

5 May 2021

Dear Sir/Madam

Calling Education is an organisation that was founded in 2016 to provide top-quality education to learners from low-income areas in Stellenbosch, South Africa. The school was founded in 2018 and we were absolutely delighted to form a collaborative relationship with 4Challenge already in the school's first year. 4Challenge impressed us immensely with their professional approach and personal touch – something from which our learners truly benefitted.



In 2018, 4Challenge presented an entrepreneurship course where learners from Calling Academy teamed up with learners in the Netherlands to tackle business challenges. In interaction with real entrepreneurs and professionals in the field, the learners were seriously challenged on their entrepreneurial attitude and skills. They passed two levels in two years together with their team mates before the progress of the programme to the third level was cut short by the Covid-pandemic.



The learners learned a lot about their own entrepreneurial DNA, international entrepreneurship and working in international teams. The gamification made it all exciting and strongly interactive with a very high level of engagement. Apart from this Young Entrepreneur Adventure, 4Challenge also presented brilliant gamified History lessons online which were an absolute hit with our learners!

The Calling Academy learners who took part in the Young Entrepreneurs Adventure

We have witnessed the serious added value that the gamified learning concept has brought for our learners. Not only that, I believe that there is massive scope for the approach that 4Challenge takes and we are extremely happy to be in partnership with them. Calling Education is aiming at opening a second school for low-income learners in January 2022 and we would love 4Challenge to remain a close part of our journey. For this, funds are obviously required!

- We are planning the second edition of this programme ('The Young Entrepreneur Adventure') for the next three years.
- 'The Young Minister' a new initiative of 4Challenge is very promising. Again a gamified programme but now with the focus on leadership and solving actual social dilemmas to stir up involved citizenship with our learners. Our learners together with the learners in the Netherlands must lead a simulated country. Together with teachers from different schools in the SA and the NL, 4Challenge will coordinate and orchestrate the development of this programme. So this time not only the learners will benefit, but also the teachers in an international workshop to develop this gamified programme.

We value the partnership with 4Challenge highly because of following reasons:

- Introduction of gamification in our lessons.
- The training and guiding of our teachers and interns in gamification.
- The inclusive programmes they are offering.
- The modern online platform which supports the programmes.
- The 4Challenge pool of students, well-equipped to support the programmes as actor, observer or facilitator. I have only been impressed with their obvious emphasis on quality.
- The positive impact on our learners.

I want to support any effort by 4Challenge to raise funds for these goals. Their work has assisted us in our goal of providing top quality education to low-income learners. They are innovative and passionate and with the right financial backing, their impact can be multiplied. Please contact me if you would like to discuss this further.

Kind regards



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