



Inkululeko
With freedom comes hope

2019-2020

Establishment

Inkululeko is a non-profit organization that was founded in 2011 by Jason Torreano.

Mission

“To provide South African township youth with the skills, support, and guidance necessary to apply, attend, and succeed in university; to challenge the bigotry of low expectations for township youth; and to provide sustainable, positive change; student-by-student, generation-by-generation.”

Inkululeko accomplishes this by providing resources such as tutoring services, school supplies, and transportation. Furthermore, they aid students beyond high school by providing students with post-secondary education and/or entrepreneurial resources.



Impact

Through our partnership with Inkululeko, we were able to appreciate the efficiency and necessity of a bottom-up approach when serving local communities. Inkululeko also taught us the importance of education and positive empowerment.



Internship Project Goals & Tasks

Outreach:

Fall Semester: We aimed to establish partnerships with companies and universities that would support students and young professionals interested in participating in Inkululeko’s summer outreach program. We researched different organizations whose values and beliefs aligned with Inkululeko’s and contacted them through professionally drafted emails. This allowed more organizations, companies, and universities around the world to learn of Inkululeko and their mission in promoting education.

Social Media:

Winter 2020: We promoted Inkululeko through a variety of social media platforms. Our focus was to expand its current audience and connect more people to Inkululeko’s mission by developing its domestic and international presence. We posted weekly education facts, important quotes, and worked to spread awareness for their upcoming summer internship. To maintain a professional image and to ensure authenticity, we were very careful with our posted materials and used pictures that came from Inkululeko.

Members:

Arif Amini	Jessica Curney	Lacey Kirchen	Suki Zhao
Elizabeth Paul	Justin McCree	Tiffani Ihrke	Kyle Rainey
Jacob Heningburg	Kenneth Washpon	Lisette Ramos	Winnie Liu