




elevate



ANNUAL REPORT 2020

Unlocking Young People's God Given Talents

Looking back and looking forward, we can only be grateful for the far we have come yet more determined and inspired to impact more young people, communities and generations to come.

EMMANUEL TRINITY
FOUNDER AND CEO, ELEVATE PROGRAM

Who We Are

The Elevate Creative Apprentice program is a program run under era92 Creative – a social enterprise training and employing young adults from the slums. The program gives young people the opportunity to develop digital and entrepreneurial skills they need to create positive social change.

Our Mission

To empower and up-skill youth in underserved communities in preparation for jobs and entrepreneurial opportunities, to become the next generation of digital talent in Uganda.

Our Pillars of Progress

Improving Opportunity

Increase access to technology skill development, entrepreneurship, and promote inclusion across Africa.

Increasing employability

Equip young adults with the technology skills they need to access dignified employment, thrive, and keep pace in the 21st Century

Transforming Education

Revolutionize the way young people learn and address the root issues contributing to the increasing youth unemployment across Africa.

Investing in Innovation

Invest in catalytic solutions that accelerate our mission to give every young adult, everywhere the opportunity to create their own future.

Leading with Christian Values

Not only are we producing experts in technology but also young people with Christian faith, leading and transforming other people's lives with their God-given talents.



06	CHAPTER ONE —	Covid19 Shifts The Learning Paradigm
13	CHAPTER TWO —	Stories Of Impact
24	CHAPTER THREE —	Growing Employment Partnerships
34	CHAPTER FOUR —	Lessons Of 2020
37	CHAPTER FOUR —	What Next, 2021



CHAPTER ONE

Covid19 shifts the learning paradigm

“We showed our strength when we made adjustments to shift the Elevate Program online. In less than two week we shifted all our operations on line.”

MEAGHAN AHUMUZA
WEB DESIGN TUTOR, ELEVATE PROGRAM

We started off the year in high spirits, recruiting for our first cohort, registering the biggest number of students we've ever received since we began in 2015. When we first heard of COVID19 IN China, we never thought it would turn into a pandemic, let alone affect how we operate.

But as COVID-19 spread quickly around the world, countries everywhere announced sweeping restrictions and began to close borders to contain the virus. Soon in the month of March, without warning, the government announced a nation-wide lockdown that would change our perspectives and operations forever.

We thought it would last only three weeks but we soon learnt that wouldn't be the case. On contacting our students, we discovered some of them had gone into working small jobs to sustain themselves during the lockdown. We couldn't blame them. A lot had changed, priorities switched for everyone around the world. It was survival mode activated.

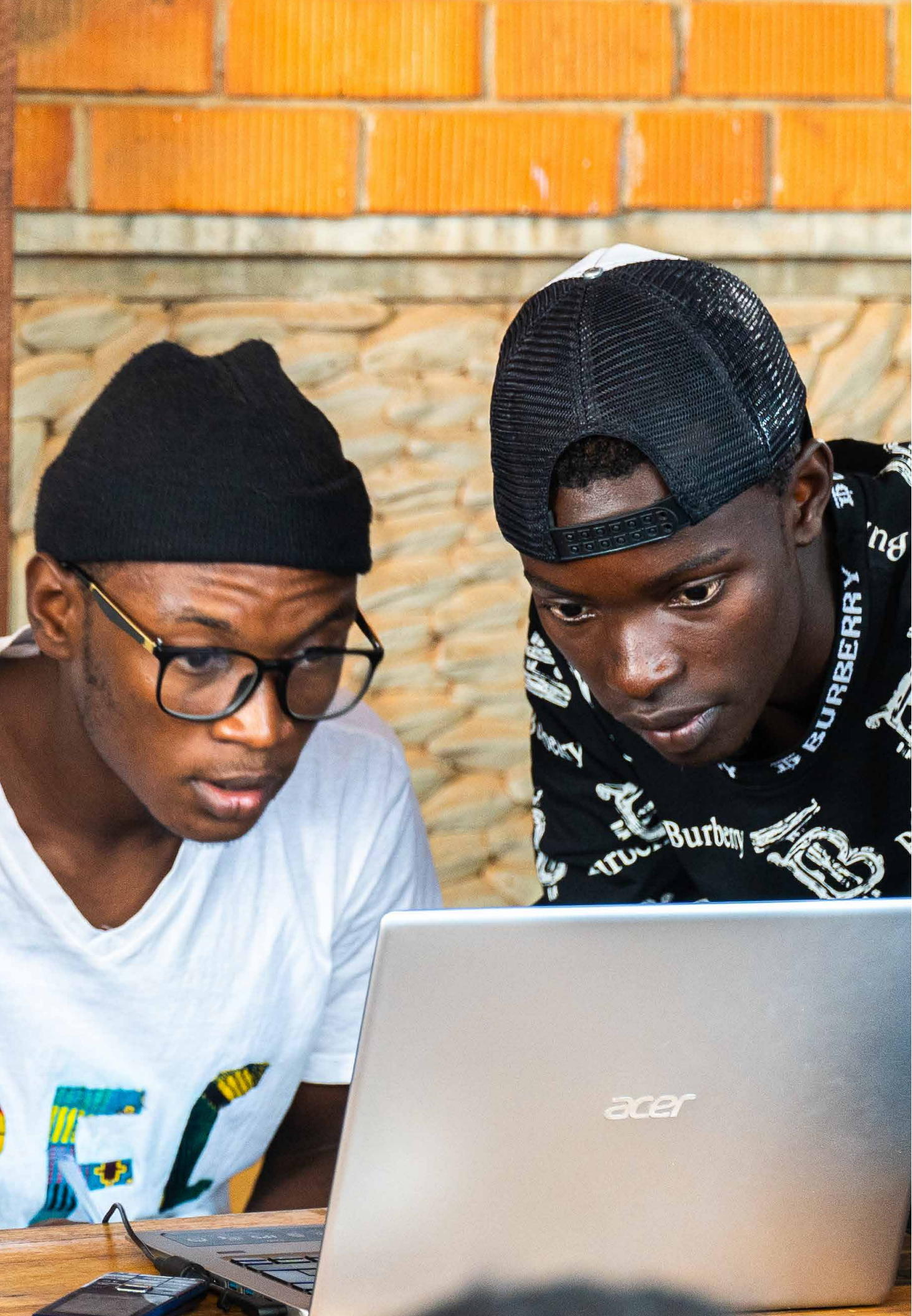
So, how were we to convince them that this program too should be a priority? That they would benefit immensely from having digital skills than settling for shoddy jobs?



WHAT THE STUDENTS SAY:

I was really excited for the online classes because I was able to continue learning while so many of my friends in university stopped.

HAMIS SSENKONJO
STUDENT, ELEVATE PROGRAM



Elevate Virtual Classes

When the government gave a directive in March for a nationwide lockdown, companies, schools and businesses across the country began to operate remotely.

Unfortunately, more and more weeks were added to the initially 3 weeks lockdown - we had to act quickly.

All the students going through the program had to start learning & working remotely. Many students lacked reliable internet access or felt uncomfortable sharing their home lives in settings like Zoom.

We stepped in with Elevate Virtual Classes and worked with tutors and class coordinators to get computers to those who lived within the city and provide internet access to facilitate their virtual learning. These classes allowed young people to continue learning despite the restrictions and helped reverse the adverse impacts of the lockdown that had rendered some of our students unproductive and headed for dangerous and shoddy jobs.

The Elevate tutors tried to make the most of their students' digital transformation by providing one on one catch up sessions and providing academic advice through Zoom or Google Meet.



WHAT THE TUTORS SAY:

I personally studied Graphics Design through Online courses. It felt like a walk-down memory lane while teaching virtually. I'm proud to see that a good number of them have landed meaningful employment.

HERBERT WANZALA
BRANDING TUTOR, ELEVATE PROGRAM

Elevate Impact

70+

youth impacted

16

Placed into employment

30

young people placed into places on internship

13

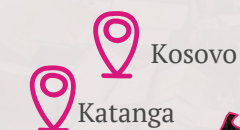
youth started their own small businesses

The young people of Uganda will create the future, we see alot of potential in them and it's our goal that they see that in themselves and help them achieve it.

EMMANUEL TRINITY
FOUNDER AND CEO, ELEVATE PROGRAM

”

Where your impact is



Whom you are impacting.

- We recruit young people from the slums of Kosovo & Katanga. They live in the most underserved communities in the country & many of them have long dropped out of school, joined gangs and engaged in petty theft, betting and early marriages.
- Over the years, we've discovered that these young people are brilliant and talented but the lack of opportunity is holding them back. That's why at Elevate, with every cohort, we go down there to interest them in our courses and move them out of unemployment for good.

2020 Highlights



Elevate Products

Preparing young people for the future of work is critical but we have to do it in a way that produces an all-round individual. We offer students self-discovery sessions in entrepreneurship and strategic life planning to ensure they can create the future they envision.

era92 Ds / Startups	2moro Alive	Elevate Skills
<p>Many young people end up freelancers in their respective careers.</p> <p>Therefore, they have to learn how to develop great business ideas for them to thrive out there.</p> <p>era92 Ds is an intensive 2 days workshop that happens once a month it aims to help young people develop and present their business plans to prospective clients.</p>	<p>2moro Alive is a program that equips young people with life skills.</p> <p>Under this program, they are taught how to draw vision boards, life resolutions, life plans, personal finance management and learn how to make use of other life plan tools.</p> <p>Students gain a focus and direction for their personal lives and careers as they step out into the professional work environment.</p>	<p>Modelled as a creative agency, we train young people to acquire digital skills in;</p> <ul style="list-style-type: none">BrandingFilm & PhotographyWeb Design & Development <p>These courses are supplemented with bootcamps and workshops where students get to learn from industry professionals and have their projects critiqued by them.</p>



CHAPTER TWO

Stories of Impact

“Against all odds, our amazing team and tutors at era92 we managed to help more young people achieve their potential despite the pandemic and the lockdowns.”

ALICE NALUBEGA
PROGRAMS MANAGER, ELEVATE PROGRAM

“The Pandemic taught us
that young people’s need for
technology skills is vital for
their survival moving
forward”

EMMANUEL TRINITY
FOUNDER, ELEVATE PROGRAM





“Elevate is proof that skills for the youth are more important than charity.”

Reshima Namagembe graduated in 2018 with a Certificate in Graphics Design and today, she's using her skills to serve God like she's always desired.

Financially constrained, she failed to chase after her design dreams for which most design schools are extremely expensive but in the turn of events, she heard about the era92 Elevate Program through social media. That she'd do design for free was a wonderful miracle.

Today, she's working with three churches despite the pandemic- Arise City Church, Kampala and Miracle Center and Watoto Church. She delivers their digital design needs and helps organise for online church services.



“I've seen the fruits of having digital skills and hope more and more people embrace the digital world even after COVID19 is gone. I am happy to have signed up for Elevate and grateful to era92 for these design skills that are helping serve God and my community.”

RESHIMA NAMAGEMBE
CERTIFICATE, GRAPHICS DESIGN (ALUMNI)



“Covid19 had put a stop to many people’s lives but not mine. My digital skills have helped me thrive this season.”

FRANK KIRUMIRA
CERTIFICATE, FILM AND PHOTOGRAPHY (ALUMNI)

Frank Kirumira completed the 6-month long certificate in Film & Photography back in November 2019. As a way to make ends meet and resume school one day, he tapped into his passion for photography and took it a step further to gain professional training from us.

He’s currently working as a freelance photographer for sole clients and organisations including era92 Elevate. He’s delivered work for clients that need designed Impact Reports and fresh content on their websites. He is contracted to shoot at graduations, birthday parties and other functions.

We’re glad to know that he’s earning and doing well. This only motivates us to expand and strive to discover more and more talent that we can polish with digital skills.



“I have no doubt now that when the government reopens schools, I’ll be able to continue with further education as planned. This wouldn’t be possible if it weren’t for the era92 Elevate program which helped me enhance my skills in photography. Because of them, I’m able to dream, believe and achieve.”

FRANK KIRUMIRA
CERTIFICATE, FILM AND PHOTOGRAPHY (ALUMNI)



“I had always thought you had to first go through university to get a job until I came to Elevate.”

ELIZABETH LUKWAGO
CERTIFICATE, FILM AND PHOTOGRAPHY (ALUMNI)

Elizabeth Lukwago, a 2019 graduate of the Elevate Program, has always been a poised photographer from the moment she touched base with us (The Elevate Program). She found her passion with cameras as a teenager, admiring photos in magazines and lifestyle newspapers but never acted on it because of her environment. The financial situation at home was unsteady. She wasn't so sure she'd go far even if she wanted.

So, she joined Elevate as a Film & Photography student and after her graduation, we retained her as the Program's Coordinator at Elevate as a way to sustain her for the meantime but later went on her way to work for clients.

Currently, she's worked with four clients who have entrusted her to shoot their weddings. During the lockdown, Elizabeth shot traditional home weddings while many of her peers were going jobless.



“Borrowing camera equipment for gigs is getting tiring so I'm saving up to purchase my own camera and equipment to ease my work and make more profit. I'm able to fend for myself and family as well because of these photography skills thanks to the Elevate Program. Wisest decision I've ever made, no doubt!”

ELIZABETH LUKWAGO
CERTIFICATE, FILM AND PHOTOGRAPHY (ALUMNI)



CHAPTER THREE

Growing Employment Partnerships

“There’s a significant gap between the number of young people seeking work and the limited employment opportunities available to them. Employment partners are our pathway to closing this gap and ensuring more young people from our programs get employed.”



Our Employment
Partners



Stanbic Bank
A member of Standard Bank Group

The Remnant
Generatin

Elevate Academy was founded upon the vision that every young person in Uganda has the skills and the opportunities they need to DREAM, BELIEVE AND ACHIEVE. Meaningful employment is encouraged and championed with every cohort we've held since our inception.

We work hard to match the skills of our talented young people to the needs of our partners in a way that is fulfilling and mutually beneficial.

This year, despite the hardships and challenges of our study from-home world, we continued to demonstrate our commitment to growing our employment partnerships network adding two more partners to the network.

We paired our students from the Branding & Film classes to help our partners realize their visions for impact.

Children Arise

We aim to collaborate with forward thinking leaders invested in youth and technology. Andrew Banman, founder Children Arise ministries is one of those we couldn't miss out on.

Children Arise has operated in Uganda in underserved communities providing quality education to children from these communities so they transform into the change makers they want to see.

To help highlight the good work Children Arise ministries does, Andrew took on three students from the film and graphics classes to deliver high quality digital designs and films for the organisation.





Meet Jackie

She’s one of the few who persisted through the year’s hardships, committed to virtual classes because she knew this was better than sitting in for her mom at the grocery shop.

She sat down in an interview with Programs Manager, Alice to catch up on her internship progress.

Alice: How is the internship going, how do you find it?

Jackie: It’s going really well, better than i expected actually. I started out working from an HP laptop but now I’ve been trusted with more work. I use an iMac. It’s cooler, faster and can run heavy programs that I need to do my work.

I initially was shocked to be given an internship opportunity but hearing my supervisor say, “I believe you have some real talent” really got me fired up. I knew I had to take it.

Alice: Tell me about a day when you felt there would never be a chance to learn again?

Jackie: Uhmm, I remember my mom coming to me one evening and told me I should learn how to sew clothes and make a living. She wanted me to move out and start renting. When I asked her about

school fees she had promised, she didn’t answer me back. That’s when I knew it was over. I prayed to God for a miracle that night, that I would just magically get back to school and then Elevate happened.

Alice: How would you describe the impact this internship has had on you since you joined?

Jackie: I would say my skills have greatly improved compared to when I was just a student in the program. Working for clients in the real professional world really makes you adjust your speed, you think faster and make decisions quicker because there are deadlines. I’m now able to deliver professional work to clients on time and make changes when they are sent in.

Alice: What kind of mindset do you work with when delivering client projects?

Jackie: If it doesn’t challenge you, it can’t change you. Every

project that comes in is different from the last. Client needs are all unique which is a good thing because it only widens your knowledge and your skills and talent grow too.

Alice: What do you hope to achieve by the end of your internship?

Jackie: I want to get really good at designing interactive websites for clients. It’s the in-thing right now because they dramatically increase web visits and page views.

Integrating animated GIFs and illustrations and motion graphics in the websites I design is my next goal.



Meet Mark

Mark bet on himself to beat the odds when he lost his training opportunity as a videographer at a local church. With the shift to virtual Sunday services, Mark realised he had an opportunity to earn if he continues to learn videography skills.

So, he joined the program midway when we had just introduced Elevate Virtual Classes.

Alice: What inspired you to get into learning videography ?

Mark: I wanted to support my mother. She fell really ill and stopped working, up to today. As a first born, I had to step up. I knew that if I could invest sometime in learning videography, I would earn lots of money eventually than go for some shoddy work, even though the temptations were high.

Alice: Video production is a tedious job. How do you stay focused and creative?

Mark: Video editing is where the real work is. After shooting, you have to clip bytes which is the hardest part, balance sound, choose the right music and add colour. If I lose focus, I take a walk or watch videos on

YouTube for inspiration. As long as I stay inspired, everything else falls in place.

Alice: How would you describe the impact this internship has had on you since you joined?

Mark: I am so glad I joined because I now have the skills to help me serve my community. Today, I produce films and short inspirational videos for my church, Arise City that are played during service and distributed on social media.

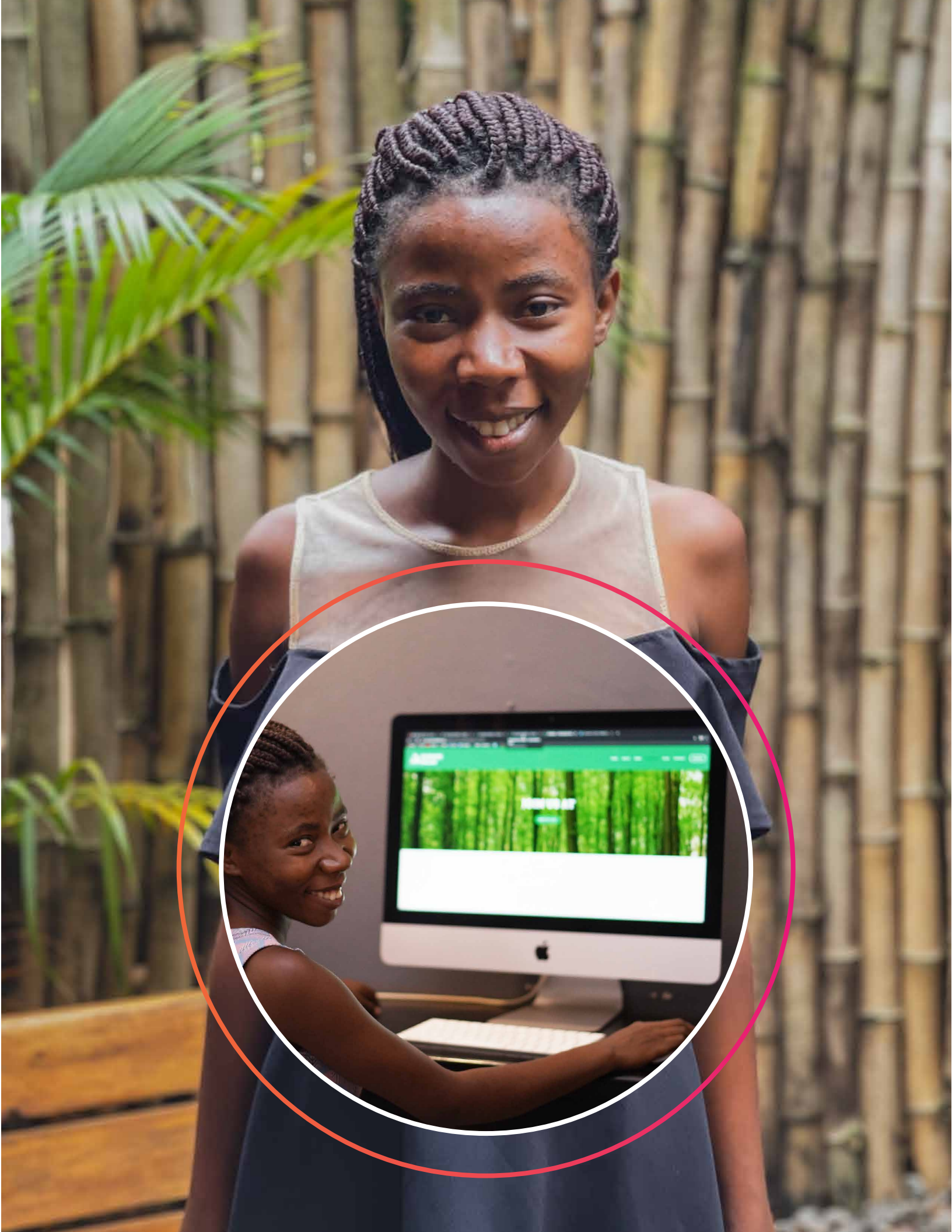
I most especially love that I am mastering the art of storytelling which is the unique selling point for any documentary filmmaker.

Alice: What do you hope

to get out of this internship?

Mark: I hope by the end, I can shoot and edit a documentary all by myself.

It's the most useful skill right now, even at the church I serve. Can't wait to be able to produce professional project like those done at era92.



Meet Resty

Resty is one of the most hardworking interns we've had. She is always asking for feedback and extra work from her supervisor, obviously, she's eager to get to the top. At only 16 years old, Resty dropped out of school and joined her mother to sell at a local food market. It is until a friend told her about the Elevate Program, 3 years down the road that she revived her dream to get educated again.

Alice: What was life before Elevate?

Resty: I had totally given up the thought of going back to school. I was thinking of just working and working until I was old enough to get married & start my own family.

Alice: What do you enjoy most in Web Design?

Resty: I particularly enjoy picking themes for a new website, it's always very exciting. The colours and flow of the website - it's like discovering a new world every time.

Alice: How would you describe the impact this internship has had on you since you joined?

Resty: I would say it has really opened me up to so many new things and new people. Most importantly, I have grown super confident and I think if the opportunity rises, I might be able to give a few lessons at the Elevate Academy this year.

Alice: What kind of work do you hope to produce by the end of the internship?

Resty: I am interested in creating superb e-commerce websites mostly because it's very rare to find those that are not confusing, simple and straight-forward.

Many businesses are going online now and I know with this skill, I can earn good money from it.

CHAPTER FOUR

Lessons of 2020

“Foresight alone can’t cut it. Some things you’ll never see coming no matter how much you plan. It’s being quick-witted that keeps you sailing through.”

TRINITY HEAVENZ
CHIEF JOB CREATOR, era92 CREATIVE

Recommendations for future classes

- We need to prepare better for virtual classes next time. They are a pathway to scaling our impact and extending our services to young people across Africa who may not be able to participate in natural classes. Students need to be more conversant with learning online as it is here to stay.
- We also need to emphasise the need for digital skills in this age as it became more apparent during the lockdown and also encourage more young people to have an open mind towards learning new skills.



To build durable solutions that last, we have to revisit the drawing board and redesign strategies that are more wholesome.

Before 2021, we were so focused on transforming a young person from having raw talent to having the necessary skills to compete in the job market. Re-assessing every detail of our program, we realise it's essential that we also turn outward our upskilling strategies to transform the student at a more personal level.

We need to work with the students on a 360 approach that challenges them in areas of professional project presentation, job interviews, pitching to clients, email etiquette & public speaking.

The pandemic has proven to be an accelerator for the increasing need for technologically innovative people yet our students, being the perfect candidates are still somewhat lacking in representing themselves confidently before the world.

Our goal is that they acknowledge that they belong to a global network. We want them to work within groups and understand they can rely on each other for their unique skill set to design mind-blowing products for brands across the globe.

The second and perhaps most important lesson was this:

The spike in an interest to acquire digital skills during the lockdown. Businesses that did not have an online presence were actively seeking out young people with the digital skills to design products and sell to clients online.

It was a surreal moment to witness the growing relevance of our training program.

Being fast-thinkers in the middle of the adversity presented us a wider perspective with the switch to virtual classes. These classes are our means of scaling our impact across Africa. More and more young people can acquire skills despite the distance.



CHAPTER FIVE

What's Next for 2021

“The opportunity gap is widening. This means we need to reach out to more young people and to do that, we need to find a scalable approach.”



Our Partnership with the Local Church and Communities

The local churches are the biggest hub for young people in the community. We've partnered with church leaders to interest young people in our programs and for every cohort, the team will carry out activations at different churches from in and around urban slums and the city.



Strengthening our program

We have introduced new courses in our program to be able to upskill and empower more youth for the developing world. We plan to introduce courses in Motion Graphics, Data Analytics and Project Management. These courses present a wide array of possibilities and real opportunity because they are highly on demand in the job market today.

We also intend to advance the skills of our young people through monthly mentorship programs where we invite experienced personnel to share their experience.

Community Elevate Booths

To accommodate the growing number of young people in need of these skills, we need to adjust and acquire more resources.

Our strategy is to create prototypes of the Elevate Hub and set them up in different communities. This is the easiest way to scale our impact and have more young people access quality digital skills.

We believe that equal access to technology skills across the globe will help to build paths out of poverty for many young Africans. 2020 challenges us all in unique ways but as era92 Elevate, we are taking this opportunity to increase our vigilance, build foresight that will protect young people from any more pandemics, or worse still, negative technological advancements.

2021, we are working harder to remove barriers to tech and collaborate with more influential partners to build a future full of possibilities for young Africans.



360 Impact Approach

Students need to be challenged in areas of professional project presentation, job interviews, pitching to clients, email etiquette & public speaking.

The world is in need of more technologically innovative people that can boldly bring their ideas to life. We want them to work within groups and understand they can rely on each other for their unique skill set to design mind-blowing products for brands across the globe.



Special Thanks to Impact Nations

For continuously stepping up to support young people over the years but even more in 2020, we are grateful to you for this fruitful partnership and your generous funding and support extended to us throughout the year.

We are in awe of your kindness and your desire to elevate the socio-economic lives of vulnerable youth in Uganda.

TOG-
ETH-
ER

...we are
unlocking
Young
People's
God Given
Talents

impactnations
—rescuing lives



In Partnership with

impactnations
—rescuing lives