



# The Chronicles of Conquest

## Where it all began....

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Conquest For Life was established in 1995 in Westbury, a township 8km west of Johannesburg. A group of young people came together to initiate innovative approaches to complex problems facing their community and, in doing so, make a difference in the lives of their family and friends. The Organisation has expanded its Westbury facilities by opening four new branches in other disadvantaged communities, i.e., the communities of Soweto, Ennerdale, Orange Farm and Platfontein in the Northern Cape. These dynamic communities have been crippled after many years of apartheid, discrimination, and poverty. It is evident that although the

young people of these varied communities represent different cultural backgrounds, the disparities are prevalent cross-culturally. Many have not had positive relationships with productive, supportive role models.

They lack the exposure and the vision to believe that positive change can happen in their lives. Many fall prey to a life of crime or to a generational cycle of poverty and despondency. Anger and frustration are released anti-socially through random acts of violence, gang affiliation, crime, drug, and alcohol abuse. Many of the young people have difficulty adjusting to school and drop out before matriculation. As a result they lack the life skills needed to ad-



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Steyler Street, Newclare

just to structured environments and to develop positive relationships. Conquest For Life aims to empower the youth through a myriad of programs designed to produce a safe and structured environment in which the youth can realize their potential and have access to the life skills needed to enrich their lives.

### Did you Know.....

- Conquest For Life was established in 1995.
- Conquest For Life has 5 offices in and around Johannesburg
- Conquest For Life is in the process of becoming an International Organization.
- Conquest For Life is celebrating its 14th anniversary this year.

## From the CEO

2009 has arrived with interesting challenges for all of us. Recently, we got a New President, America got a new president, things are changing in Zimbabwe and in the Middle East. The petrol price has gone up, the rand is fighting for its survival, schools have open and all us here at Conquest are

very positive for the New Year. You hear very good plans from various people about what the year hold for them. People are saying “two thousand and mine, two thousand and fine, the year of the womb.”

I also believe that this year will be a good one. We are cele-

brating our 14<sup>th</sup> anniversary this year and our goal is to establish CFL for the next 100 years. As always I want to thank every board member, staff, young person, company, funder, donor, partners and every one that have supported us over the years. We are looking forward in Partnering with you this year. Thank you for believing in dream and Vision.

## Ennerdale Office



Above: Young people participating in experiential learning.

Conquest For Life opened its first office in Ennerdale in January 2002 at the Ennerdale Civic Centre. After several meetings with the Ward Councillor, Ward Committee and the than Region 11 Council of Johannesburg. Upon approval from the council, Conquest For Life moved into a premises in Ennerdale Extension 9.



Above: : Region 11 centre in E/dale

Conquest For Life moved to the new office in August 2002. Whilst Conquest For Life appreciated the space and the partnership with the Joburg City Council Region 11, it became very difficult to operate and perform our duties. On a regular basis we

had problems with the council officials and well as the local politicians.

There was always issues surrounding the building and Conquest For Life refused to be dragged into any political wrangling. After much taught and meetings, Conquest For Life decided to look for it's own space that will also help with our own marketing and branding.

During 2005 we explored various options for space. Conquest For Life bought a house in Allie Crescent



Above: CFL office in Ennerdale

Ennerdale Ext 9.

The office was officially launce by Member of Parliament Vincent Smith on

cept and were over taken by it. We had the opportunity to meet with Oprah Winfrey and had a tour of the OWLA campus in Henley on Klip. The workshop ended with a media briefing



Above: Fazlyn Toeffie, Glen Steyn, Allan Williams and Kelly Rowland

Freedom Day, 27 April 2006. It was a symbol of Freedom and a Journey into



Above: MP Vincent Smith at the opening of CFL office in Ennerdale.

our new Found Liberty.

The reason for getting our own office in Ennerdale was to do what we want to do, when we want to do it with no strings attached from any official, politician or anybody with a hidden agenda.

At our Ennerdale Office, Conquest For Life runs the After Care Project, Just For Kid Project, Youth At Risk Project, Diversion Project, Victim Offender Conferencing Project, Reathusana Project, Siyasizani Project, Young Mothers Project,

and a tree planting celebration with Wangari Maathaihe. Kelly Rowland was so gracious and was taken in by the good work done by Ashoka Fellows.



Above: :The Ashoka Team

" The difference between ordinary and extraordinary is that little extra"  
Zig Ziglar

## Oprah Winfrey Leadership Academy Workshop

The end of November 2008 ended very positive for us at Conquest. Glen Steyn, who is an Ashoka Fellow had the privelidge with other Ashoka Fellows and Staff to be part of a two day " Be The Change " Workshop hosted by the Oprah Winfrey Leadership Academy. The workshop took place in Henley on Klip. The two days was filled with learn-

ing and excitement as we met with Oprah Winfrey in person, Kelly Rowland and the Nobel Peace Winner from Kenya Wangari Maathaihe. The purpose for the workshop was to assist the young ladies with strategies to start sustainable projects within their own communities and where they live. They explored the social entrepreneurship con-

## Our Projects: *YOUTH AT RISK*

### *In and Out Youth Development Project*

The Youth at Risk Project has created an opportunity for youths that are both out of school and unemployed to access life skills through a holistic programme of lessons and activities conducted in an intensive three-week camp.

YAR programmes consist of a Life Skills Camp, Mentorship Programme and Parent & Community Programme. Started in 1996, the Life Skills Camp takes place four times a year (February, April, July and October) at

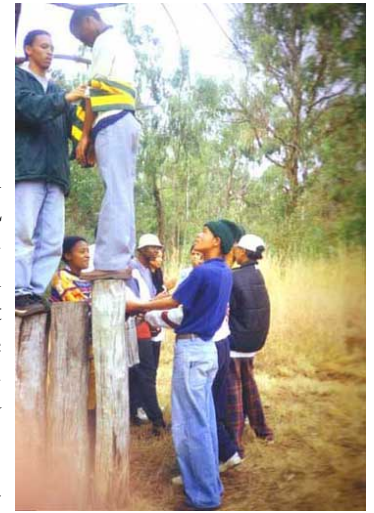
Conquest For Life's farm, Dreamlands, in Vereeniging.

Each camp session has 25-30 campers, all from surrounding Westbury communities and more recently including youths from Soweto communities.

Apart from a rigorous daily schedule, which includes gym, meals, chores, morning, afternoon, and evening programmes, the campers are also enrolled in business development and Life skills

courses. Upon completion of the Life Skills camp, CFL mentors maintain supportive relationships with each camper for a period of at least six months to reinforce the skills that were encouraged at the camp and apply them to daily life.

In addition, CFL conducts a series of workshops with the parents of the youths to involve the parents' in their children's lives and to promote family cohesiveness, communication, and teamwork.



**Above: Young people participating in the Youth at Risk Project**

### *Building Bridges Diversion Project*

The Building Bridges Diversion Project – Youth At Risk is one of Conquest for Life's more intense programmes, targeted at youth in the community. These youth are at risk of getting involved in gangsterism, drug abuse, in trouble with the law and those that are developing social problems at school. We also target young people from the

community that would like to make a change in their life. The project consist of Life Skills Development, Counselling, Capacity Building, Service and Volunteerism, Mentorship Programme, Adventure Camps, Family and Community Participation. The objectives of the diversion project is to educate and teach out of work, out of school youth, youth in conflict with the

Law, and problematic young people life skills through a holistic programme of lessons and activities. This will be achieved through an intensive life skill camp, one on one, service and volunteering opportunities where they are not influenced by the problems and troublesome environment of their communities. We aim to strengthen and rehabilitate youth from in and around the community focusing on human development.

*"The world makes way for the man who knows where he is going"*

**Ralph Waldo Emerson**

### *Reathusana Child Youth Justice Project*

"Reathusana" is a Sotho word meaning helping each other. The Reathusana Child Youth Justice Project is part of Conquest For Life's Youth At Risk Project. The project targets young inmates and aims at rehabilitating young people while incarcerated. The pro-

ject is designed to monitor and further develop young peoples' character and change their mindsets through a variety of programs, which will be delivered by trained enthusiastic young people from Conquest for life.

The project consists of the following components - Life skills, Development and Counselling, Capacity Building, Mentorship, etc. The Reathusana Project also focuses on mending the wounds that were caused by the nature of the offence.



**Above: Building Bridges Diversion Project in session.**



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**"If it's to Be,  
 It's up to Me"**

**Do you want to support our MISSION  
 Financially ?  
 Well ... You can, here is our banking details**

BANKING DETAILS	
Account Name:	CONQUEST FOR LIFE
Bank Name:	NEDBANK
Branch:	INDUSTRIA
Account Type:	CURRENT
Account Number:	1963297113



*Above: Conquest For Life's Head Office in Newclare / Westbury*

**MISSION STATEMENT**

*"To be a self-sustaining youth organisation, run by young people, empowered to become agents of change by developing their identity, self worth, and a sense of community."*

**OBJECTIVES**

**Developing a Sense of Self**

Young people in South Africa need time, space and a safe environment in which to pursue alternatives to their current lifestyles.

**Strengthening Family Structures**

One of the main problems in the townships is the lack of family values and poor family structures and environments.

**Strengthening Community Structures**

Conquest For Life is attempting to open up and strengthen dialogue between the child/young person, parent, community institutions and the wider community.

**Youth Development & Empowerment**

The majority of staff came to Conquest For Life through participating in youth camps or after school activities and are therefore well placed to relate to other beneficiaries.

*Gladys and Douglas*

Gladys and Douglas were referred for Victim offender Conferencing and we had 3 mediation sessions with the parties. The offender had an affair with another woman and the victim was aware of the problem. Douglas informed the Gladys that she must move out of the house and he started beating and insulting the Gladys. At the same time Gladys was the provider of the family and Douglas was unemployed for some time. At the first and second session there was no communication at all and nobody wanted to give each other a chance to speak. Douglas was always offended

and during the VOC process he would always the conferencing and go home because the victim will tell the truth. On the date that they have to appear at court the process was not complete and we had to postpone the case twice as there were quite a few unresolved issues. During July 2008 after they were in court for the second time Douglas asked the court to give him another chance because he has seen mistakes and he want to change all that and make his wife and kids happy and he wants to be a "good friend again." Not long after Douglas came from

court he got a permanent job and he said "now it is the beginning of a good life and that they are starting everything again." We follow up the parties with another mediation and the parties decided that they will go back to the life they use to live and that they are going to be together for another 22 years. The parties came to our Orange Farm offices and they have also called to thank the mediator for the assistance and help. They informed the mediator that the VOC process helped to put their family back together.