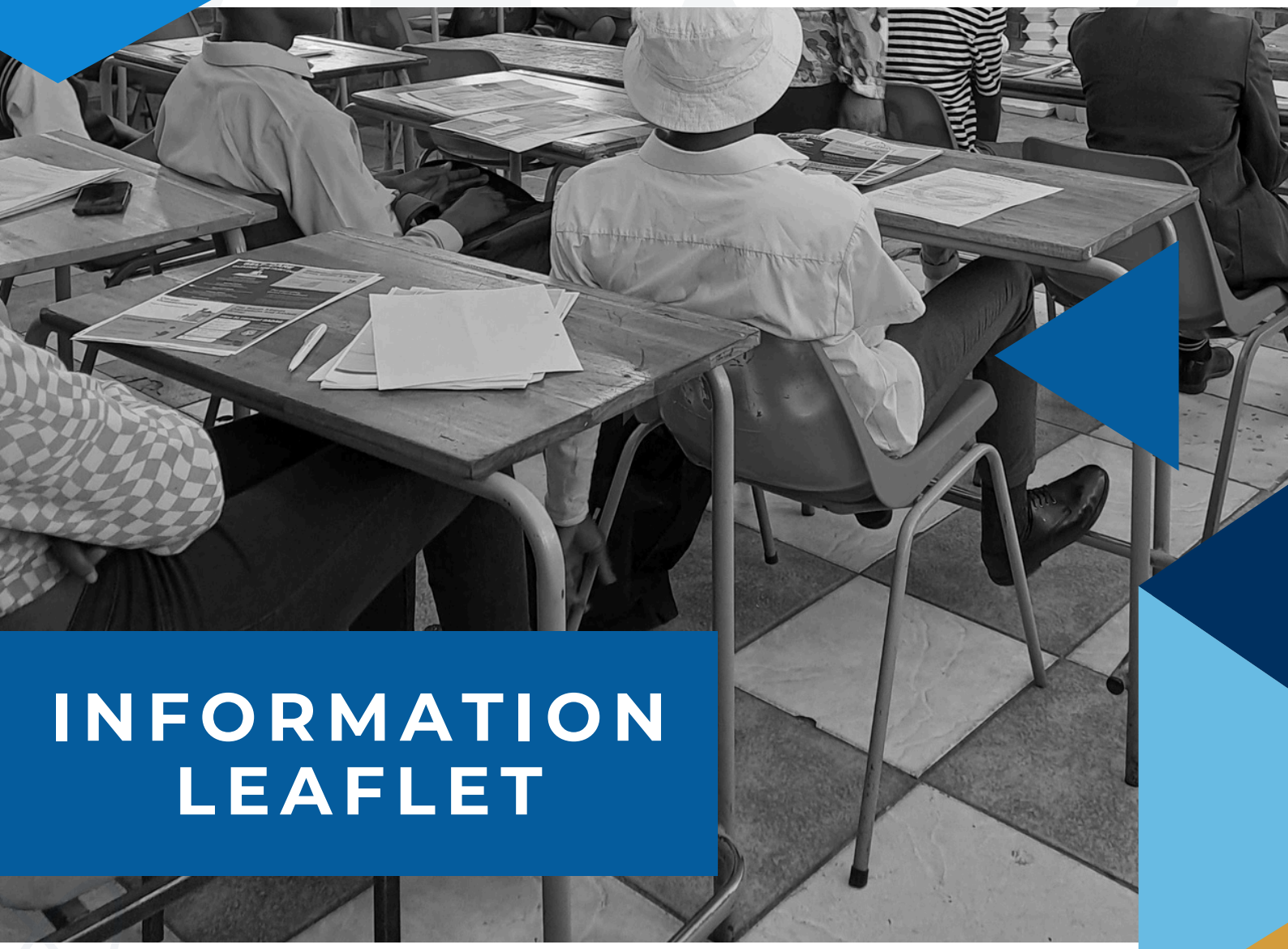
PROJECT POTENTIAL
EMPOWERING SOUTH AFRICAN YOUTH
— 5TH ANNIVERSARY —

Project Potential RSA

NPC# 2022/436126/08



INFORMATION LEAFLET

Y20 SOUTH AFRICA 2025

NATIONAL YOUTH COALITION

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About Project Potential

Project Potential South Africa (NPC: 2022/436126/08) is a Gauteng-based non-profit organisation committed to advancing **holistic youth empowerment** by bridging the gap between education and meaningful economic participation.

In the context of persistently high youth unemployment in South Africa, young people face layered challenges that extend beyond economic exclusion—impacting mental health, self-worth, social stability, and long-term life outcomes. Project Potential RSA recognises that unemployment is not only an economic issue but a **developmental, psychological, and societal concern** that requires integrated and preventative interventions.

Our work is therefore grounded in the belief that **empowerment must be multidimensional** — encompassing employability, personal development, mental health awareness, leadership, and access to opportunity. By equipping young people with practical skills, critical knowledge, and support networks, we enable them to navigate and participate meaningfully in the economy and society.



VISION

To cultivate a generation of empowered, resilient, and socially conscious young South Africans who are equipped to lead, innovate, and thrive in an evolving world.

Project Potential RSA envisions youth not only as job seekers, but as **active contributors, leaders, and change-makers**, capable of shaping their own futures and driving sustainable development within their communities.

MISSION

Project Potential RSA aims to empower young people—particularly those in underserved communities—through integrated development programmes that combine:

- Work-readiness and employability skills
- Leadership development and civic participation
- Mental health awareness and psychosocial support
- Education on rights, policy, and labour legislation
- Exposure to innovation, technology, and future-of-work trends

This is achieved through a dynamic programme model that includes:

- Open-access workshops for learners (community-based impact)
- Paid workshop series for learners (sustainability and depth)
- Paid workshops for parents and educators (ecosystem strengthening)
- Strategic partnerships, stakeholder engagement, and advocacy initiatives

STRATEGIC THEMES (2026 AND BEYOND)

Project Potential RSA's work is guided by four core pillars:

1. Empowerment

Advancing access to opportunities, strengthening employability, and fostering leadership at all levels.

2. Sustainability

Ensuring organisational longevity through diversified funding models, while promoting environmental and socio-economic sustainability in programming.

3. Advocacy and Policy

Driving awareness and engagement on critical issues affecting youth, including mental health, human rights, and public policy, while empowering young people to understand and claim their rights.

4. AI and Innovation

Equipping youth with the skills and awareness needed to navigate the future of work, including digital literacy, emerging technologies, and innovation-driven thinking.



AIM

- Enable learners to make informed and empowered decisions about their future pathways.
- Facilitate access to learnerships, internships, and economic opportunities.
- Support learners in identifying their strengths and developing professional profiles, including comprehensive CVs.
- Build a strong understanding of labour legislation, workplace rights, and ethical employment practices.
- Strengthen resilience, self-esteem, and mental well-being among youth.
- Foster leadership, agency, and active citizenship.

KEY OUTCOMES

- Learners are empowered to **envision possibilities beyond their current circumstances**, supported by structured goal-setting and vision-building.
- Increased placement of youth in **learnerships, internships, and skills development programmes.**
- Young people demonstrate a clear understanding of their **rights, responsibilities, and protections** in the workplace.
- Improved awareness of the intersection between work, **mental health, and well-being.**
- Strengthened community ecosystems through the inclusion of **parents, educators, and stakeholders.**
- Integration of **innovation and digital awareness,** preparing youth for a rapidly changing economic landscape.

Meet the Team

Board of Directors



Muhammed Cassim
Managing Director



Rivendri Govender
Director



Hennie Nel
Director

Executive Committee



Dona Pecelj
Chaiperson



Tanya Meyer
Secretary



Vanessa Stratford
Additional Member



Nelisa Mabaso
Additional Member



Caleb Gafoor
Additional Member



Kyle Graham
Additional Member

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SUMMARY OF WORKSHOPS

Workshop 1: Orientation & Self-Discovery
Aim:
To help participants understand their potential, set personal and professional goals, and build self-awareness.
Learning Outcomes:

- Develop self-awareness and identify personal strengths and areas for growth.
- Understand goal-setting using the SMART framework.
- Engage in self-motivation and confidence-building activities.
- Learn how to identify and nurture potential in oneself and others.

Workshop 2: Professional Identity & Narrative
Aim:
To guide participants in crafting their professional identity and personal brand for career development.
Learning Outcomes:

- Understand the importance of a professional identity and narrative.
- Develop a compelling personal and career story.
- Learn how to communicate strengths and aspirations effectively.

Workshop 3: CV Writing & Interview Preparation
Aim:
To equip participants with the necessary skills to create professional CVs and prepare effectively for job interviews.
Learning Outcomes:

- Develop a strong, structured, and professional CV.
- Understand the components of a compelling cover letter.
- Learn the dos and don’ts of LinkedIn and professional networking.
- Prepare for interviews through mock interviews and feedback sessions.

SUMMARY OF WORKSHOPS (CONT.)

Workshop 4: Job Shadowing & Workplace Etiquette
Aim:
To provide insight into workplace expectations and how to gain meaningful job experience through job shadowing.
Learning Outcomes:

- Understand the importance of job shadowing and how to source opportunities.
- Learn workplace etiquette, including professional communication and behaviour.
- Explore strategies for managing workplace conflicts and professional relationships.
- Develop networking and informational interviewing skills for career growth.

Workshop 5: Health Potential & Labour Legislation
Aim:
To highlight the connection between mental and physical health in the workplace and educate participants on South African labour laws.
Learning Outcomes:

- Understand the link between mental and physical health and how to maintain both.
- Learn stress management strategies during job searching.
- Gain knowledge of basic labour laws, employee rights, and workplace responsibilities.
- Develop resilience and coping strategies for setbacks in the job market.

ACTIVITIES ASSESSED

Workshop 1: Orientation & Self-Discovery

1. Self-Reflection & Goal Setting
    - Participants complete self-reflection exercises on personal strengths, career aspirations, and SMART goal setting.

Workshop 2: Professional Identity & Narrative

2. Professional Narrative (Written & Video)
    - Participants craft a written professional narrative and record a 5-7 minute video pitch to articulate their professional identity.

Workshop 3: CV Writing & Interview Preparation

3.1. CV & Cover Letter Development
    - Participants create a tailored CV and cover letter for a job application.

3.2 Mock Interviews
    - Simulated interviews where participants practice answering common questions with facilitators and peers.

Workshop 4: Job Shadowing & Workplace Etiquette

4.1. Job Shadowing Report
    - Participants complete a structured report reflecting on workplace observations and professional interactions.

4.2. Workplace Etiquette Case Studies
    - Small group discussions and role-play exercises on workplace professionalism and conflict resolution.

Workshop 5: Health Potential & Labour Legislation

5.1. Personal Stress Management Plan
    - Participants develop a personalized plan to manage job-seeking stress and anxiety.

5.2. Labour Law Case Studies
    - Analysis of real-world labour law scenarios (e.g., unfair dismissal, workplace rights).

BEYOND THE WORKSHOP SERIES: PROJECT POTENTIAL RSA'S ADVOCACY & PUBLIC ENGAGEMENT

While our core mission at Project Potential RSA is to equip young people with the skills to enter the workforce, our work extends far beyond our workshop series. We are deeply committed to advocacy, policy engagement, and public relations initiatives that amplify youth voices and influence systemic change. Through these activities, we ensure that young people are not only prepared for the working world but also empowered to shape it.

Policy Influence & Research for Impact

- **National Strategy to Accelerate Action for Children (NSAAC):** Project Potential RSA contributes to ground-level research that informs national policy, ensuring that youth perspectives and lived experiences shape key legislative and strategic frameworks.
- **Grassroots Research & Policy Development:** We conduct research in underserved communities to gather insights that inform evidence-based policies on education, employment, and youth well-being.

Coalitions & Partnerships for Change

- **Founding Steering Committee Member – National Youth Coalition:** Project Potential RSA is a key partner in this coalition, working to unify and amplify youth advocacy efforts across South Africa.
- **Member – National Youth Health Coalition:** Housed by the SRHR Africa Trust – Youth-led Health, this coalition focuses on ensuring that youth health rights, including sexual and reproductive health and rights (SRHR), are prioritised in national and regional policies.
- Engagements with the Friedrich Naumann Foundation: We collaborate with this international foundation to advance youth empowerment, democracy, and human rights initiatives.

BEYOND THE WORKSHOP SERIES: PROJECT POTENTIAL RSA'S ADVOCACY & PUBLIC ENGAGEMENT (CONT.)

- **Representation at the World Movement for Democracy:** Project Potential RSA actively participates in global discussions on democratic progress and youth inclusion.
- **Portfolio Meetings with Government Departments:** We engage with the Department of Social Development, Department of Women, Youth and Persons with Disabilities, and other governmental bodies to ensure youth priorities are addressed in national policies.
- **Representation and Advocacy at the National Youth Machinery:** We contribute to national-level youth development frameworks and initiatives, ensuring that young people's voices are central to governance structures.
- **Engagements with the National Youth Development Agency (NYDA):** Our work includes collaborative projects with the NYDA to enhance youth leadership and development opportunities.
- **Serving on the Y20 2025 Co-Chair and as the Head of Secretariat:** We play a pivotal role in shaping youth-focused policies at the international level through our leadership in Y20 engagements.

- **Youth Engagement & Civic Education**
  - **Youth-Focused Blog & Resource Hub**: We host a blog that provides youth with access to career guidance, mental health resources, civic education, and opportunities for leadership development.
  - **Civic Education Campaigns:** Project Potential RSA has been at the forefront of youth voter education and democratic participation efforts, including the 2024 National & Provincial Elections (NPE) Campaign, which aimed to equip first-time voters with the knowledge and confidence to engage in South Africa's democratic processes.
  - **Representation & Advocacy in Youth Constituency Spaces:** We actively engage in national and regional platforms to represent the interests of young people, ensuring their needs and aspirations are recognised in decision-making spaces.

BEYOND THE WORKSHOP SERIES: PROJECT POTENTIAL RSA'S ADVOCACY & PUBLIC ENGAGEMENT (CONT.)

- **Attendance at Governance Events, Panels, and Debates:** We contribute thought leadership in forums that discuss youth policy, democracy, and governance at provincial, national, and international levels.
- **Engagements with Embassies and Provincial Youth Forums:** We collaborate with diplomatic missions and provincial structures to strengthen youth advocacy and international cooperation.

Through these activities, Project Potential RSA continues to create meaningful impact beyond skills development—driving systemic change, influencing policies, and advocating for a future where all young people have the tools and opportunities to thrive.

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