



**HRYP**

**The Highveld Ready Youth Project**

# Project Proposal

Raising a generation equipped for purpose,  
leadership, and opportunity.



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## About This Proposal

This proposal outlines the vision, structure, and implementation plan for the **Highveld Ready Youth Project**: a multi-tiered initiative designed to equip young people with identity, purpose, employability skills, and future readiness. It serves as a guide for schools, donors, partners, and stakeholders who seek to invest in sustainable youth development across the Mpumalanga Highveld.

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# Introduction



## Introduction

Young people across the Mpumalanga Highveld are navigating a rapidly changing world with limited guidance, rising emotional pressures, and increasing uncertainty about their future. Schools, families, and communities are doing their best, but the gap between what young people need and what they *receive* continues to grow.

**The Highveld Ready Youth Project (HRYP)** was created to close this gap.

This proposal outlines RDARA's vision to equip Grade 9 and Grade 11 learners with identity, purpose, career clarity, and employability skills through an integrated, holistic, and faith-aligned approach. Our goal is simple:

**To raise a generation that is rooted in identity, confident in their calling, and prepared for real opportunities.**

Through the use of internationally validated assessments, emotional intelligence development, family engagement, and future-ready skills training, HRYP provides a structured pathway for learners to make informed decisions and thrive academically, socially, and spiritually.

## 67%+

of South African youth feel unprepared for the workplace (Youth Capital Survey, 2024)

## 3-5

pilot schools in the Highveld scaling to 12+ schools by 2027

## 50-75+

Learners in Phase 0 proof-of-concept program

## 100%

Section 18A tax-deductible sponsorship for donors



**Riani Dreyer**

**Executive Director,**  
RDARA Counselling &  
Community Care NPC

**Founder** — Highveld  
Ready Youth Project

# RDARA Overview



## ➤ About Us

**RDARA Counselling & Community Care NPC** is a registered Public Benefit Organisation (PBO 930086701) committed to restoring identity, strengthening families, and equipping young people through biblically grounded, psychologically sound, and community-driven interventions.

We serve the Mpumalanga Highveld through counselling services, youth development initiatives, family support programs, and capacity-building partnerships with schools, churches, and community structures.

Registered NPC: 2024/766130/08 | PBO No. 930086701  
Section 18A Approved

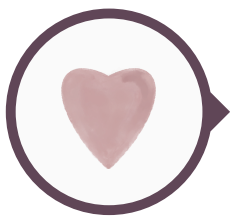
## ➤ Mission

To empower children, teens, families, and communities by providing accessible counselling, career guidance, emotional intelligence development, and future-readiness programs that promote healing, stability, and purpose.

## ➤ Vision

To see individuals and communities transformed through Christ-centred care, where identity is restored, purpose is activated, and every young person is equipped to thrive spiritually, emotionally, and vocationally.

# Our Approach

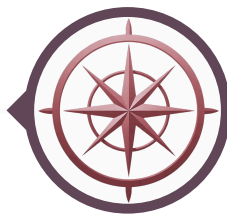


**Purpose  
Discovery &  
Career Clarity**



**Future Readiness &  
Skills  
Development**

**Identity  
Restoration**



**Emotional  
Intelligence &  
Resilience**



## **Identity Restoration**

Isaiah 61:1 — *“He heals the brokenhearted.”*

We help learners discover who they are, rebuild confidence, and overcome limiting beliefs so they can step into healthy identity.

## **Purpose Discovery & Career Clarity**

Isaiah 61:1 — *“Liberty for the captives.”*

Through Career Direct assessments and guided sessions, learners gain clarity on their strengths, subject choices, and future pathways.

## **Emotional Intelligence & Resilience**

Isaiah 61:2 — *“Comfort for all who mourn.”*

We teach essential EQ skills: self-awareness, communication, stress management, to strengthen emotional wellbeing and resilience.

## **Future Readiness & Skills Development**

Isaiah 61:3 — *“Beauty for ashes.”*

Learners develop practical life and employability skills that prepare them for opportunities, leadership, and real-world success.

# The Highveld Challenge

*Understanding the real barriers facing Highveld youth today.*

80%+ of Highveld teens report anxiety, confusion, or uncertainty about their future (Source: RDARA student consultations, 2025)

## High Stress & Identity Pressure

Across the Mpumalanga Highveld, teens are juggling academic pressure, social media comparison, and unstable home environments. Many feel anxious, overwhelmed, and unsure of who they are or where they're going. National research confirms that 41% of South African adolescents experience symptoms of depression, with limited access to professional support (SAMRC, 2023).



**58-62%** Youth unemployment rate in Mpumalanga (Stats SA, Q3 2024)

**41%** of SA adolescents experience depression (SAMRC, 2023)

**78%** of Grade 9 learners choose subjects without professional career guidance (DBE, 2023)



Rising anxiety and burnout



Identity confusion and low self-worth

## Limited Guidance & Skills Gaps

Most Highveld learners must make high-impact subject and career decisions with little structured guidance. At the same time, the world of work is changing fast, leaving many under-prepared for real-world work, leadership, and life after school.



Pressure to perform without support



Little or no formal career assessments



Limited exposure to real-world jobs



Low access to digital & future-skills training

# Local Highveld Context & Market Analysis

The Mpumalanga Highveld sits at the intersection of economic pressure, youth unemployment, and educational gaps. While schools and families are doing their best, systemic challenges mean that many learners reach Grade 9 and 11 without structured identity support, career guidance, or exposure to future-ready skills.



## Why this matters for the Highveld

- Many learners choose Grade 9 subjects with little or no professional guidance.
- Schools report increased behavioural and emotional struggles among teens.
- Local communities need values-based, future-focused youth development partners.



## Across towns such as Standerton, Secunda, Ermelo, Bethal and surrounding rural areas, youth face:

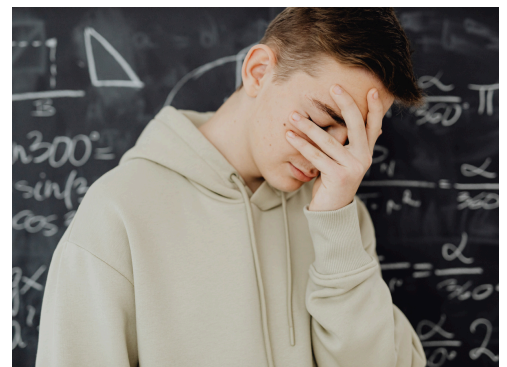
- High youth unemployment and NEET rates (Not in Education, Employment or Training), especially after school-leaving.
- Limited access to professional, faith-aligned counselling and career assessments, particularly in low- to middle-income communities.
- High levels of emotional stress, anxiety and uncertainty linked to family instability, financial strain, and social media pressure.



## At the same time, the nature of work is changing. Employers increasingly seek young people who can demonstrate:

- Emotional intelligence and resilience
- Clear sense of identity and purpose
- Basic digital literacy and 21st-century skills

The Highveld Ready Youth Project is positioned as a targeted response to this gap, offering structured, data-driven, Christ-centred support that bridges the divide between school, home, and the future world of work for Highveld youth.



# Project Overview



## Project Snapshot

HRYP is a 3-tier programme for Grade 9 & 11 learners across the Mpumalanga Highveld. It blends Career Direct assessments, workshops, and coaching to equip young people with identity clarity, wise subject choices, and future-ready skills.

### Target Group



Grade 9 & 11 learners in public and independent schools across the Mpumalanga Highveld.

### Delivery Model



Online Workshops, assessments, and small-group coaching delivered in partnership with educators and parents.

### Scale & Reach



Phase 0: 3-5 pilot schools and 50-75 learners. Scaling to 12+ schools and 300+ learners by 2027 if Phase 0 funding secured.

## Our Approach

We combine Career Direct assessments, interactive workshops, and mentoring to help learners understand their God-given design, make informed subject and career decisions, and grow in emotional intelligence and resilience.

## Expected Outcomes

Learners receive a personalised design profile, a clear next-step plan, and practical skills for communication, decision-making, and work-readiness. Schools and families gain data-driven insight to better support each learner.

# Early Stories of Impact

These early stories demonstrate the kind of **identity restoration**, **emotional stabilisation**, and **practical direction** that the Highveld Ready Youth Project now aims to scale across multiple schools in the region.

## Story 1: “Kabelo” – From Confused to Focused (Grade 9)



When “Kabelo” first met with RDARA, he felt overwhelmed choosing subjects and believed he was “not good at anything”. Through a Career Direct® assessment and guided feedback session, he discovered a strong design for practical, hands-on technical work and problem-solving. Together with his parents, we aligned his subject choices with his strengths and created a simple next-step plan.

*“Now I know what I’m working towards. I feel excited about school again.” – Grade 9 learner*

## Story 2: “Megan” – Healing Identity & Rediscovering Hope (Grade 11)

“Megan” arrived in counselling exhausted, anxious, and unsure about her future. She struggled with family pressure and felt she was “not enough”. Through a series of identity-focused sessions, combined with career guidance, she began to understand her God-given design, personality, and values, and how this connects to creative and people-centred careers.

*“For the first time I feel seen and understood. I know God has a plan for me, and I have steps to follow.” – Grade 11 learner*



## Story 3: Parent Feedback

*“Our child went from crying about subject choices to feeling calm and excited. The assessment and feedback helped us as parents to support him better instead of arguing about marks.” – Highveld parent*

# Program Structure – Schools & Learners

A structured, three-tiered program designed to support schools and equip learners at different stages of development.



## Whole-Grade Online Workshops

### Tier 1: Identity & Purpose Foundations

Whole-grade workshops for Grade 9 & 11

A high-impact workshop that helps learners build identity, confidence, and purpose. Schools use this tier to strengthen Life Orientation outcomes and prepare learners for healthy decision-making.



## Career Direct® Assessment

### Tier 2: Career Assessments & Guidance Sessions

Interpretation & personalised insights

Learners complete the internationally validated Career Direct® assessment and receive guided sessions to understand their strengths, subject choices, personality, and future pathways. Optional parent feedback included.



## Future-Ready Skills Development

### Tier 3: Gap Skills & Future Readiness Program

Selected learners — coaching & leadership development

A deep-dive readiness track focusing on EQ growth, resilience, digital skills exposure, leadership preparation, and real-world work-readiness. opening doors for leadership, career, and real-world opportunities.

# Tier 3: Gap Skills & Future Readiness

For Selected Learner Development

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## Gap Skills & Future Readiness

### Program Purpose


A high-impact development track for selected learners who need deeper support, leadership formation, and future-readiness skills.

### Key Components

- **Coaching & Mentorship:** small-group or 1:1 identity, leadership, and confidence development.
- **Future-Ready Skills Training:** emotional intelligence, teamwork, digital skills, communication, and problem-solving.
- **Career Exposure:** workplace visits, job shadowing, and mentorship with local professionals.
- **Leadership Development:** opportunities to grow initiative, resilience, and character.

### Outcomes

Learners gain the clarity, confidence, and capabilities needed for leadership roles, career pathways, and post-school success.



# Pricing Options & Funding Models

Flexible investment pathways for schools, donors, parents & partners.



## PHASE 0 PILOT BUDGET

**R120,000 - R180,000**

*scales RDARA's proven model (66 assessments delivered) to school-based reach*

- ✓ 3-5 pilot schools
- ✓ 6- 10 Career Direct® assessments
- ✓ Materials, admin & impact reporting
- ✓ 2-3 Tier 3 Gap Skills enrollments
- ✓ 2-4 months operational capacity (staff, facilities, reporting)



## Career Direct® Assessment Package

**R2,400 per learner**

*Includes assessment + feedback and coaching session*

- ✓ Internationally validated 4-dimensional assessment
- ✓ Full personalised design profile
- ✓ Feedback session included
- ✓ Includes 35+ page feedback report



## Tier 3: Future Readiness & Leadership Program

**R18,000 per learner**

*R1,800 p/m (Feb–Nov) • R1,800 enrolment fee*

- ✓ Coaching & leadership mentoring
- ✓ Future-ready skills: EQ, communication & digital skills
- ✓ Workplace exposure & job shadowing
- ✓ High-impact development track for selected learners

# Donor Tiers & Section 18A Benefits

Phase 0 Funding Requirements | Early commitment benefits available

First 2 HARVEST Partners receive naming rights | All Phase 0 donors featured in Year 1 report



## Tier 1: SEED Partner

**R100 – R499 per month**

- ✔ Helps fund workshop materials for under-resourced learners
- ✔ Supports identity & purpose development lessons
- ✔ Eligible for Section 18A receipt



## Tier 2: ROOT Partner

**R500 – R1,499 per month**

- ✔ Sponsors one learner's Career Direct® assessment annually
- ✔ Contributes to facilitator training & school reporting
- ✔ Eligible for Section 18A receipt
- ✔ Public acknowledgment (if desired)



## Tier 3: GROW Partner

**R1,500 – R4,999 per month**

- ✔ Sponsors a group workshop session for Grade 9 or 11
- ✔ Funds EQ, resilience & leadership development content
- ✔ Co-branding options for newsletters & annual report
- ✔ Eligible for Section 18A receipt



## Tier 4: HARVEST Partner

**R60,000 annual**

- ✔ Sponsors a school's participation in the HRYP pilot or named scholarships
- ✔ Supports the Tier 3 Gap Skills & Future Readiness Program
- ✔ Eligible for full Section 18A tax-deductible benefits
- ✔ Corporate CSI visibility, branding, and impact reporting

# Financial Sustainability & 3-Year Growth Model

HRYP has been designed not as a once-off campaign, but as a sustainable, scalable programme that can grow with the needs of the Highveld region. Our financial model blends donor funding, school contributions, and parent-level participation to ensure long-term viability.

## ✔ Year 1 (2025–2026): Pilot & Proof of Concept

- Target: Phase 0 (2026): 3-5 schools | 50-75 learners | R120k-R180k Scaling to 8+ schools | 150+ learners by 2027 (if Phase 0 funding secured)
- Primary funding from:
- HARVEST Partners (R60,000+ per year sponsors)
- GROW, ROOT & SEED monthly partners
- Selected school co-contributions and parent payments for Career Direct® assessments
- Focus: Prove Phase 0 concept, generate impact data & testimonials, secure corporate CSI funding for full Year 1 rollout

## ✔ Year 2 (2026–2027): Expansion Across the Highveld

- Target: 10–15 schools | 600–800 learners
- Funding mix:
- Renewed HARVEST partnerships
- Additional corporate CSI and foundation support
- Increased school buy-in (partial or full cost coverage of Tier 1 & Tier 2)
- Continued individual donations and parent assessment fees
- Focus: Scale Tier 1 & 2, strengthen Tier 3 Future Readiness stream, deepen partnerships with schools and local businesses

## ✔ Year 3 (2027–2028): Regional Consolidation & Co-Ownership

- Target: 25+ schools | 1,000+ learners
- Funding mix:
- Long-term multi-year CSI agreements and donor MOUs
- Structured school contracts for ongoing annual delivery
- Highveld-wide sponsorship of scholarships for Tier 3 learners
- Focus: Establish HRYP as a standard, recurring support programme for Highveld schools, with shared ownership between RDARA, schools, parents, and donors.
- Governance & Transparency
- All funds are managed through RDARA Counselling & Community Care NPC's PBO-approved structure (NPC Reg. 2024/766130/08 | PBO No. 930086701 | Section 18A approved).
- Annual financial statements, donor reports and impact reports are prepared for Board and funder review, in line with SARS and governance requirements.

# Implementation Timeline (2025–2026)

*A clear roadmap for pilot rollout & regional expansion.*

## 2026: Phase 0 Fundraising

- Donor outreach & corporate CSI meetings
- Proposal distribution & follow-up
- Funding deadline: End 2026
- Pilot school identification (3-5 schools)



**Quarter 1: Phase 0:  
Fundraising &  
Preparation**

## Jul – Sep 2026: Phase 0 Delivery" (if funding secured)

- 3-5 pilot schools onboarded
- Tier 1 workshops delivered
- Tier 2 Career Direct® assessments (6-10 learners)
- Tier 3 Gap Skills program begins (2-3 learners)
- Monthly impact data & testimonial collection



**Quarter 2: Tier 1 –  
Identity & Purpose  
Workshops**

## Nov 2026: Phase 0 Impact Reporting

- Compile testimonials & case studies
- Prepare Phase 0 impact report
- Submit corporate CSI proposals for full Year 1



**Quarter 3: Phase 0  
Impact: Reporting &  
Year 1 Planning**

## Feb – Nov 2026

- Feb – Nov 2026: Tier 3 Gap Skills Program (onboarded)
- 2-3 learners in Phase 0 (Feb-May)
- Scale to 5+ learners if Year 1 funding secured (Jun-Nov)



**All yr: Tier 3 –  
Gap Skills &  
Future  
Readiness  
Program**

# Timeline Continued (2025–2026)

*A clear roadmap for pilot rollout & regional expansion.*

## Dec '26 – Jan 2027

- Section 18A receipts
- Annual impact report
- School & stakeholder briefing
- Planning cycle for 2027 rollout



### Annual Reporting & Donor Impact Update

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## Skills Gap Development Overview (2027 Intake)

The Skills Gap & Future Readiness stream strengthens selected learners with a well-structured development program Designed in collaboration with: Dr Mario Denton, PhD — Strong Message Africa.

This pathway builds the personal maturity, leadership competence, emotional intelligence, and professional readiness needed for post-school success.

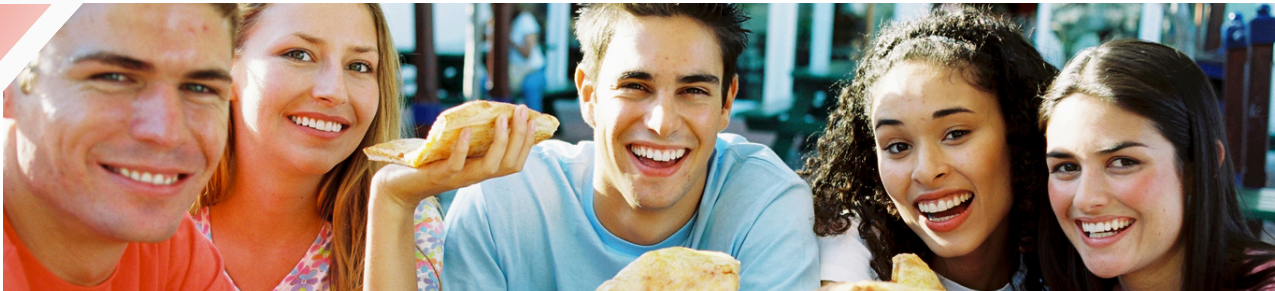
Learners engage in a 10-month blended experience combining online learning, project-driven work, coaching, and real-world exposure. The curriculum includes:

- **Personal Growth & Self-Awareness:** Identity formation, EQ development, mental wellness, and resilience.
- **Professional & Interpersonal Skills:** Ethical leadership, relationship-building, negotiation skills, communication mastery, conflict resolution, and speaking confidence.
- **Practical & Strategic Skills:** Time management, decision-making, CV building, job-interview preparation, project management, entrepreneurship, worldview development, and financial wisdom.
- **Future-Readiness:** Exploration of emerging career pathways, workplace expectations, client-service excellence, and adaptability in a changing world.
- **Milestones & Certification:** Monthly assessments, reflective exercises, guided learning journals, and a capstone Portfolio of Evidence.

This tier ensures that learners not only discover who they are, but learn the skills needed to step confidently into study, work, and leadership opportunities.

# Monitoring & Evaluation Framework

HRYP includes a built-in Monitoring & Evaluation (M&E) framework to ensure that donor investment translates into measurable transformation for schools, learners, and families.



## 1 Key Output Indicators (What we deliver)

- Number of schools onboarded (per year)
- Number of Grade 9 and 11 learners reached (by school and by tier)
- Number of Career Direct® assessments completed
- Number of Tier 3 learners enrolled in the Gap Skills & Future Readiness stream
- Number of workshops, coaching sessions and parent engagement sessions delivered

## 2 Key Outcome Indicators (What changes)

- Identity & Self-Worth
  - Pre-post learner self-rating on confidence, clarity of identity and sense of purpose
- Emotional Intelligence & Resilience
  - Improvement in self-reported EQ skills (self-awareness, emotional regulation, communication, problem-solving)
- Subject & Career Clarity
  - Percentage of learners reporting increased clarity about subject choices and career direction
  - Percentage of Grade 9 learners who confirm subject choices following HRYP participation
- Family & School Engagement
  - Parent and educator feedback on learner behaviour, motivation, and emotional stability
  - Number of parents/guardians attending feedback or information sessions

# M & E Framework Continued

HRYP includes a built-in Monitoring & Evaluation (M&E) framework to ensure that donor investment translates into measurable transformation for schools, learners, and families.



## 1 Data Collection Methods

- Baseline and follow-up learner surveys (online or paper-based)
- Short teacher feedback forms per class/grade
- Parent feedback forms after parent sessions
- Attendance registers and participation tracking
- Qualitative stories of change (quotes, case studies, testimonials)

## 2 Reporting to Partners & Donors

- Quarterly dashboards summarising key metrics by school and tier
- Annual impact report including statistics, stories of change, and financial summaries
- Customised reporting for large partners or HARVEST-level sponsors where required

# Partnership & Onboarding Process

For Schools, Donors & Strategic Partners



- 1 Introductory Meeting**
  - We schedule a briefing with the school, organisation, or donor to understand needs, expectations, and desired impact
- 2 Proposal Presentation**
  - We share a tailored program outline, pricing model, implementation plan, and partnership options.
- 3 Agreement & Registration**
  - Once approved, we finalise consent forms, confirm project dates, and onboard your designated liaison team.
- 4 Project Launch**
  - We begin with orientation, admin setup, and scheduling for all workshops, assessments, and learner activities.
- 5 Monitoring & Reporting**
  - Regular updates are provided in line with our Monitoring & Evaluation Framework (see page 15), including progress dashboards, stories of change, and Section 18A documentation.
- 6 Annual Impact Review**
  - At year-end, we conduct a full impact evaluation, share the donor/school annual report, and plan for next-year continuation or expansion.

# Leadership & Project Delivery Team

A dedicated team leading RDARA's mission across schools, families, and communities.



Our team brings together expertise in career development, counselling, learner assessments, strategic governance, and school-based program delivery.

**Executive Director & Project Lead**



Riani Dreyer

**Governance & Strategic Oversight**



Dr Mario Denton



Carla Lues

**Administrative & Reporting Support**



Carla Lues

**Assessment & Learner Guidance Team**



Riani Dreyer



Dr Mario Denton

**Workshop & School Facilitation Team**



Trained facilitators supporting Grade 9 & 11 workshops.



HRYP  
Highveld Ready Youth Project



# Contact Us



## Website

[www.rianidreyer.com](http://www.rianidreyer.com)

*launch project page launching early 2026*



## Phone / WhatsApp

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## Social Media

**Facebook:** RDARA Healing Hearts, Awakening Purpose

**Instagram:** @rdara.purpose

**LinkedIn:** RDARA Counselling & Community Care NPC

**YouTube:** @rdaracounselling



## HQ address

RDARA Counselling & Community Care NPC

Reg: 2024/766130/08 | Section 18A Approved

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