

CG 5 Inkululeko Global Internship

About our NGO

Background: Inkululeko is an organization founded in 2011 with the goal of helping South African students finish high school and be prepared for college. Based in Makanda, South Africa, Inkululeko works with all school aged students to provide tutoring for school and entrepreneur skills for the future.

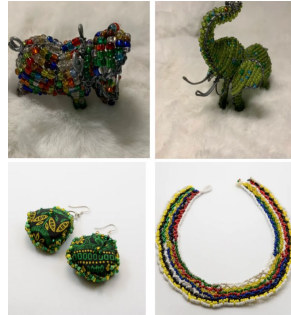


Mission: To provide a space for youth from previously disadvantaged backgrounds to individually, and collectively, improve on areas of academic deficiency.

Motto: "We believe in the transformative power of education."

What We Accomplished

This year we worked on four main projects: searching for grants, marketing Made in Makanda, posting on social media, and creating a video to promote tutoring.



Marketing and Funding Search: During the fall semester, our CG worked on marketing Made in Makanda, an Inkululeko based business, throughout Ann Arbor. At the same time, we also helped Inkululeko search for funding by looking up grants.

Social Media Development:

During the winter semester, we worked on developing social media marketing for Inkululeko, creating posts on various platforms (Linkedin, Twitter, Instagram, etc). Each post offered information on the math and business programs provided by Inkululeko. In addition to our social media posts, we also created a promotional video to help create more tutors.

Learning Outcomes & Reflections



Professional Skills: Our project helped us learn a number of professional skills. Within our group, we learned how to navigate scheduling and working with different communication styles. Additionally, we learned how to engage with a global NGO.

Personal Reflections: Working with Inkululeko has been a great experience that helped us how to look for the right credentials food grants. As many of us our interested in research and projects, this will be helpful in the future. Additionally, working with Jason has helped us develop better communication skills for when working with a supervisor.