

Introducing Lucha Lunako:

Our Organisation Profile



Youth
Development
Re-imagined

About Lucha Lunako

Lucha Lunako™ is a forward-thinking organisation that takes a holistic approach to developing youth agency, employability and self-employment.

By identifying and engaging with how young people are affected by poverty and inequality at their root causes, we provide a model for shifting youth from surviving to thriving. We do this through initiatives that build foundational skills, shift behaviours, and provide pathways to decent work.

We deliver measurable impact in the youth sector through strategic partnerships, innovative approaches, and advocacy - all underpinned by evidence-based research.

**Agency.
Employability.
Impact.**



Did you know?



Youth Unemployment is a crisis in SA!



72.6%

Youth Unemployed in the
formal economy

Over 70% percent (7 in 10!) of youth are either economically inactive or unemployed.



20.6 Million

between 15 and 34 years

With a youth population (ages 15-34) of over 20 million, this translates to more than 15 million youth. This places South Africa in the position of having the highest youth unemployment rate globally.



44.1% NEET

Not in Education,
Employment or Training

Add to this number that 44% of youth are designated as NEET (**N**ot in **E**ducation, **E**mployment or **T**raining).

How did we get here?



The perfect storm of converging problems

FAILED EDUCATION SYSTEM

Education significantly increases the chance of employability and salary earned. Sadly South Africa has one of the weakest education systems in the world. In addition, not enough attention is given to supporting youth to develop the skills and motivation to develop self-employment opportunities.



POOR ECONOMIC OUTLOOK

South Africa's economic situation continues to be problematic and there is no end in sight. Those hardest hit are the poor and economically vulnerable, further affecting youth unemployment, labour mobility and skills transfer.



YOUTH DEVELOPMENT SECTOR NOT SUCCEEDING

Youth development outcomes and impacts are low relative to the investment being made in the sector. Focus has been on providing youth with technical skills, workplace readiness and work experience, rather than looking at how young people are affected and shaped by poverty. In addition, Learnerships & YES Youth programmes are not properly implemented.

How did we get here?



The result is

LOW LEVELS OF EMPLOYABILITY

These numbers have been steadily increasing for years - a pervasive problem that is growing worse. Instead of reaping the benefits of a demographic dividend, South Africa is faced with youth who have low levels of employability, are unable to find employment, who are increasingly frustrated, and who present an ever growing threat of social and political instability.



LOW TAX BASE

Our current tax base is hampering our growth and ability to end poverty and improve services.

For South Africa to succeed as a nation, our young people need to become active, productive citizens who participate wholly in social and economic activities.



“Our most grave and pressing challenge is youth unemployment. It is therefore a matter of great urgency that we draw young people in far greater numbers into productive economic activity.”

- President Cyril Ramaphosa

How did we get here?

Our Key Insight: Failed Foundations

A key finding in our research is that most youth lack well-formed healthy foundations, including an awareness of their own agency. This makes it almost impossible to absorb technical information and build strong technical skills because they are affected by factors such as a lack of confidence, limiting beliefs, trauma, and difficulty in processing emotions. That is why every youth learning intervention must first start with building the foundations of the person before and while building technical skill.



CONCLUSION

In order for youth to access sustainable and decent work, with the ability to build aspirational careers, they must first develop a strong sense of personal agency and the resilience and tools (mental, emotional, psychosocial and competency) necessary to transcend the challenge of growing up in under-resourced communities.

The question is how?

Our Key Findings



We need to rethink the approach to developing young people and helping them to prepare for the world of work:

Although **significant efforts** are being made within youth development, the **prospects** for employment and sustainable futures for our youth remain **disheartening**.

Youth development **outcomes and impacts** are **low relative to the investment** being made in the sector.

Focus has been on providing youth with technical skills, workplace readiness and work experience, rather than looking at how young people are affected and shaped by poverty and inequality and providing **holistic, intentional, high quality development and support in the building of human foundations**.

Is there any hope?

At Lucha Lunako we believe in our youth

We are driven by the belief that youth are not a problem to be solved, but a resource to be nurtured. We believe that our youth are talented and have the potential to be successful. But they need better assistance to unlock their talent and gain access to work-related opportunities. We must empower our youth through strategic solutions that overcome systemic barriers and foster sustainable paths to employment or self-employment.



Now what?

We realised that we needed to rethink the approach to developing young people and helping them to prepare for life beyond school, especially the world of work. We realised we needed to go deeper into the root cause issues of youth unemployment including the role which trauma and poor mental health plays in our society.

Addressing the Crisis



Youth Development Re-imagined

By identifying and engaging with how young people are impacted by poverty and inequality at their root causes, we have developed a model for shifting youth mindsets from surviving to thriving; allowing them to build their understanding of self and access pathways to decent livelihoods.

Solving for **affordable and impactful scale** is also a key objective, and our end goal is to establish access and pathways to matric, further education, development of technical skills, entrepreneurship, self-employment and jobs.



Our Origin Story

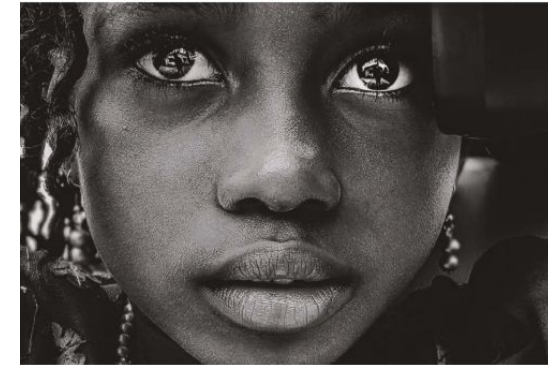
With years of experience in the youth development sector, we observed that providing technical training workplace readiness skills to youth alone is insufficient. The current trend for organisations and corporates to try to develop so-called “soft” skills using a classroom lecture based approach is simply a waste of resources.

We needed to address the root causes of youth unemployment, including the role which trauma and poor mental health plays in our society.

At the same time, we inherently believe that our youth are talented and have the potential to be successful, but need assistance in unlocking their talent and gaining access to work-related opportunities.

In 2020 we established a set of guiding principles and a new holistic youth development framework, which we detailed in a report on the state of youth development in South Africa ([link](#)).

As a founding member of the Youth Development Collaboration (YD Co-Lab), an association of several hundred youth development organisations, we foster collaboration and knowledge sharing across the sector for greater impact.



**Experience.
Commitment.
Passion.**

Our Co-founders

In the beginning...

- ... we combined their skills, expertise and passion to contribute to solving the youth employability challenge in South Africa.
- As **experienced entrepreneurs and with decades of corporate experience**, we bring a values-driven approach to every engagement.
- Our **cross-sector expertise** spans human development, leadership, B-BBEE, economic development, and behavioural science.
- **As social entrepreneurs** we blend entrepreneurship and impact investing mindsets with a deep understanding of startups, small businesses, and corporates, supported by extensive networks across various sectors.



Alana Bond

Co-founder and CFO;
Business Development,
Business Model, Advocacy,
Expansion



Michelle Green

Co-Founder and COO;
Programme Development,
Measurement, Advocacy,
Expansion



Nizenande Machi

Left to pursue her own business
in Feb 2023



Our Mission

Redefining youth development

Lucha Lunako's mission is to provide scalable solutions to youth development, through innovative approaches and collaborative partnerships that create measurable impact in the youth sector. By identifying and engaging with how young people are affected by poverty and inequality at their root causes, we provide a model for shifting youth from surviving to thriving. We do this through initiatives that build foundational skills, shift behaviours, and provide pathways to decent work. As an impact-driven organisation, we measure our success by the ability of the youth we've supported to progressively shape their lives.

Key Impact Metrics



Our Approach

We are driven by the belief that youth are not a problem to be solved, but a resource to be nurtured.

Our holistic approach addresses the root causes of inequality by building solid foundational skills. Our foundational skills are built upon an iterative learning process that impacts the individual's self worth, competence to be in the workforce and place in their community.

Based on our key guiding principles, supported by our effective courses, and implemented according to global best practices in partnership with like-valued organisations, we help create pathways to decent work.

**Foundational
Skills
Development**



Our Key Guiding Principles

To achieve maximum impact

Through iteration and debate, based on internal expertise and the analysis of what seems to make programmes successful, we have formulated twelve core principles that underpin our opinion, attitude and approach to youth development.

We believe that these should guide behaviour and engagement within any youth development framework, across all stakeholders, for maximum impact to be achieved.

It is for this reason that all of our programmes are modelled on and tested in accordance with our key guiding principles.



Our Development Framework

Building solid foundations

By identifying and engaging with how young people are affected by poverty and inequality at their root causes, we created our own framework as a holistic approach to youth development. The model aims to assist young people to develop the basic mental, emotional, psycho-social and competency tools needed to transcend the often traumatic conditions of their upbringings, build solid foundations and move towards employability and earning sustainable livelihoods.

The framework draws from the internationally-recognised 5C model of positive youth development (PYD), which positions youth as precious assets to society that should be nurtured, and not as problems to be addressed. Without a foundation of the 5Cs, none of the other training work in the long-term.



Our Core Offering

The Youth Have It™ Foundational Skills Programmes

We offer a suite of curated courses designed to shift mental models in young people and help them take active ownership of their own futures.



YES Youth, Internships and Learnerships

We implement accredited Learnerships, TVET Internships and YES (Youth Employment Service) Youth placements - bridging the gap between education and employment.



The Youth Have It™ Fund

Our fund assists youth who are unable to graduate from tertiary institutions due to their final fee statement not being paid. We plan to establish funds for financial advocacy and youth entrepreneurship.



Advocacy and Research

We are dedicated to translating ideas and research into tangible actions on-the-ground. We are also a founding member of the Youth Development Collaboration Lab (YD Co-Lab).



**Youth
Development
Re-imagined**



Our Programmes

Learning journeys for behaviour change

To ensure real-world impact, our programmes are rooted in research and best practices, modelled on and tested in accordance with our key guiding principles. We don't just provide content; we create a safe space where young people can explore their own potential.

- **We enable:** Help young people find opportunities within themselves
- **We support:** Content and information doesn't change people, but our facilitation creates an environment that is a healthy breeding ground for change
- **We unlock:** Encourage behaviours that can carry young people forward in life, helping them build personal & relational health



Which YOUTH can benefit from The Youth Have It™ Programmes?



Recent **graduates** in the workplace



Young people and junior managers **already employed** across the small businesses, corporate and municipalities



Young people in **learnerships, internships, YES Youth** programmes and other technical skills interventions



Youth in **self-employment** (side hustles) and small scale **entrepreneurs**



Youth Not in Employment, Education, or Training (**NEETs**)



Students at tertiary institutions and **bursary recipients**



Matriculants starting out in the world



Grade 11s preparing for their futures



Young people who have **dropped out** of school

Our Courses



M is for Money

- A Maths literacy journey
- Focus: Overcoming maths anxiety, real-world applications
- Goal: *I can be confident with numbers*
- Duration: 8 lessons (weeks) of 2 hours each



My Personal Brand@Work

- Bringing your best self to work
- Focus: Becoming employable through personal development
- Goal: *I can be a successful at work*
- Duration: 12 lessons (weeks) of 2 hours each



Foundations for Financial Freedom

- Financial literacy for life
- Focus: *Where financial psychology meets financial literacy*
- Goal: *I can change how I manage my money*
- Duration: 8 lessons (weeks) of 2 hours each



Actioning: A Plan for my Future

Turning your vision into reality
Focus: Goal setting, actionable steps for success
Goal: *I can build an action plan for my future*
Duration: 6 lessons (weeks) of 2 hours each



Street Smart Upstarts

- Getting your business hustle on
- Focus: Business fundamentals, actually starting a business
- Goal: *I can start a business and be resourceful*
- Duration: 12 lessons (weeks) of 2 hours each



1 - M is for Money



A maths literacy journey



I can be
confident with
numbers

Course Content

1. Money is the name of the game + Platform Login
2. Numbers Matter + Numbers Assessment & Results
3. Your Money Journey + Mathematics Gaps
4. Strength In Numbers + Re Assessments
5. The Last Mile + New Mathematics Modules
6. M is for Month End + Mathematics Gaps
7. We Can Do Hard Things + Final Assessments
8. Final Results and Awards

Course Benefits – Participants will:

- Experience mathematics in a positive light
- Face and overcome fear of failure and fear of maths
- Cover gaps through a personalized learning journey
- Move from Gr 3 to Gr 9 in numeracy in only 8 weeks
- Develop skills to manage money more effectively
- Advanced learners will be exposed to a wider range of mathematics topics
- Achieve a Gr 9 level in numeracy to graduate

“M is for Money taught me that improving my numeracy and recognizing gaps helps me better manage my time and money. I’ve learned to stay focused, address my anxiety around numbers, and realize I’m capable of anything, even if it scares me.”

Skills Developed:

- Maths literacy
- Numeracy
- Resilience
- Time management
- Communication
- Self-Motivation
- Thinking for yourself
- Goal Setting
- Entrepreneurial literacy

Course aligns with:

SUSTAINABLE DEVELOPMENT GOALS



1 - M is for Money



A maths literacy journey

- **Increased Confidence in Numeracy Skills:** Participants feel more confident approaching math-related tasks, especially in job applications and interviews that require numeracy assessments.
- **Goal-Oriented Mathematical Understanding:** Learners gain a clear understanding of how math can help them achieve personal goals, such as making decisions about money, earning and managing income, running a side-hustle, and engaging in the world consciously.
- **Workplace Preparedness:** Participants are better equipped to handle math-related challenges in real-world scenarios, enhancing their employability and job performance.



Course Designer: Robyn Clark is a passionate educationalist and innovator in South Africa's education space. She completed her Master's degree in Mathematics Education at Wits in 2013 and has a wonderfully diverse teaching history. As an advocate for access to quality education, she develops innovative and meaningful ways to impact the local youth ecosystem. Robyn heads up Lucha Lunako's training site at Victoria Yards, Johannesburg, where over 60 YES Youth are placed with host partners and participate in our foundational skills development courses.

2 - Foundations for Financial Freedom



Financial literacy or life



Course Content

1. What is Financial Freedom ?
2. My Relationship with Money
3. What's My Money Mindset ?
4. My Financial Audit
5. My Spending Plan
6. Debt to Saving
7. My Financial Plan
8. My Financial Future

Course Benefits – Participants will:

- Redefine what financial freedom means to me
- Understand the story behind my money habits
- Explore the mindset that drives my financial choices
- Take a clear look at where my money stands today
- Create a spending plan that aligns with my goals
- Shift focus from debt to saving with intention
- Build a 12 month financial plan that meets my needs
- Design a financial future I believe in

*"I wish every young person could go through the **Financial Freedom** course, it's life changing! I don't want to lie, it wasn't easy. It took a lot of discipline, it's hard to break habits. It's still a work in progress, but in the space of a year I can see a huge difference."*

Skills Developed:

- Financial Freedom
- Financial Relationships
- Financial Advocacy For Self
- Money Mindset
- Financial Psychology
- Spending Habits Redefined
- Emotional vs Logical Decision Making
- Debt Management
- Financial Planning
- Future Focused Planning

Course aligns with:

SUSTAINABLE DEVELOPMENT GOALS



2 - Foundations for Financial Freedom



Financial literacy for life

- **Identifying what Financial Freedom means to you:** Understand the opposite of what financial freedom means to you so that it brings a better perspective to how we see money.
- **Changing money mindset of the youth:** How we think about money reflects our financial status. It is important to understand what it takes to move from a scarcity mindset to a mindset of abundance.
- **Equipping the youth with actionable insights:** People are in error when they are in lack of knowledge. Empowering the youth with financial tools and hacks so that they can implement them to improve their money management and inevitably changing their financial status.



Course Designer: Themba Skosana is a passionate advocate for financial literacy and educational technology, with a mission to empower people through knowledge. Drawing from his experience in financial planning, Themba heads Lucha Lunako's financial course that helps the youth better understand money and the relationship thereof. He is also a Google Certified Trainer, SETA-accredited facilitator and assessor, and a multilingual communicator which makes him a seasoned EdTech professional committed to transforming how people teach and learn.

Outside his professional work, Themba is also a clothing brand owner and a fitness enthusiast who enjoys spending time at the gym.

3 - Street Smart Upstarts

Get your business hustle on



I can be
resourceful
and resilient

Course Content

1. What is a REAL business opportunity?
2. Why start your own business?
3. What makes businesses fail?
4. SWOT or NOT: business and personal views.
5. S.T.A.R.T Now: begin a real business today.
6. SELL: marketing and sales principles defined and applied.
7. What is Profit?
8. Profit Calculations for REAL.
9. When is the Price Right?
10. How Will I Know? Record keeping 4 REAL.
11. Winning against Competitors.
12. The Lucha Lunako Business Booster Competition

Course Benefits – Participants will:

- Identify (hidden) business opportunities
- Activate or reinvest in a small business with as little as R100
- Recognise risks with starting their own business
- Build relationships to enable growth and development
- Set healthy boundaries around the business and resources
- Gain confidence to communicate and act as an owner
- Deliver results that generate income and profit
- Build unique selling skills that ensure success

*“The most valuable knowledge from the **Street Smart** programme is financial literacy and money management. Understanding how to effectively manage resources, budgets, and investments are crucial skills!”*

Skills Developed

- Entrepreneurship
- Critical Thinking
- Executing
- Decision Making
- Leadership
- Planning
- Prioritising
- Self-Motivation
- Social Awareness
- Accountability

Course aligns with:

SUSTAINABLE DEVELOPMENT GOALS



3 - Street Smart Upstarts



Get your business hustle on

- **Equip for Self-employment:** There aren't enough jobs in the marketplace, and so we empower our youth participants with the skills and confidence needed to start their own side hustles or small businesses to generate regular income.
- **Mentorship and Peer-to-peer Support:** We enable support for entrepreneurs that aims to address the challenges specific to the South African entrepreneurial environment, to help build confidence.
- **Our Facilitators are Experienced Entrepreneurs:** The success of our work rests on our facilitators having had small business experience with personal know-how of the daily realities of running a business.



Course Designer: Nigel Mercuur is an entrepreneurial strategist and local economic development (LED) specialist with over 20 years' experience. His work focuses on empowering young people with an entrepreneurial mindset and practical skills, which helps them to build sustainable futures. Nigel also loves to provide strategic support and mentorship to small businesses. In addition, he has a passion for driving new business opportunities and engaging potential partners on Lucha Lunako's unique offerings.

4 - My Personal Brand@Work



Bringing your best self to work



Course Content

1. Introduction to Branding
2. My First Impression
3. My Personality
4. Values and Behaviour
5. My CV builder workshop
6. Building My Profile
7. Lucha Brand Booster Competition
8. Growth Mindset
9. Ownership and Accountability
10. What is a Job & Manager
11. The Workplace Case Study
12. My Personal Development

Course Benefits – Participants will:

- Understand the importance of their reputation through focusing on developing their personal brand
- Learn to communicate in a professional manner
- Understand what the workplace values and how to bring their professional self to the marketplace
- Build an inspiring CV based on facts
- Build an effective profile for work and social media platforms that could lead to employment and promotion
- Practice the skills needed to promote themselves
- Learn behaviour traits that will result in a positive influence
- Taking responsibility at work for their behaviour

“My Personal Brand helped me realize that my job is a contribution to a larger system. It taught me to value my time and that respect, boundaries, and good communication are essential for a healthy work environment.”

Skills Developed

- Personal Branding
- Talents and Strengths
- Positive self-concept
- Networking
- Social and Cultural awareness
- Presentation and Public speaking
- Communication skills
- Communication in the workplace
- Values and Ethics in the workplace
- CV writing
- Interview preparation

Course aligns with:

SUSTAINABLE DEVELOPMENT GOALS



4 - My Personal Brand@Work



Bringing your best self to work

- **Build a strong personal brand:** Equip youth with skills on how they can bring their best self to work, to create a solid reputation that can lead to opportunities and promotion in the workplace.
- **Build an effective profile:** Starting with learning how to draft a strong and effective CV and cover letter, as well as social media profiles, that could lead to employment and promotion.
- **Be ready for the workplace:** orientate youth to the complexities of the workplace and empower them to take responsibility and add value in their jobs while focusing on building their skills at work.



Course Designer: Mogomotsi “Z_lus” Ntsimane is a qualified sport manager who transitioned into entrepreneurship and music after graduating from the University of Johannesburg with a bachelor’s degree in Sport Management. Having worked in the sports industry as a youth development specialist, stadium hospitality manager and coach, Z_lus now brings his extensive skills and experience into youth development. At Lucha Lunako, his key impact areas include product and programme development, mentorship, facilitator development and the transformation of youth programmes into video content.

5 - Actioning: A Plan for my Future



Turning your vision into reality



I can build a
pathway to my
future

Course Content

1. Your Vision, Goals and Values
2. Having The Right Self-Concept
3. People Who You Keep in Your Circle
4. Activating Habits are the DNA of Success
5. Goal Setting Using the G-R-O-W Model
6. Review, Reflect, and Reward

Course Outcomes – Participants will:

- Being able to distinguish between a vision and a goal
- Linking your vision and goals to your values
- Understanding how your personal relationships affect your goals
- Interacting with various goal-achieving tools
- Putting together a visual illustration for your goals
- Developing an action plan for the future

*“The most important thing I learned from the **Actioning** course is that having a vision about my life can give me direction. And that I need to align my goals with my vision and evaluate how my relationships support my journey.”*

Skills Developed

- Vision for the future
- Personal & career goal setting
- Resilience building
- Planning
- Proactivity
- Prioritising
- Executing
- Accountability

Course aligns with:

SUSTAINABLE DEVELOPMENT GOALS



5 - Actioning: A Plan for my Future



Turning your vision into reality

- **A sense of purpose and direction:** After aligning their vision to their values, participants will develop realistic steps and milestones to achieve to keep them focused on their longer-term goals.
- **Feel empowered:** Participants are provided relevant insights into human behaviour, interpersonal relationship, good habits and motivating reward cycles.
- **Building and reinforcing habits:** By understanding one's options and making a commitment to achieving the results required, participants will be aware of behaviours that need adjusting and where they can best find support.



Course Designer: Tabea Mngadi is of people. She has a BA Psychology, Honours in Industrial Sociology and a certificate in Neuro-linguistic Programming (NLP) Life Coaching. Tabea believes in the inherent potential and abilities in young people, which needs to be unlocked so that people can achieve their goals. Her work can be best compared to that of a miner: she helps people confront those inner parts of themselves that are sometimes scary and uncomfortable to go into alone.

What Makes us Unique



The Lucha Lunako Difference

EFFECTIVE & READY FOR SCALE

Bespoke Programmes built through extensive and continuous R&D

A Behaviour Change journey focused on changing a young person's mindset, behaviour and habits

A safe space for learning, which fosters a **high level of attendance and engagement**



YOUTH ENGAGEMENT APPROACH

Focus on the 'How' of delivery to ensures deep impact through implementation partners

No Once-Off Interactions: All programmes are 'high touch' - delivered weekly over 8 to 12 weeks

The Youth Voice: We provide a platform for youth to speak for themselves in a very constructive feedback loop.



WHOLE-PERSON DEVELOPMENT

Proactive Mental Wellness: All our learners, interns and YES youth receive weekly contact from our peer-to-peer support programme

Holistic Development: We focus on comprehensive growth, including physical, emotional, social, cognitive, and moral aspects

We address the **root causes of youth unemployment**, including the role which trauma and poor mental health plays in our society.

Learnerships & YES Youth

Much more than a tick box exercise

Empowering youth through practical learning and employment initiatives

We implement accredited Learnerships, TVET Internships and YES (Youth Employment Service) Youth placements. Through our learnership offering we aim to build capacity in young people who are in work experience placements, as well as new employees who lack the necessary skills. YES Youth implementations involve a 12-month real job, enabling “first job” work experience and general skills development where young people will either be placed with the sponsoring company’s organisation or more often with SMMEs and NGOs.

The Lucha Lunako Difference

The Host Site provides a standard approach to youth development:

- Practical skills development courses aimed at basic work skills
- Courses are **SETA accredited**
- **Work shadowing** opportunities
- Real **work experience** on the job
- The ability to place the young person into a **longer term opportunity**
- Mostly delivered in a **work-on-your-own** basis



The Youth Have It™ Foundational Skills Programmes adds:

- Also **SETA accredited**
- Provides for **whole person development**
- Focused on **development of key skills gaps**
- **Group-based, interactive** sessions that create **engagement** and **high retention rates**
- Focused on **key behaviours** needed to **build resilience, wellness and agency**
- **Outcomes based** to ensure youth can get a job and perform well in it, or are able to **pursue self employment opportunities**
- **Weekly mental wellness calls** from **peer-to peer support** programme

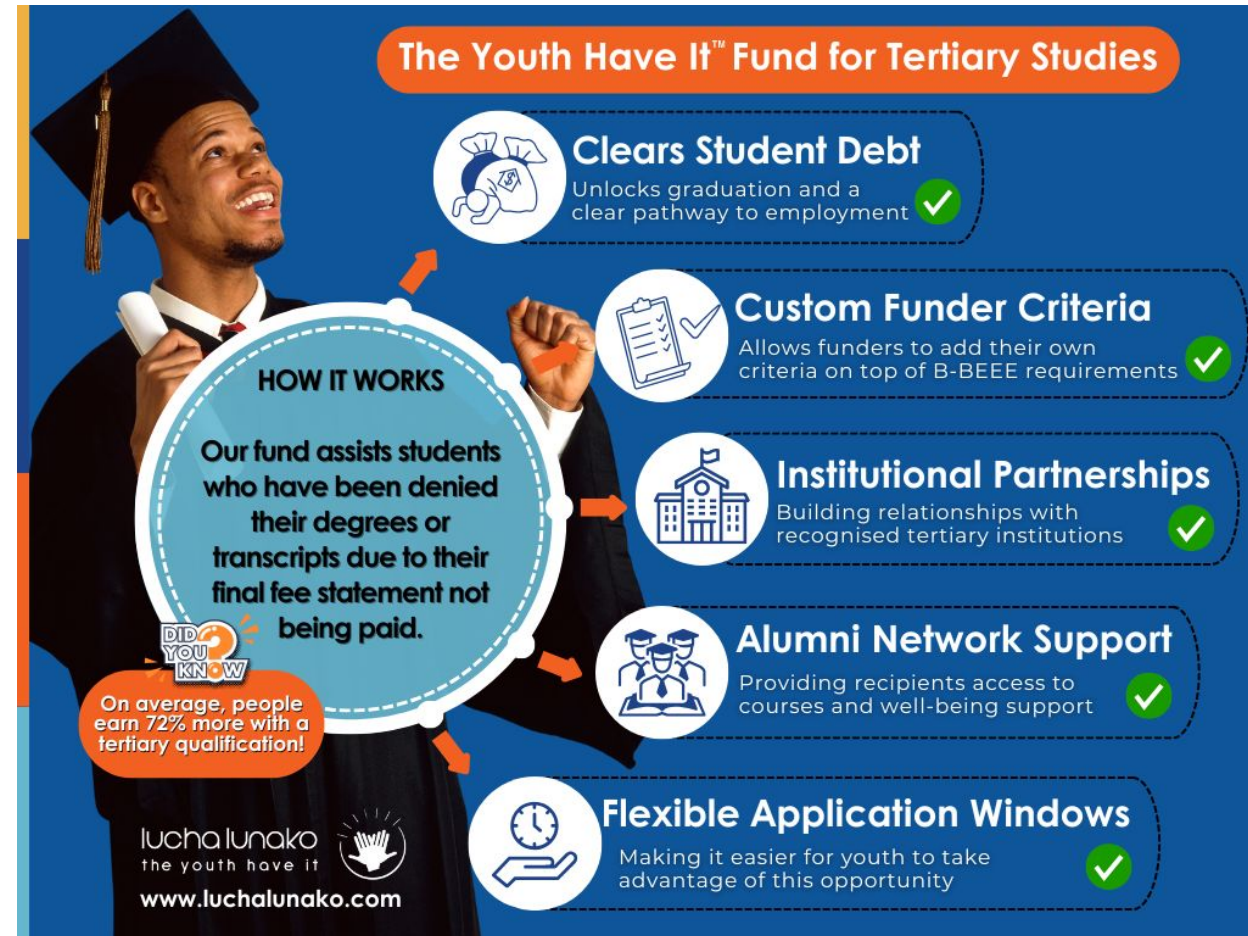
The Youth Have It™ Fund

Unlocking pathways

Targeted financial support to foster growth and opportunities

The Youth Have It™ Fund for Tertiary Studies is designed to assist youth who have been denied their degrees or transcripts by tertiary institutions due to their final fee statement not being paid. As a result, many university leavers are not able to find jobs even though they have completed their studies. This fund creates a pathway into the workplace for university leavers by paying those outstanding fees, releasing qualifications and degrees to the university leaver and allowing them to graduate into the workplace at the correct pay scale.

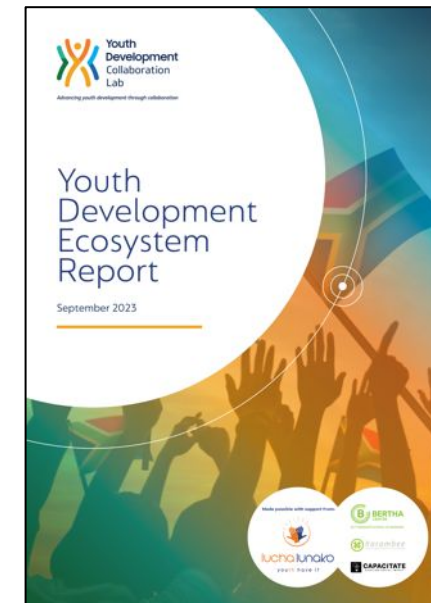
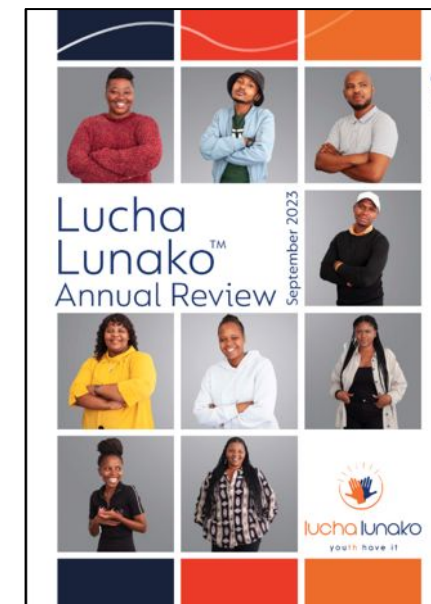
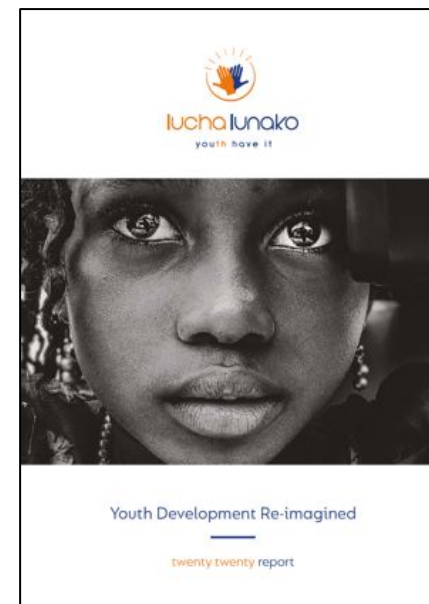
In the near future, we plan to establish dedicated funds for financial advocacy to address systemic financial injustices and protect vulnerable consumers, as well as for youth entrepreneurship, providing much-needed funding to help aspiring young entrepreneurs turn their startup ideas into reality.



Advocacy & Research

Driving innovation and policy change

Lucha Lunako is a dynamic organisation that combines the intellectual rigour of a think tank with practical implementation on the ground. We are dedicated to translating ideas and research into tangible actions and real-world impact. We provide a platform for creativity, experimentation, and risk-taking, allowing stakeholders to explore unconventional strategies to the overarching challenge of youth unemployment and develop scalable projects that have the potential to disrupt entrenched systems and bring about meaningful change. By engaging experts, advocates, researchers and practitioners, all our programmatic interventions undergo rigorous piloting before they are formally launched.



Why work with us?



What makes our work so impactful?

- **Self-sustaining:** Hybrid social enterprise guided by experienced entrepreneurs and decades of corporate expertise
- **Bespoke programmes:** Focussed on whole person development through a behavior change journey
- **High touch, curated programmes:** Presented over several months for long-term learning and behaviour change
- **Innovative approaches to affordable scale:** Implemented without losing high touch, curated approach
- **Strategic Measurement:** Track the effectiveness of all our courses and initiatives to ensure impact is being achieved

OUR VISION

We envision a world where youth leverage their skills and agency to secure sustainable and decent work, thereby building aspirational careers. The youth possess the mental, emotional, psychosocial, and competency tools to overcome the often traumatic conditions of their upbringing, transforming into active citizens who engage in economic activities and combat poverty and inequality.

Our Robust Structure



Our R&D has been almost majority funded to date from our business activities



We reinvest 100% of excess funds from learnerships and YES Youth implementations into our R&D



In order to scale, we are organised as a social enterprise, a hybrid structure that marries a Pty Ltd and an NPC entity with PBO status



Our organisation is operated by successful entrepreneurs based on business principles



Our business is 52% black owned, 38% black women owned, and 86% women owned

Lucha Lunako is **mostly self-funded** through the implementation of SETA-accredited learnerships, as well as the President's YES Youth Initiative, both regulated under the B-BBEE legislation. Not only do we **leverage the legislation to deliver real solutions** in youth development, we are **feeding back our learnings into our programmes** with learners and YES youth, and **sharing our knowledge** widely with the industry. Thus any company that implements these initiatives through us is going far beyond compliance check boxes to also positively contribute to solving youth unemployability in our country.

Partners & Clients



We believe in collaboration

We cannot achieve the impact we want to see in youth development on our own.

Collaboration and partnerships with government, the private sector, civil society and philanthropic organisations are critical to success. We need funders, decision makers, development practitioners, government, business, youth organisations and concerned citizens of South Africa to act now! Together, we can do something about the challenges our youth are facing.



Who Supports our Work?

We believe in collaboration

BUSINESS: Besides B-BBEE points, by implementing programmes with Lucha Lunako, corporates have numerous benefits such as contributing to the reduction of youth unemployment and poverty by creating job opportunities, and ultimately upskilling potential employees or enhancing the capabilities of their existing workforce. Thus any company that implements these initiatives through us is going far beyond compliance checkboxes to also positively contribute to solving youth unemployability in our country.

FUNDERS: Together with our programme partner, The CATCH Trust, we are very proud to be the only South African youth project selected as one of 14 recipients for the international Sport for Education and Sustainable Livelihoods in Africa (SESLA) programme for 2025. SESLA was formed by Laureus Sport for Good, together with the International Olympic Committee (IOC) and Agence Française de Développement (AFD) alongside key African sport and social development institutions. This ground-breaking programme aims to advance youth education and employability through sport in Africa.

GOVERNMENT: We are working with numerous municipalities who are interested in integrating our cost-effective programmes to help empower their local youth with the skills and confidence needed to successfully navigate the transition from school to adulthood.

Who Supports our Work?



Testimonials - organisations



Here is what some of our organisational partners have to say:

Host Site

"For many young people in South Africa, financial and logistical barriers can hinder access to meaningful work experiences.

Lucha's support is vital in helping interns overcome these challenges, enabling them to contribute to their households while gaining valuable industry exposure. Together we are empowering the next generation of creatives."

Hayleigh Evans
Director
Popart Theatre

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Ecosystem Ally

"Lucha Lunako is well placed and resourced by passionate, courageous people who assist youth to build their lives.

We urgently need more organisations such as Lucha Lunako who co-create a journey that helps build identity, self-awareness, self-confidence, and an understanding of the role youth will play in their families."

Laura Bergh
Chief Enabler
The Greenlight Movement

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Programme Partners

"Youth in South Africa face a 59.7% unemployment rate. This statistic is itself a trauma - how do they get past this?

At Life Choices, like Lucha, it's not just about imparting technical skills; it's about securing the wellbeing of the whole person, and healing and personal development are integral."

Mignon Hardie
CEO
Life Choices

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Programme Partners

"The work that Lucha is doing is imperative.

They are pushing conversations that bring us out of the day-to-day and into a space where we can rethink youth development differently, together."

Zimkhita Gebeda
Founder
Skills Empire

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Testimonials - youth



Here is what some of our bursary recipients have to say:

Youth Voice



"Receiving student debt relief from your bursary is a transformative shift. It affords me the freedom to pursue my professional aspirations without the looming burden of debt."

I am sincerely grateful; it not only impacts my education but positively influences my family's financial security and my long-term career goals."

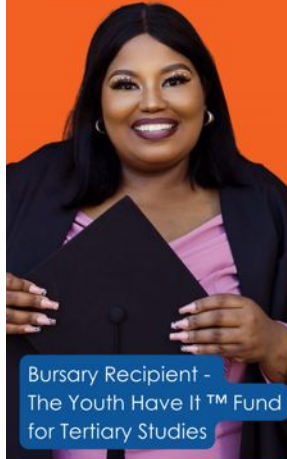
Bursary Recipient -
The Youth Have It™ Fund
for Tertiary Studies

lucha lunako



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Youth Voice



"This student debt relief is a game-changer for me, my family, and my future. It alleviates a significant financial burden, allowing me to focus on building a stable career."

It provides much-needed relief and opens up possibilities for a brighter, more financially secure future for both me and my family."

Bursary Recipient -
The Youth Have It™ Fund
for Tertiary Studies

lucha lunako



the youth have it™

Youth Voice



"For me, this student debt relief signifies a significant shift in focus. Instead of working tirelessly to pay off my debt, I can now direct my efforts towards improving my family's situation and saving."

It alleviates the immediate financial burden, allowing me to strategically invest in my education and goals."

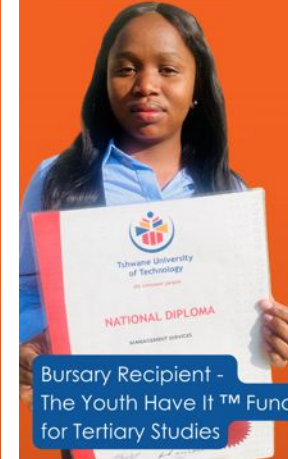
Bursary Recipient -
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for Tertiary Studies

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Youth Voice



"Since receiving the Lucha Lunako Tertiary Bursary, I am committed to using this privilege to give back to others, for example by actively engaging in mentorship programs for students."

I want to share my experiences, offer guidance, and provide insights to help them navigate their academic journey with greater ease."

Bursary Recipient -
The Youth Have It™ Fund
for Tertiary Studies

lucha lunako



the youth have it™

Testimonials - youth



Here is what some of our youth participants have to say:

*"**M is for Money** taught me that improving my numbers and recognizing gaps helps me better manage time and money. I've learned to stay focused, address my anxiety around numbers, and realize I'm capable of anything, even if it scares me."*

*"I wish every young person could go through the **Financial Freedom** course, it's life changing! I don't want to lie, it wasn't easy. It took a lot of discipline, it's hard to break habits. It's still a work in progress, but in the space of a year I can see a huge difference."*

*"The most valuable knowledge from the **Street Smart** programme is financial literacy and money management. Understanding how to effectively manage resources, budgets, and investments are crucial skills!"*

*"**My Personal Brand** helped me realize that my job is a contribution to a larger system. It taught me to value my time and that respect, boundaries, and good communication are essential for a healthy work environment."*

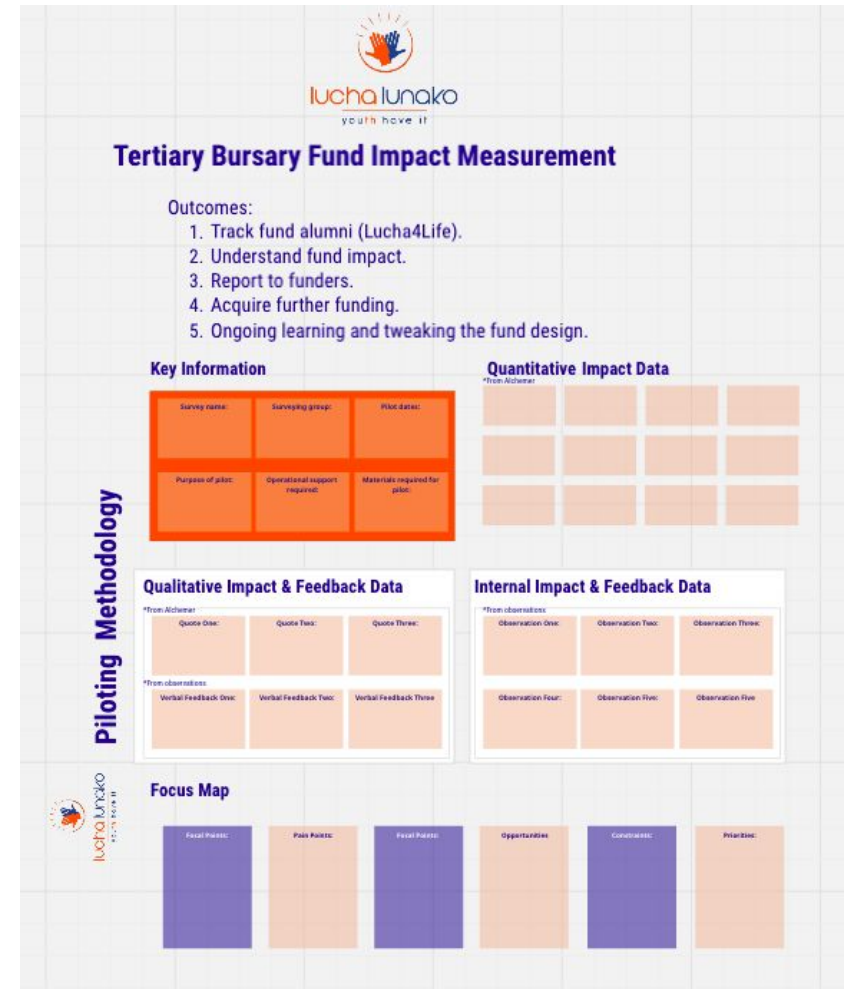
*"The most important thing I learned from the **Actioning** course is that having a vision about my life can give me direction. And that I need to align my goals with my vision and evaluate how my relationships support my journey."*

Measuring Impact (M&E)

You can't assess what you can't measure

We have adopted a rigorous approach of measurement and evaluation, integrated into all developmental programmes, so that the programmes and methodologies we share are supported by an evidence-based approach to impact.

- Our work is all underpinned by in depth research and analysis of data, much of which is empirical.
- We publish and share our insights publicly to create more knowledge and awareness and encourage a focus on impact
- We use innovative, evidence-based indicators that track the effectiveness of all our courses and initiatives to ensure impact is being achieved and to enable the refinement of our interventions towards impact goals.



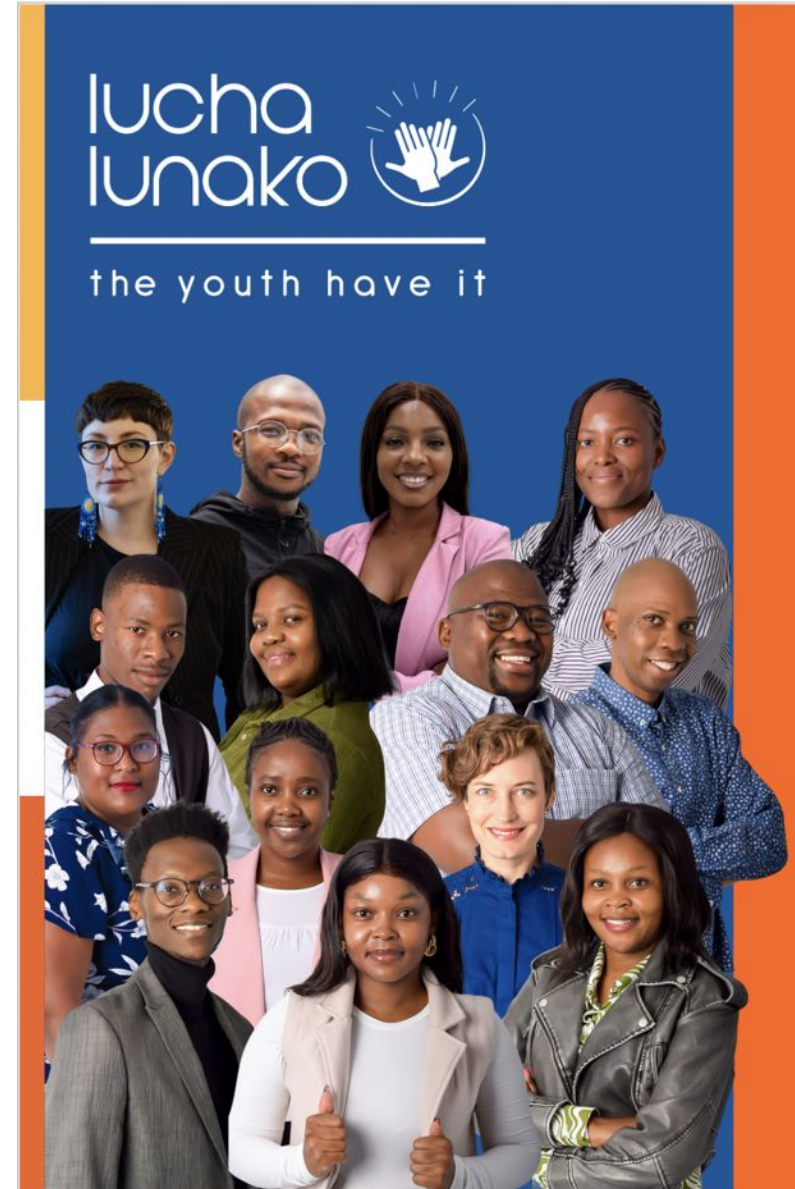
Meet the Team

People with a Purpose

Lucha is run by our diverse, experienced and fabulous team, with operations based in Johannesburg and Cape Town.

We're a dynamic team of passionate individuals, dedicated to making a radical difference in the lives of young people. We're not just any organisation; we're an eclectic group of doers, innovators, and thought leaders, always striving to improve and scale.

We also have an extended network of programme partners who we work with on specific projects, keeping our work agile and responsive.



Connect with us!

Together, we can do something about the challenges our youth are facing.

Contact information

Email hello@luchalunako.com
Phone +27 10 500 0112
Web www.luchalunako.com

Locations

We have offices in Johannesburg and Cape Town

Follow us on

 LinkedIn [@lucha-lunako](#)
 Facebook [@luchalunako](#)
 Instagram [@luchalunako](#)
 YouTube [@LuchaLunako](#)



We cannot achieve the impact we want to see in youth development on our own. Collaboration and partnerships with government, the private sector, civil society and philanthropic organisations are critical to success. We need funders, decision makers, development practitioners, government, business, youth organisations and concerned citizens of South Africa to act now! Together, we can do something about the challenges our youth are facing.

We appreciate your consideration and look forward to discussing this opportunity further.