

A photograph of four young adults (two men and two women) standing on a set of concrete steps outdoors. They are all smiling and looking towards the camera. The man on the far left is wearing a light-colored t-shirt with a graphic and jeans. The woman next to him is wearing a white sleeveless top with a dark collar and a patterned skirt. The woman next to her is wearing a white t-shirt and a dark skirt. The man on the far right is wearing a white t-shirt with a pattern and red pants. They are all carrying backpacks. The background shows blue vertical poles and some greenery.

CHANGEMAKERS

WHY EMPOWERING INDIVIDUALS IS A GOOD INVESTMENT
- AN IMPACT REPORT FROM HELP TO HELP

HELP TO HELP ACADEMY

ON A MISSION TO CLOSE THE SKILLS GAP

In East Africa there is a substantial skills gap between what students are taught and what employers require. Help to Help's Academy Program consists of activities and workshops to provide participants with the tools needed to gain employment or to get self-employed.

According to a report from the African Development Bank¹ almost 40% of the youth in Sub Saharan Africa did not consider their education as useful for finding a job. 33% lacked sufficient skills to be able to perform their work. This skills gap needs to be bridged in order to maintain economic growth, reduce unemployment and eradicate poverty. Together with selected partners, we connect promising students with employers through workshops and networking events. In order to see the impact of our investment, we initiated an evaluation that is presented in this report.

How We Measure Impact

To connect the activities with the resources used, and the short- and long-term outcomes, we are using what is called a Theory of Change. In general terms, a Theory of Change is a method that explains how a given intervention, or set of interventions, are expected to lead to specific development or change.

For the Help to Help Academy, the expected outcomes are divided into three perspectives of impact; impact for the individual (him- or herself); impact on the family or close relatives; and impact on the community.

HELP TO HELP ACADEMY ACTIVITIES

- Gender, Leadership And Ethics
- Entrepreneurship
- Sustainability Boot Camp
- CV writing, Cover Letter and Interview Skills
- Mini IT Boot Camp
- Main IT Boot Camp
- Company Visits
- Understanding The Labour Market

¹ Morsy, H. & Mukasa, A. N. (2019). *Youth Jobs, Skill and Educational Mismatches in Africa*. (Working Paper Series, nr 326.) African Development Bank Group.

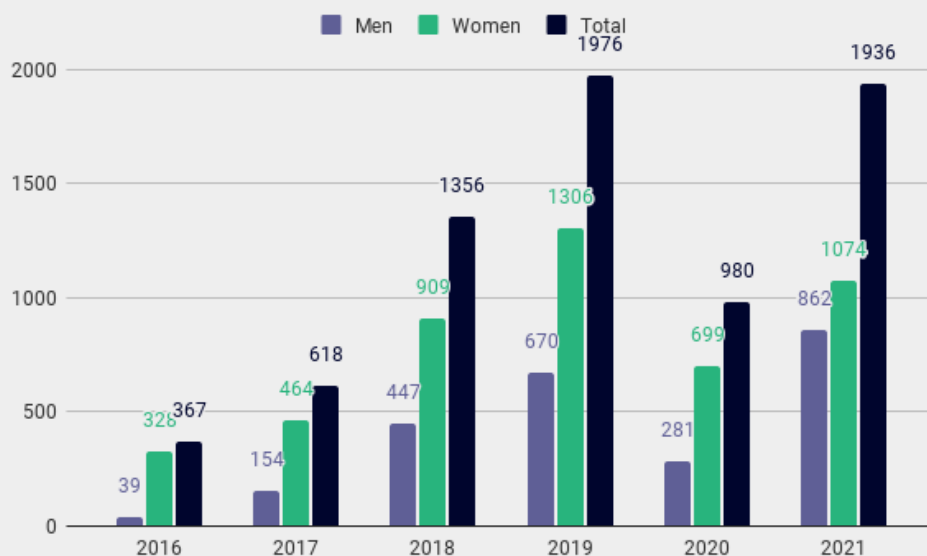
THE CHANGEMAKER PROFILE

Help to Help Academy welcomes participants who currently study at university or who have recently graduated, however all participants must be between 18 and 30 years old.

Participating is free of charge. Help to Help Academy has more female participants than male as some activities are only open to women.

Since the launch in 2013, Help to Help Academy has had 7233 participants in 8 different kinds of activities. Due to the Covid-19 pandemic some activities were cancelled which is why the number of participants decreased during 2020.

PARTICIPANTS OF HELP TO HELP ACADEMY 2013 - 2021

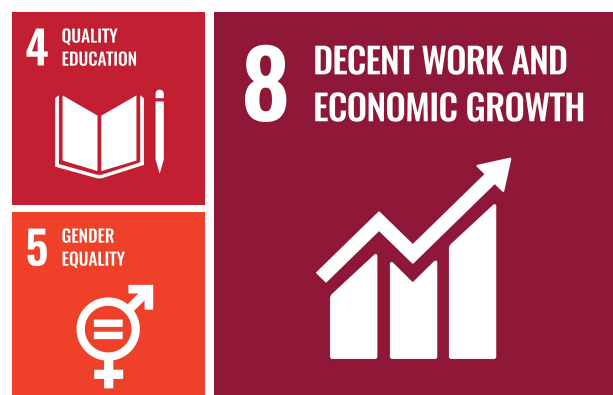


HELP TO HELP AND THE SUSTAINABLE DEVELOPMENT GOALS

Help to Help contributes to all of the 17 Sustainable Development Goals, but specifically addresses goal number 4, 5 and 8. All activities and programs hosted by Help to Help focus on the fourth goal concerning quality education and the fifth goal concerning gender equality.

Help to Help Academy especially focuses on the eighth goal concerning decent work and economic growth.

Through arranging workshops in labour law, entrepreneurship, CV writing as well as IT and computer skills, we directly increase the chances for students to find employment and hence, the possibility for them to contribute to economic growth.





"My plan for the future is to become the best female IT-expert in Tanzania"

GRACE WILLIAM

ABOUT THE STUDY

Help to Help wants to ensure that we achieve maximum impact with the resources we have. This Impact Report is a summary of an internal evaluation conducted in 2021 by Help to Help's Managing Director Clara Luthman.

This is the first study looking at the long-term impact of Help to Help Academy. The purpose of the evaluation was first and foremost to secure the quality of, and to further improve, Help to Help's activities. Secondly, the aim was to present the impact to raise awareness about the importance of closing the skills gap to increase employment in East Africa.

Our Methodology

The study intended to compare the expected outcomes of Help to Help Academy with reality. The aim was to measure the impact at least one year after an individual participated in an activity.

The study is based on an online survey that was sent to all students who participated in Help to Help Academy at least one year ago. The original intention was to complement the survey with semi-structured interviews, however due

to the Covid-19 pandemic it has not been possible.

In total 3600 participants, from 2015 - 2019, received the online survey and 318 responded. Some respondents have graduated from university, while others are still studying or are no longer pursuing a degree. This gives the survey a response rate of 8,8 percent. It is generally difficult to efficiently reach participants since many of them have limited access to their email. In addition, many recipients participated in Help to Help Academy several years ago, meaning that the contact information we have is potentially outdated. Since this was an expected issue the survey was sent out through multiple channels to reach as many former participants as possible e.g. through WhatsApp groups which is a common form of communication in sub-saharan countries.

THE IMPACT



THE INDIVIDUAL

EMPOWERING CHANGEMAKERS

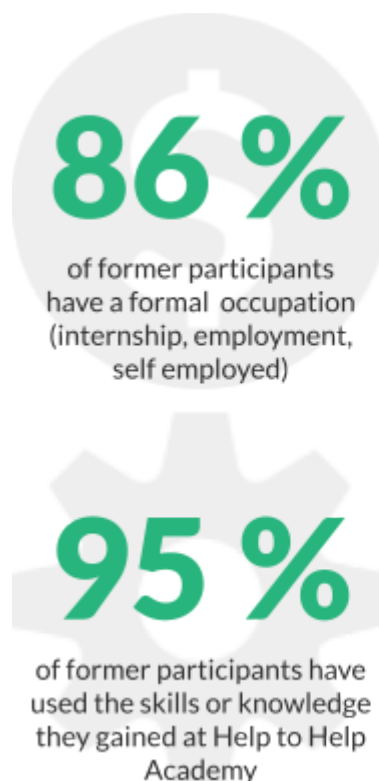
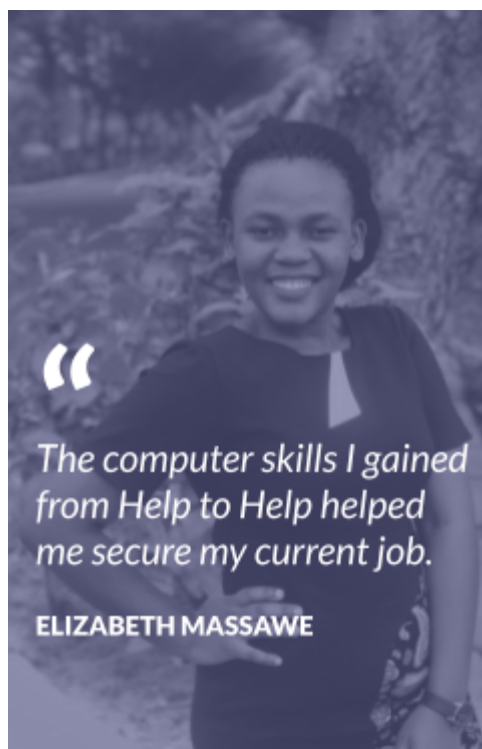
The expected outcomes on an individual level include participants using the knowledge and confidence they have gained to advance in both their professional and personal lives. They are already changemakers, Help to Help Academy has simply provided the tools needed for further success.

Empowerment Through Occupation

The study shows that 95 % of the participants have used the skills they learnt through Help to Help Academy - for instance when applying for or starting a job or internship. Help to Help can of course not claim full credit for the success of the participants, however they do testify that the skills they learnt through Help to Help Academy were crucial to their success. The most useful skills were the different IT

skills taught through Help to Help Academy, but also the skills needed to gain employment such as how to write a CV and cover letter, as well as interview skills.

The participants also point out that not only the skills taught were useful; Help to Help Academy also helped them gain the confidence they needed to be successful in entering the labour market. 91 % felt more confident to apply for a job or an internship after attending Help to Help Academy.





EMPOWERED INDIVIDUALS CHANGE THE WORLD

While the aim of Help to Help Academy is to teach employability skills, strengthening the participants' confidence is just as important. After the workshop 92 % say that they feel more confident to speak in front of others. The participants also feel that they have the possibility to affect their own future and the future for their family, their country and the world.

Changemakers In Action

The participants have a strong feeling of responsibility for the future of their family (92 %), their country (91 %) and the world (88 %). This is not something postponed to the future, the change is happening now.

In fact, 67 % of the participants say that they have already changed something in their communities. When former participants are asked what they have changed, they share stories of how they have shared knowledge and values taught at the activities with family members, friends and their communities. This is done in both formal and informal settings.

"I am now working in the community to raise awareness about positive behaviour change concerning hygiene and environmental action"

- Jovita Pantaleo

THE POWER IN BELIEVING YOU CAN CREATE CHANGE

Self-efficacy means: *to what extent you believe you can achieve something you would like to achieve.*² Not based on previous experiences, knowledge or skills, but based on your belief in your ability to overcome obstacles. A higher sense of self-efficacy leads to a higher success rate. Simply put, if you believe that you can achieve something, it is more likely that you will.

Recent studies have shown that the same thing is true for what is called moral efficacy, and that this to some extent can be taught.³ Students who have taken a course on ethical decision making in business feel more confident in their ability to manage ethical issues in a professional environment. Therefore, they are likely to create positive moral change, simply because they believe that they can.

² Maddux, J. E. (2002). Self-efficacy: The power of believing you can. In C. R. Snyder & S. J. Lopez (Eds.), *Handbook of positive psychology* (pp. 277–287). Oxford: Oxford University Press.

³ May, Douglas R, Matthew T Luth, and Catherine E Schwoerer. "The Influence of Business Ethics Education on Moral Efficacy, Moral Meaningfulness, and Moral Courage: A Quasi-Experimental Study." *Journal of business ethics* 124.1 (2014): 67–80. Web.

THE FAMILY

CHANGEMAKERS EMPOWER FAMILIES

The Help to Help effect means that an investment in a few individuals creates ripple effects and leads to positive change for the individual's family and community as well. Through Help to Help Academy, participants are expected to gain skills that will lead to employment. When employed, they can help to improve living conditions for their families and close surroundings and thereby help reduce poverty.

Former participants of Help to Help Academy now contribute to their families' income. They also make it possible for their siblings or other relatives to go to school by paying school fees or food and accommodation while the relatives are studying.

Financial Dependency

On average 2.88 people are financially dependent on former participants of Help to Help Academy. Among the participants who have graduated from university since participating in Help to Help Academy the number rises to 3.21 people being financially dependent on them. This

number is slightly lower than for graduates of the Help to Help Scholarship Program where 3.68 people are financially dependent on each graduate. This indicates that students participating in a longer program such as the Scholarship Program might create a larger impact on a family level.

"Changes start from family. I have taught my younger siblings Microsoft Word"

- Former participant



52 %

enable their siblings or other relatives to go to school



79 %

of former participants contribute to family income



2.88

people are financially dependent on former participants

EMPOWERING THE NEXT GENERATION OF WOMEN

Help to Help Academy especially focuses on empowering women by ensuring that participants gain both awareness of women's rights and the tools to rise up against inequality. Here are some stories of change from our former participants, both male and female.

"I have changed my parents' perception on the notion that a girl child can not help or support her family [...] by supporting my parents and siblings through sharing with them my little allowances which I get through volunteering."

- Eunice Michael

"I have managed to convince some stubborn parents to send their kids to school back in my rural village in Bukoba. Now more than five kids are happily studying."

- Albert Rutasitara

"In my clan, I am the only girl able to reach University. Through me people in my clan started to know the importance of educating girls. They are now also aware that even girls can do better when they are given opportunities."

- Happiness Nsollo

"I went back home to the remote area after graduating from college. I became a motivation to young ones to pursue education. When I got a chance to come into different gatherings I spoke to parents about the essence of educating their children, mostly the baby girls who are not valued enough to receive education in my society. Thank God I saw things changing and their ideas turned around."

- Gabriel Masakwi

"I am a woman in management, I know my values and rights (of which some of them I learned in the boot camp), I have principles that protect me from inequality. [...] also as a woman in management I have given more women a chance to be employed in the organization in which I am working."

- Glory Lema

"I have a daughter who looks up to me as a single parent."

- Editha Sang



THE COMMUNITY

CHANGEMAKERS EMPOWER THEIR ENVIRONMENT

The expected outcome of Help to Help Academy is that participants share their newfound knowledge with people in their communities. The participants become community leaders and role models who display equality, commitment and devotion to change through their actions.

After attending an Academy workshop almost all participants share their new knowledge with someone. Participants state that they understood the benefits these skills had given them and saw the need for spreading this knowledge in their communities. Participants most often share their newly gained knowledge with friends, fellow university students and family members.

New Community Leaders

The study shows that participants are role models and leaders in their communities. Since attending a Help to Help Academy workshop 56 % of former participants have gotten a leadership position at university,

at work or in a club. However, this number rises to 76 % for the participants of an Academy workshop especially focused on leadership.

The participants believe that they are role models in their communities since they work hard, share their knowledge and show other community members that dreams can be achieved.

"I have mentored girls to take up the space and use their ability and skills to change our community"

- Former participant



THE WAY FORWARD

LEARNINGS AND CONCLUSION

The purpose of this report has been to summarise the learnings from the first study on the impact of Help to Help Academy. The learnings will help improve Help to Help's activities and processes so that we can maximise our impact.

A Continuous Need

With the skills taught at Help to Help Academy the participants gain employment and self-employment. Since they share the skills and values taught at Help to Help Academy with others, the knowledge is spread beyond the participants themselves. Also, the participants use their income to support their family and community.

Change is starting to happen, but there is a continuous need. So far we have had 7233 participants in the Help to Help Academy. Our goal moving forward is to reach 20 000 youth in East Africa with employability skills until 2025. This is especially important as the Covid-19 pandemic has hit East Africa much harder than Sweden and other western countries. It is of most importance that we continue offering learning opportunities to the next generation of changemakers.

The Next Step

As we move forward we need to make sure that we enable a continuous learning process for the participants. After Help to Help Academy, several of the participants have had limited possibilities to continue practising on their own which makes it harder for them to maintain their skills.

Furthermore, a vast majority of the former participants say they would like to arrange activities themselves. In 2021, we launched a Training of Trainers concept which gives

participants the opportunity to become trainers and arrange activities for their peers. Through this concept, we can create a much larger impact going forward.

To keep up the quality of Help to Help Academy we will do another evaluational study of our activities and operation in two years. It's crucial that we maintain high quality to maximise our impact.

Collaboration To Increase Impact

To increase the impact of Help to Help Academy further, we see great potential in collaborating even more with companies in East Africa. We strive for a close dialogue with employers, to ensure we design our activities so that they are up to date and match the companies' actual recruitment needs. It is a win-win if we can equip the future workforce with relevant and useful employability skills.

Special Thanks

We want to thank all partners and supporters for making our work possible. We also would like to send a special thank you to all fantastic students we get to meet and work with. The students are our inspiration and motivation. It is a privilege to see how they use the opportunities and tools we help provide to create a better life for themselves and their families - and a better world for us all.

Thank you for reading our impact report and for sharing our commitment to sustainable change.

If you believe in the potential of young changemakers, there are several ways you can contribute to our work.

Contact us at info@helptohelp.se or visit us at www.helptohelp.se

Or donate via
Swish: 123 900 5406
Bankgiro: 900-5406

HELP
HELP *to*