

Address: 66 Carr Street, Newtown, JHB, South Africa, 2113
The Mills, 2nd Floor, Unit 201

Operating Hours

Mon - Fri
08:00 - 17:00

Contact Us



Tel: (010) 030 0657
Mobile: (076) 095 5810



Website: www.imfsa.co.za
Email: dmcnabb@imfsa.co.za