



OUR COMPANY

Kurus English, is an English Language school which offers a range of English language programmes, whilst embracing a socio-economic business model. International English Language competency is developed and improved by providing experiential learning through a unique angle and set of socially and culturally diverse learning opportunities. Kurus English aims to provide our students with a broadening social perspective relating to the multi-cultural and multi-ethnic world in which we live and work; this while they are immersed in the city of Cape Town and its communities and are also in touch with its individual people.

Our significant distinction from other reputable schools, is that in addition to the General Intensive English classes in the morning, we offer practical, afternoon, out-of-class Language Excursions. Our Language Excursions embody social, cultural and historic learning opportunities, and our students are ably accompanied and supported by our experienced language teachers. Our Excursions provide our students with a range of opportunities to meet and engage with the people of Cape Town, where they are able to practice their English in authentic, real-life contexts. We combine the learning of English and improvement of language competency together with building meaningful awareness of cultural diversity; simultaneously, we support previously-disadvantaged communities and people in Cape Town and its environs.



OUR NAME “KURUS ENGLISH”

“Kurus” is a word in Nama, the language of the Khoi, one of the ancient and indigenous people of Africa. In English, Kurus means “creation” and furthermore, “things made, especially by means of skill or intelligence; out of nothing, only from inside”. Humankind, as far as we know, has its roots and origins in Africa. Our roots lead back to the Khoi and the San. The South African motto is “Unity in Diversity” written in a Khoisan language [Xam: “!ke e: |xarra l!ke”. The Khoisan languages are not included as one of the eleven official languages of South Africa. Having chosen our company’s name in the Nama language, however, Kurus English pays linguistic tribute to the indigenous people of southern and South Africa, and so bridges this ancient African Language with English, our modern and international language, which needs no introduction.

CORPORATE SOCIAL RESPONSIBILITY

Kurus English remains committed to enhancing the positive, social, environmental and economic impacts we enjoy in local communities, and indeed wherever we may conduct business. We endeavour to create opportunities where previously there may not have been many, or, alas, only very few. In the same way, Kurus English is committed to doing business responsibly and conducting ourselves in ways that earn the trust and respect of our team, our clients and partners, and very importantly, the people of Cape Town with whom we live and work.

Our Corporate social responsibility programmes and activities are concentrated mainly around our previously-outlined English Language Excursions, integral to our unique concept of Language Culture and Discovery. Through the agency of our partner, Coffeebeans Routes, we accompany our students out from their normal classroom environment, to meet, engage and communicate with local people, such as musicians, artists, project coordinators of NGO's and many more. Besides employing these opportunities to create unique and powerful whole-learning environments for our students, we also ensure our Language Excursion Hosts are fairly remunerated for their services. We can confidently claim that in 80% of our Language Excursions we support previously disadvantaged communities and people. In this way, the development of language and cultural competence work together hand in glove.

To this end, two chief examples of projects we support are: the Ambitious Youth of Khayelitsha (AYK) and the Cape Town Composers' Workshop.

AYK- THE AMBITIOUS YOUTH OF KHAYELITSHA

The Ambitious Youth of Khayelitsha (AYK) mission statement says: (we use) "our passion for soccer and love for our community to create a financially stable business focused

on alleviating crime and alcohol abuse in Khayelitsha".

The AYK are a group of 12 motivated young men between the ages of 20 and 28, who grew up together in Khayelitsha. After leaving school they struggled to further their studies or find a sustainable income. In 2008 while sitting outside a Medical Knowledge Institute in their area, they were invited to participate in a workshop on HIV/AIDS by an Institute's facilitator. On completion of the course, they realised that with innovation they could become more responsible for their livelihoods by looking at creative ways to earn an income and, by so doing, develop their community. For many years while playing soccer on street corners, these young men would see tourists pass by on buses and found it strange that these tourists seemingly never engaged in, nor were given opportunities to engage more interactively with local people. The idea was born to create a platform enabling tourists and visitors to interact with the community in a way that is adventurous and fun



whilst at the same time exposing them to township culture and experiences which are both meaningful and authentic. The AYK Tours develop a sustainable income from the tour operation which creates jobs and provides an income for its members. The tour gives guests insight into education, housing, health, sport and recreation, and the manner in which all this is experienced by the youth of Khayelitsha.

This Kurus English AYK partnering combines to form a profoundly effective complement to our school's core Language, Culture and Discovery aim, whilst supporting local grassroots' initiatives. Our interactive and communicative Language Excursions enter into the very fabric of Cape Town and its society, providing opportunities for learning English whilst also expanding cultural competence as an ever more important soft, social skill.

CAPE TOWN COMPOSERS' WORKSHOP

Another project supported and promoted by Kurus English is the Cape Town Composers' Workshop founded by well known Cape Town Jazz icon Mac McKenzie. This open-ended project consists of the establishment of a fund through which projects in Cape Town are brought to reali-

sation. Such projects are to contribute to the creation and promotion of musical works by Jazz composers from Cape Town, and the training as well as advancement of young musicians.

The aims of this Not for Profit Organisation (NPO) are, firstly, to promote and enhance the creation of musical works by Jazz composers from Cape Town, especially Athlone and Bridgetown. Secondly, to further the performance of jazz in the disadvantaged communities. Thirdly, to train young talents both as composers and musicians by the masters, providing them with a space in which to bring their skills to fruition. Finally, to uplift and empower the youth of disadvantaged communities.

The overall goal is to "hand over to new leaders": students need to be equipped with knowledge to take over leadership roles. In this way, the Cape Town Composers' Workshop Fund can assist in improving a particular set of circumstances in Athlone, through the sharing of opportunities for education in music.

Besides our Language Excursions, Kurus English supports the Cape Town Composers' Workshop, providing essential resources and support for the establishment of this newly-founded organisation. In addition, the Director of Kurus English Johannes Kraus, has provided his extensive network in Germany to raise funds and to organise fund-raising music performances in Europe. ■

