

# UMANQOBA

(Conqueror)



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## Conquest For Life's DNA

Towards the end of last year we embarked on an exciting process to discover the DNA of Conquest for Life

This Formula was co-created with the CFL team and represents the winning ways of our organization in the years ahead. The Top Line drivers are the Success Enablers we will strive to achieve more of and the Bottom Line disablers are the Success Inhibitors we will strive to eliminate. By doing so, we believe that CFL will go to a whole new level of effectiveness. However, if we are to align all stakeholders around this DNA, we need to proudly advertise this Formula in a creative way to visually display our winning ways as a permanent feature – an Art Gallery. All will become clear when we reveal our art gallery, but to engage everyone in its creation I am asking all of you to assist in an imaginative exercise to share your ideas on how to depict each of these principles in an art form. In this way, we will all own the final product. This is the outcome of that process.

**Strong management + Being professional + Financial sustainability + Child & youth focused + Adaptable and flexible + Community support & belief + Creating partnerships + Creativity and innovation + Passionate and committed + Team work + training and development + Trust + Meaningful activities for young people and children**

**Incompetent staff + Lack of communication + Unsupportive board + Poor planning and preparation + Dishonesty + Breaking promises + Creating the wrong image + Disrespect + Diverting from principal core values + Fear and intimidation + Losing sight of our vision + Negative attitudes + Passing the buck**

We are building an **ART GALLERY** around the **Conquest for Life** Formula for Success, and would like to have **your ideas** to build this gallery, so get your **creative juices flowing!** If you have a few exciting **CREATIVE** ideas, please let us know!!

## From the Desk of the CEO

In our last Newsletter, I mentioned the changers we have seen in America and in Zimbabwe. With this edition there is quite a few changers we have seen in our own country. We have a new President for the 4th time, interesting. Even here at Conquest

our Newsletter— Umanqoba which in Zulu means conqueror/ victor. Our newsletter will still cover stories and information about Conquest For Life and its impact across our different communities and the **CHANGE** in the lives of the young people and families involved.

**Life is 10% How we make it;  
90% how we take it.**

This process is funded by :



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## Conquest For Life in Soweto

Conquest For Life first opened its Soweto office in 2003 in the middle of Soweto at Dube Community Centre. Prior to the Organisation officially opening up an office, Conquest For Life has done several interventions in the community.

Conquest For Life first opened an office in one of the four regional areas of Zola known as the Bridgeman centre; a popular destination for art events and mini festivals for the community and surrounding areas.

In February 2003, CFL Soweto introduced the Just For Kids Project in 13 schools, now it is running in 23 and the After care programme followed in

June of the same year. Current we facilitate our Just For Kids Project in more than 40 Schools in Soweto. In 2004 Conquest moved to bigger premises at the Meadowlands Community Centre in Zone 9. These communities like Westbury are notorious for its gangsterism, theft, drug-trafficking and political riots. However, things became stable after the liberation in 1994.

Since then CFL has been able to run the life skills camps for the Youth At Risk project, Diversion Project, Victim Offender Conferencing Project and the Reathusana Child Youth Justice Project. Since the beginning of

the Soweto office we have been able to make relationships with other NGO's such as the HWW (Hope World Wide), the Sowetan Tourism Institute, and The Department of Education.

Due to the same issues and challenges as in Ennerdale, Conquest For Life made a decision to focus on our identity and branding. Late 2006, Conquest For Life bought a house in Meadowlands, Zone 9 and we will operate from the house. The idea is to create our own identity and profile in Soweto.



Next: Where it all began in Zola / Soweto—Bridgement Centre

## Youth Enrichment Project (YEP)

**Youth Enrichment Project** - The purpose of the Youth Enrichment Project (YEP) is to empower school aged children aged 5-16. We try to support youth in their learning at school and help improve their academic performance. Our services include the provision of a safe after-school environment for children; holiday camps; and teaching peace-making skills through games with regular school visits. The YEP project empowers school-aged children

**“Try not to become men of success rather, become men of value”**

**Albert Einstein**

to become agents of change in their own community through a holistic programme of activities to divert them from the streets and develop a positive self-image able to address

the realities of their daily lives. The programme runs term-time, weekdays from 12:30 – 16:30 hours. Children come in straight from school and are given a hot meal before starting on their homework and/or school problem areas. The After care program takes place in all the areas that Conquest For Life has operations and it includes Westbury, Ennerdale, Orange Farm and Soweto — Meadowlands.

## Barloworld donates computers to CFL Orange Farm

In lending a helping hand to the work of Conquest For Life and to maximize its social impact, Barloworld donated five computers and a printer to CFL Orange Farm. The state-of-the-art computers were handed over to the organization Chief Executive Officer, Glen Steyn and the excited CFL staff on Wednesday, 25 March 2009. Angelina Maeko, Assistant Transformation Manager at Barloworld—Equipment cited that the event also formed part of the CFL

and Barloworld relationship in reaching communities, guaranteeing social justice where it is needed most and that the impact of the organization becomes significant in Orange farm – a community that has its fair share of social challenges. The Orange Farm office was established in 2003 and it is manned by a vibrant youth personnel and offers mediation services through Victim-Offender Conferencing (VOC), diversion programs for young law offenders and an after-

care program for children between the ages of 6 – 16 years - all of these programs being part of the CFL Youth Enrichment Project. Conquest For Life still accept contributions and donations in-kind from individuals and corporate who believes in sustainable development and social impact.



Top: Angelina handing over 5 computers and a new printer to Conquest For Life in Orange Farm

## My Experience at Conquest

The Following story was written by Lebogang Nickson who was a participants attending our Diversion program:

“After I had been to court and the magistrate told me to attend a Diversion program at any Nicro centre in Gauteng I was quite amazed. I did not know what was the meaning of Diversion considering the fact that it is 10 weeks long really caught my attention of whether I would enjoy or not. I asked my self; it was

either the program , paying a huge fine or being sentenced to a period of months or years behind bars. My first day at Conquest For Life was quite welcoming and very relaxing. I was told by Mr. Steyn how the program would go on for 6 weeks, the time it starts and ends and a basic scenario of what happened in a days session. Basically life skills orientation and personnel well being was really the main focus. The first chapter that was tackled on my first day was Goal setting and achieving

it. The second session was based on activity and accomplishment than followed positive thinking and positive believing , 15 steps to a healthy self image, becoming a flea trainer and factors of consideration. Last but not least was brainteasers and successful people. From all that I really learned how to be a passive thinker, aim high and always be positive a positive thinker.

Thanks a lot, Conquest For Life.”

## US Ubuntu Project visits Conquest For Life

Students from the Mount Madonna School - Ubuntu Project accompanied by a well-known social entrepreneur, Trevor Tutu paid a short visit to Conquest For Life (CFL) on the 07 April 2009. The purpose of the visit was to learn more about the work of Conquest and to engage young people involved in the Conquest For Life programs around social entrepreneurship and value systems. The group was in transit to Cape Town where they were scheduled to meet Emeri-

“THE REAL TRUE FREEDOM EACH OF US HAS IN LIFE IS THE FREEDOM TO CHOOSE. THE MOST IMPORTANT CHOICE IS WHO WE WILL BE”

JOHN C MAXWELL

tus Archbishop Desmond Tutu for a roundtable discussion. Mount Madonna School is based in Watsonville in the state of California (USA), and the Ubuntu Project is an initia-

tive aimed at promoting values systems in the youth and the society of America. The young people from both countries had an opportunity to get to know each and share about what is important for them and what they have learned from each other. The engagement was followed by a social *braai* or a ‘barbeque’ as the American would say; enabling young people an opportunity to network and to exchange cultural experiences.

## I Commit by Thandi

The following poem was written by Thandi, a young girl in our Aftercare Program in Orange Farm.

I Commit myself to my school work.  
 I Commit myself to me.  
 I Commit myself to life.  
 I Commit myself to love others.  
 I Commit myself to Jesus.  
 I Commit myself to be the best me,



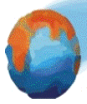
Left: One of the children in the Aftercare doing homework

I can be.  
 I Commit myself to building a better future.  
 I Commit myself to marriage.  
 I Commit myself to helping others.  
 I Commit myself to my books and

achieving my goals.  
 I Commit.



Top: Children helping each other in the aftercare.



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Improving the Quality of Life For All

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NEAR YOU.**

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**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.



**You can help Conquest !**



**Young people who are not allowed to be part of the **solution** will always be part of the **problem**.**



**Conquest For Life**  
Improving the Quality of Life For All

is helping many young people to improve their life's.

Support Conquest For Life by **sms** the word **LIFE TO 40447**  
SMS COST R 20.00