



# YES Corporate Brochure

as at July 2024







# Over 148,000 jobs created for SA youth

Join **1,700+** companies like Investec, Ford, Toyota, PG Group, Nedbank, Telesure Investment Holdings, Shoprite Group and many more in kickstarting the new economy.

The Youth Employment Service (YES) is a South Africa's largest and most impactful not-for-profit (NPO), dedicated to addressing the youth unemployment crisis in South Africa by creating 12-month quality work experiences for unemployed youth.

Founded through the CEO initiative, YES collaborates with government and labour to provide quality, private sector funded employment opportunities. It's the largest private sector-funded pipeline for unemployed talent in South Africa.

Since inception, YES and its partners have injected over R8.1 billion into the economy through YES Youth salaries. With a current run rate of creating 3,000-4,000 high-quality jobs per month, predominantly in the private sector, we are making a significant impact.

In return for creating youth jobs, businesses receive up to two levels up on their B-BBEE scorecards.

## **A national movement**

YES is a national movement of over 1,700 companies, including leading businesses across various sectors. Our partners include The Foschini Group, Nedbank, Shoprite Checkers, Anglo American Platinum, and Investec. Together, we are creating a future that works for all.

## **Proven impact**

Our efforts have resulted in a significant multiplier effect, where one job can create ten more. Many YES jobs are in sunrise industries, preparing our youth for the future and positioning South Africa as a leader in digital, technology, agriculture, and other key sectors.

We're not just providing jobs; we're creating opportunities for youth to become skilled professionals and change-makers. By integrating YES into ESG strategies, businesses have a meaningful and measurable impact on communities and the environment.

# Creating a future that works for all.

Creating work experiences for youth means new taxpayers, new skilled employees, new customers, and a better South Africa.

YES Youth can be placed in the sponsoring business or, if preferred, via high impact turnkey partners, creating much needed jobs in communities.

Through YES, businesses can improve their B-BBEE scorecard by up to two levels while contributing to sustainable development goals (SDGs) and environmental, social, governance (ESG) strategies. This is a critical requirement for companies that need to demonstrate their impact to responsible investors.

Maintaining a B-BBEE level is required to participate in the second, third, and fourth programmes. Alternatively, companies can choose to participate in YES for non B-BBEE purposes.

\* Defined in government legislation as quality work experiences (QWEs)

## Impact to date



**148,000+**

Youth jobs created  
since 2019



**1,700+**

Corporate  
partners



**8.1 billion+**

Paid in youth salaries  
through private sector



**53%**

Of YES Youth come from  
grant recipient households



...ing a better future





# Your ideal talent funnel

YES is an ideal talent funnel that de-risks recruitment. By enabling you to try out youth cohorts, YES helps you select the best fit for your organisation. Develop these gems into long-term employees who align with your culture and values and turn today's youth into tomorrow's managers.

## The real potential and benefits of employing youth talent:

- Naturally innovative
- Digital natives who hold deep digital competencies
- Adaptable and cost-effective
- Youth are largest market segment in South Africa
- Authentic ambassadors for your brand





# Let YES be your B-BBEE booster

**Gain B-BBEE levels through impactful transformation with YES**

## **Year one with YES**

Businesses participating in YES for the first year can register before their financial year-end to gain their B-BBEE level(s) up immediately. Just ensure youth are contracted before your financial year-end date.

## **Year two+ with YES**

From the second year of participation, businesses need to ensure that youth are contracted at least eight months before their verification period.







## How to calculate your YES target


- Calculate your target number of youth work experiences to be created, meet your target to benefit with a B-BBEE rating increase of one full level, or two levels if you double your youth target.
- This is a unique and exclusive YES benefit, over and above the standard B-BBEE scorecard elements.
- Level up with YES and open up new competitive opportunities for your business.
- The YES web-based calculator lets you easily compute your YES Youth target - the number of youth lives to invest in and transform.
- Receive recognition in your Skills Development category by investing in informal training. Up to 50% of your spend on Skills Development can be claimed (Specifically in category F&G).


Interested in the B-BBEE benefit?


Use the calculator below

















[Click here or see the FAQ below to see how targets are calculated](#)

CALCULATE NOW

TALK TO US

YES needs the contact information you provide to us to contact you about our products and services, by completing this form, you consent to getting communications from us. For information please review our [Privacy Policy](#).

This is how your **YES** target headcount is calculated:

The higher of:

**1.5% of NPAT/R55,000**

or

**1.5% of Headcount**

or

**Table 1 of Jobs Table**

**Click here** to calculate your YES Youth target.

# Do you qualify for YES?

Even with limited or no Black Ownership, you can qualify for a YES B-BBEE level up

## **Multinationals and family-owned businesses**

Multinationals and family-owned businesses with limited or no Black Ownership can make up for it with higher ESD and Skills points and participate meaningfully in B-BBEE.

## **Have a powerful B-BBEE impact and an impressive scorecard**

All you need is to meet the sub-minimum for your category.





# Check that you qualify for the YES initiative



## FOR GENERIC ENTERPRISES

Total revenue: **>R50M**

**50%** average across the **three** priority elements

OR

**40%** subminimum in **three** priority elements

\* This means that even with limited or no Black Ownership, you can qualify for a YES level up.



## FOR QUALIFYING SMALL ENTERPRISES

Total revenue: **R10M-R50M**

**40%** in two of the three priority elements, with ownership being **one** of the **two** elements

OR

**40%** average across two priority elements, with ownership being one



## FOR EXEMPTED MICRO ENTERPRISES

Total revenue: **<R10M**

EMEs with an annual total revenue below R10 million per annum, have no subminimum eligibility requirements.



## FOR TRANSPORT SECTOR

No subminimum eligibility requirements



## FOR PUBLIC/ SPECIALISED ENTITIES

No subminimum eligibility requirements







## How YES works

Choose a solution that best suits your company's goals  
and reap the B-BBEE benefits



### Option 1

#### Place youth inside your business

Provide a 12-month quality work experience within your company



### Option 2

#### Host youth at an existing YES partner

Sponsor the placement of YES Youth in third-party enterprises

# Option 1

## Place youth inside your business

Provide a 12-month work experience within your company.

### Have capacity in your business? Need extra hands?

Then this is the perfect option for you.

Place your **YES** Youth inside your business and reap the rewards of having a younger, more digitally savvy workforce on your team.

De-risk future recruitment by trying out youth cohorts and selecting the best fit.

Develop these gems into long-term employees with best matches to your organisation's culture and values.





### Hope Sikwari

24-year-old Hope Sikwari came from a no income household to being part of the YES programme in 2022 as a Training Gau to being absorbed at Famous Brands as a Senior Digital Service Agent.



# Option 1 pricing

Place youth inside your business

Provide a 12-month work experience within your company.

## SMALL BIZ

(B-BBEE & Non B-BBEE)



NPAT is less  
than R4m and turnover less  
than R50m

# R1,600

per youth  
per annum

**Excl.VAT**

OR

## MID CAP

(B-BBEE & Non B-BBEE)

NPAT is less than R4m but  
turnover is equal to or  
greater than R50m

OR

NPAT is equal to or  
greater than R4m and less  
than R12m

# R3,000

per youth  
per annum

**Excl.VAT**

\* Monthly salaries (starting from minimum wage of R4,782 per month) payable in addition plus UIF & SDL (not included in above costing)

\* Large Cap B-BBEE is eligible for R1,000 discount from year 2 onwards





"The YES initiative is one of the most hopeful, impactful and necessary interventions in our country. We are proud to be partners with this powerful programme and we hope that the programme will grow from strength to strength and fulfil its mission."

**Nonkubela Maliza**

*Director for Corporate and Government Affairs, VW*

### **\*LARGE CAP**

**(B-BBEE only)**



**NPAT is equal to or  
greater than R12m**

# **R5,000**

per youth  
per annum

**Excl.VAT**

**OR**

### **LARGE CAP**

**(Non B-BBEE only)**



**NPAT is equal to or  
greater than R12m**

# **R3,000**

per youth  
per annum

**Excl.VAT**

\* Monthly salaries (starting from minimum wage of R4,782 per month) payable in addition plus UIF & SDL (not included in above costing)

\* Large Cap B-BBEE is eligible for R1,000 discount from year 2 onwards

## Option 2

### Host youth at an existing YES partner

Sponsor the placement of YES Youth in third-party enterprises.

**Can't place youth within your business structure? Still want to reap the B-BBEE benefits and make a real difference?**

The turnkey solution was designed for YOU.

**YES**, together with its range of social partners, offers a one-stop-shop solution with none of the admin and all the benefits.

Sponsor youth placements in one of our **23 vetted implementation partners (IPs) across ten sectors** and watch as your scorecard takes flight. IPs work with **YES** to offer corporates the opportunity to sponsor complete youth 12-month work experiences.

Youth are placed in some of the most critical sectors in South Africa like healthcare, early childhood development, education, digital and conservation.

## Option 2 pricing

### Host youth at an existing YES partner

Sponsor the placement of YES Youth in third-party enterprises.

**ALL BUSINESSES**  
**(B-BBEE & Non B-BBEE)**



**Regardless of NPAT**

**R9,700**

per youth  
per annum

**Excl. VAT**

- All businesses are eligible for R1,000 discount from Year 2 onwards
- Monthly salaries payable in addition plus UIF & SDL not included in above costing.
- \* These packages do not include the salary of the youth, which according to the Minimum Wage Act, 2018, must be at least R4,782 per month.



## YES digital monitoring & evaluation

YES currently deploys various proactive and reactive measures to fulfil its gazetted monitoring and evaluation function, these include:

- Calling all current YES Youth via the YES Call Centre, youth feedback via apps, inductions and offboardings, supervisor feedback, a youth dedicated email address and a whistle-blower hotline.
- For the YES Implementation Partner (IP) model, further checks and balances include IP site visits, the implementation partner management agreement with key performance indicators which are tracked the IP scorecard.

**YES focuses on ensuring that all YES Youth thrive in a safe and productive environment and receive a quality work experience.**



# YES Digital Generation Model

YES Youth are fully digital, with a data-free reverse billing model and fantastic rewards.

In response to technological progress and the changing preferences of young people, YES has developed a data free and rewards-based model tailored to the digital generation. This innovative approach is designed to facilitate access to the YES learning programme by eliminating any data expenses for youth.

## The YES Digital Generation Model consists of three key components:



### Data-free access across all networks:

- Data-free access to the YES One App for youth on their own device across all networks, paid for by YES.
- This ensures uninterrupted access to our apps, allowing youth to use the device they are most comfortable with.



### Rewards to drive learning/skills development:

Incentivising engagement with the YES learning modules through rewards, including data packages, tablets, and various other incentives.



### Extensive learning incorporating digital skills:

- Incorporates digital literacy and AI, with continuous R&D to enhance usability and skills development.
- Ensuring accessibility through the Datafree Connect app

Datafree Connect, an application that youth will download, enables youth to access our YES One app at no mobile data cost to them, even with no airtime or data balance.

## Benefits for business:

### 1. Streamlined administration

### 2. Expanded learning:

Includes digital literacy and AI integration, with continuous access to learning content.

**The Digital Generation Model empowers youth for success in a digitally driven society, offering accessibility, engagement, and continuous growth.**





Sustainable solutions to youth unemployment



# How do I say YES

By joining YES, you are taking a significant step towards empowering South African youth and contributing to a brighter future.

## Three easy steps to join YES and change lives:

Join YES to reduce South Africa's youth unemployment crisis and gain up to two levels up on your B-BBEE scorecard

### STEP 1

#### YES target calculator

Calculate your YES Youth target using the online calculator.  
Skip this step if you are not doing YES for B-BBEE purposes.



### STEP 2

#### YES registration fee

Identify the YES registration fee that your company will pay annually.



### STEP 3

#### YES packages

Select the package that your company will be using. The cost includes the YES smartphone and apps, the Supervisor app, as well as the monitoring and evaluation fee that your company will pay.

## YES Hubs

### **When you walk into a YES Hub you walk into a new future.**

YES Hubs are designed to break down barriers to youth employment and economic inclusion by connecting youth and the community to global best practices in training and technology.



A range of activities takes place at a YES Hub, enabling innovation and a cross-pollination of ideas, seeding points for new business.



The energy of our youth, combined with access to networks, market opportunities, and industry expertise, creates the perfect environment for small business development to thrive.



At a YES Hub, participants gain access to vital resources—networks, training, markets, work opportunities, career guidance, and the support necessary to turn ideas into reality.



Small businesses are the engines of job creation, which is why YES Hubs focus on attracting, nurturing, and supporting them.



As a registered PBO (public benefit organisation), YES offers S18(A) tax certificates for donations made to our Hubs, providing a tax benefit for our supporters.



**YES Genesis Hub: Saldanha Bay**



**YES Ulusha Hub: Alexandra Mall**







# YES Hubs

When you walk into a YES Hub you walk into a new future.

In partnership with forward-thinking businesses and committed corporate funders, YES Hubs offer a diverse range of programmes, including:



**Entrepreneurship:** Cultivating the next generation of business leaders.



**Culinary academy:** Turning passion for food into a career.



**Urban farming:** Innovating in sustainable agriculture.



**Creative hub:** Fostering creativity and artistic talent.



**Hair & nail academy:** Opening doors to the beauty industry.



**3D modelling & design:** Bridging creativity with technology.



**Drones academy:** Leading the way in drone technology.



**Digital 4IR skills training:** Preparing youth for the digital revolution.



**Automotive academy:** Driving skills in the automotive sector.



**Micro-manufacturing/ceramics:** Crafting futures with hands-on manufacturing.



**Textile academy:** Weaving opportunities in the textile industry.



**Solar academy:** Empowering youth with sustainable energy skills.

## The rigour behind YES

- ✓ Annual internal audit conducted by BDO
- ✓ Annual external audit conducted by E&Y
- ✓ A clean set of audited financial statements
- ✓ NPO with good governance, strong board
- ✓ An Audit and Risk Committee
- ✓ High impact social initiative
- ✓ Sustainable Development Goal integration
- ✓ Build a workforce of the future
- ✓ Create entrepreneurs
- ✓ Focus on monitoring & evaluation
- ✓ Integrated B-BBEE scorecard spend
- ✓ R8.1 bn+ in youth salaries

YES is not just about creating jobs; it's about creating high-impact social initiatives that transform lives and communities. By equipping youth with the skills and opportunities they need, we are building a workforce ready to meet the demands of the future.







**#SayYES to a future that works.**

It's a win-win-win for company, country and youth.

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