

change the | world |
SOUTH AFRICA



The Hour of Code National Competition

THE FUTURE IS NOW

As of 2016, we find ourselves surrounded by new technologies every day, and many of us we are struggling to keep up with the pace of these advancements. From the latest apps to robotics, we have become a part of a new age where technology is developing faster than the human race.

Unfortunately in South Africa, we are merely recipients of this technology and are being left behind in this wave of development. The local ICT sector is not developing at a fast enough rate to adapt to worldwide changes, and our educational system is failing every year to produce highly skilled graduates, leading to a full-blown skills crisis in the South African ICT industry.

The education system is urgently needing civil society and private sector to assist in bringing technology into the classroom and to our youth.

Change the World Trust is bridging this gap by launching the most catalytic form of transformation available to South Africa: **The Hour of Code National Campaign.**

This is a fun and innovative learning program that introduces youth to programming. It's the stepping stone to bringing comprehensive Computer Science courses to youth with long-term tangible results in an effective and efficient manner.

The concept behind **The Hour of Code** is to energize, encourage and empower students in their current communities with the power to code.

We believe Computer Science should be part of the core curriculum in education, alongside other science, technology, engineering, and mathematics (STEM) courses.

Experts and leading educators call coding a 'new *language*'—a subject so important that every child needs to know the basics to be able to communicate in.

Who We Are:

Change the World Trust is an innovative, forward-thinking Non-Profit Organization that was established in 2009 to provide IT Educational training and skills development to disadvantaged Youth.

We are now the leading organization in ICT related projects in South Africa and the official chapter partner of the Code.org global movement.

CTW uplifts communities and helps to eradicate poverty through Socio-Economic Development programs, giving youth a second chance at life, by equipping them with technology skills that will lead to a boost in their economic activity.

PROJECT OVERVIEW

Vision

Every student in every school should have the opportunity to learn Computer Science.

2016 Goals

- **10,000 kids and youth** learn Computer Science;
- **250 educators and community leaders** are provided with hands-on training and support to drive this program;
- **Participation of girls and young women** in Computer Science is increased exponentially while destitute communities are empowered;
- Advocacy for current educational policies **to adopt Computer Science** as part of the Maths and Science curriculums;
- Harness the collective power of the ICT Community to **increase youth employment** and available skills on the job market.



Be part of the solution

Invest in a province in South Africa.

Become a leader of change in communities, schools and cities by bringing innovation & technology to every child and young person.

Open possibilities and be the catalyst for escaping the cycle of poverty for hundreds of young people.

Through this partnership, you will be directly involved in impacting the lives of thousands of students, community leaders, educators and principals.

You will be enabling a successful team from Change the World Trust to expand and provide hands-on coaching, training and support to facilitators and educators, advocating with local government, actively publicizing and campaigning both online and offline. You will be a part of the change happening at grassroots level.

The Hour of Code National Campaign is strategically positioned to draw attention from media, government and corporates in similar industries, generating copious amounts of free publicity and exposure through national papers/radio stations/media relations multiplying the amount of people talking about this innovative solution and thus your company.

This campaign will culminate in a Provincial Coding Competition in October 2016 where top performers will come together to show case their newly acquired skills and compete against each other.

The event will bring schools and NGO's across the province together to advance learning and development towards a progressive and forward-thinking country with a skilled workforce.

Due to the exponential growth and reach of such a campaign, your marketing and CSI initiatives will be combined into one.

Alongside this there will be social media campaigns and events all directly linked to your company.

Additional details

- Raising awareness via radio talk shows, printed articles, online blogging
- Social Media Drives via Facebook, LinkedIn, & Twitter
- Actively engaging with other NGOs, corporates, and private sector to become drivers of this campaign.
- Web banners on local directories, eg. Gumtree, Junk mail, etc
- Speaking engagements at expo's, conferences and forums.
- Advocating with local and provincial government for computer science in schools
- Engagement with local celebrities to promote Computer Science

BENEFITS TO PROJECT PARTNERS

- **STAFF RETENTION:** Improved Employee Satisfaction from Project Awareness & Volunteerism
- **ICT IMPACT:** First rate CSR/CSI ICT Development Footprint*
- **BRAND RECOGNITION:** Quality Footage/Photo/Press Release Opportunities for Company Staff and Management
- **RECRUITMENT:** Youth recruitment opportunities
- **TAX BENEFITS:** Claim back up to 10% of taxes via 18A Tax Receipts for 100% of investment
- **BEE BENEFIT:** SED Qualifies for 100% of spend – over 98% of beneficiaries are black

FINANCIAL INFORMATION

>> TOTAL: THE HOUR OF CODE NATIONAL CAMPAIGN

Platinum Partner - Partnership investment: R 800,000 - 1,000,000 ZAR

- ✓ National footprint through awareness drives, publicity & social media
- ✓ Advocacy for current educational policies to adopt Computer Science as a core subject in schools at national levels
- ✓ Direct training beneficiaries: ±50 trainers, facilitators and principals trained
- ✓ Indirect training beneficiaries: 2000 youth are introduced to Computer Science
- ✓ Provincial Coding Competition for 100 top performers
- **Tailor-made national marketing exposure, including:**
 - Publicity & Media Coverage at a national level
 - Brand Recognition & Visibility at national events, conferences & expo's
 - Direct access to our recruitment pipeline
 - Building community

Gold Partner - Partnership investment: 500,000– 700,000 ZAR

- ✓ Local & Regional reach through awareness drives, publicity & social media
- ✓ Advocacy for current educational policies to adopt Computer Science as a core subject in schools at provincial levels
- ✓ Direct training beneficiaries: ±30 trainers, facilitators and principals trained
- ✓ Indirect training beneficiaries: 1200 youth are introduced to Computer Science
- Provincial Coding Competition for 60 top performers
- Publicity & Media Coverage at a provincial level
- Main Partner Logo displayed at training events & marketing materials
- Branding Opportunity on main websites and at provincial events & conferences
- Product research and development opportunities
- Mentioned in related press releases, radio, newsletters, programs etc.

Silver Partner - Partnership investment: 250,000 - 450,000 ZAR

- ✓ Local & Regional reach through awareness drives, publicity & social media
- ✓ Advocacy for current educational policies to adopt Computer Science as a core subject in schools at local levels
- ✓ Direct training beneficiaries: ±15 trainers, facilitators and principals trained
- ✓ Indirect training beneficiaries: 600 youth are introduced to Computer Science
- ✓ Provincial Coding Competition for 30 top performers
- Publicity & Media Coverage at a local level
- Partner Logo displayed at training events & marketing materials
- Branding Opportunity on main website & at local events & conferences
- Mentioned in related press releases, radio, newsletters, programs etc.

CONCLUSION

Join this international, ground-breaking campaign and be part of changing the face of South Africa.

Industry leaders such as **Dell Development Fund** have already joined this movement and we need your help and partnership to make this a reality.

The Overall Goal is to secure a total of **R 5,000,000 ZAR to kick-start the campaign** in 2016. Our Vision for 2020 will be to secure **25,000,000 ZAR** and bring significant change and transform the landscape of South Africa.

