



## MSR (Men on the Side of the Road) Annual report 2025

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# 1. INTRODUCTION

Men on the Side of the Road (MSR) is deeply grateful for the continued partnership and financial support from the Donors. Your contribution towards operational costs and specific project costs on a continued basis has been instrumental in enabling our organization to maintain its operations across three offices – Swakopmund, Walvis Bay, and Windhoek. In 2025, MSR continued to strengthen its impact through training, mentorship, and job placement, ensuring that unemployed individuals gain access to income-generating opportunities and pathways toward self-reliance.

In addition to all the services offered to the unemployed, MSR started upgrading the entrepreneurship and business start-up mentoring process to allow more members to have the necessary tools to start their own businesses.



Social security information session with the Entrepreneurs

## 2. OPERATIONAL OVERVIEW

In 2025, MSR strengthened its team to enhance support for unemployed individuals across Namibia. We welcomed two new staff members: an Office Administrator in the Windhoek office and a Project Coordinator in the Swakopmund office, as well as an Accounting Consultant in Swakopmund. These additional staff members have significantly increased our capacity to provide timely, efficient, and personalized services to our members, ensuring that more unemployed individuals receive the guidance and support they need to access job opportunities or start their own businesses.

Thanks to the Donors' continued support through all the years, all MSR offices remained operational and accessible to the unemployed. This stability allowed our staff to focus on empowering unemployed members, building relationships with local employers, and ensuring the smooth delivery of training and mentoring services. As a result, for 2025, MSR was able to recruit and provide membership training to 555 unemployed people through the 3 offices in Windhoek, Swakopmund, Walvis Bay. Also for 2025, MSR managed to create 158 job linkages/opportunities and provide skills development support to members, demonstrating a direct impact of the strengthened team on our mission to reduce unemployment.

***“Stronger Team, Greater Impact - Every New Staff Member Brings Us Closer to One Job at a Time!”***

## 3. PROGRAMME HIGHLIGHTS

### 3.1 Entrepreneurship Programme Development

In 2025, MSR successfully implemented its entrepreneurship training and mentoring programme, with valuable input from the Swakopmund and Windhoek project coordinators, NUST interns, and guidance from advisor Roger Krage. A comprehensive training manual was developed to support members throughout the programme.

A total of 53 members expressed interest in receiving business and self-employment support. As part of the programme, ten women participated in nail technician training in Swakopmund and Walvis Bay. Training covered essential business skills, including recordkeeping, budgeting, savings, and marketing.

Each participant was tasked with conducting a community needs analysis in the area where they wished to establish their business. This exercise helped them identify potential business opportunities based on real community needs. Participants then conducted market research, studying their competitors, target market, and potential customers.

Following this, participants developed their own business plans, with guidance from the training conductor, ensuring that each plan was practical and tailored to their chosen business. The programme is currently progressing toward the registration phase of their businesses.

By the end of the entrepreneurship programme, participants will be able to:

- ✓ Understand the meaning and importance of entrepreneurship
- ✓ Learn key skills required to succeed as a business owner
- ✓ Develop a comprehensive business plan, including capital and financial planning
- ✓ Generate, evaluate, and refine viable business ideas
- ✓ Understand customers, markets, and potential market risks
- ✓ Apply basic financial literacy, budgeting, and pricing strategies
- ✓ Learn the process of registering a business with BIPA
- ✓ Practice effectively pitching their business ideas
- ✓ Identify resources and support available to entrepreneurs

### 3.2 Member Development and Job Placement

MSR is committed to connecting members with job opportunities and providing access to information that supports their employment journey. Members can visit our offices to read newspapers for available positions, receive vacancy updates via WhatsApp, and use our computers with internet access to search for jobs—all free of charge. These services are designed to empower members to secure employment and build self-reliance.

Every successful job placement is celebrated at MSR because we firmly believe in our motto: “One person at a time, one job at a time.” Through both existing and new partnerships, as well as providing members with access to critical information, MSR has achieved significant

**TURNING POTENTIAL  
INTO OPPORTUNITY - 158  
NEW JOBS SECURED,  
ONE MEMBER AT A TIME!”**

success across all three offices.

In 2025, a total of 345 new members were registered: Windhoek (29), Swakopmund (119), and Walvis Bay (197). Of these, 158 members successfully secured employment, including 68 full-time, 19 part-time, and 71 temporary positions. These results reflect MSR’s

growing effectiveness in linking members to both short-term and permanent employment opportunities.

### 3.3 Training and Skills Development

MSR provides members with opportunities to gain skills that enhance their employment prospects. All prospective members participate in in-house life skills and financial literacy training, which is a requirement for membership. This foundational training equips members with essential skills such as communication, conflict management, CV writing, interview techniques, workplace conduct, and basic financial management.

Once registered, members may choose one additional training to further their skills, which can include vocational training at an institution or short courses offered by external service providers. In 2025, all 345 new members completed life skills and financial literacy training.

Key training sessions and partnerships facilitated during the year include:

- Nampost Savings Training: 19 members trained on financial literacy and savings.
- COSDEC Vocational Training: 10 members in Office Administration and 9 in Welding.
- First Aid, SHE Rep, and Basic Fire Awareness Courses conducted in Walvis Bay (September 2025) and Swakopmund : total of 25 members trained.
- Nail technician training Swakopmund and Walvis Bay : 10 members trained and given a starter kit.
- NAMCOL: 5 people registered to improve their grades
- Development workshop for parents :70 men and women

Through these trainings, MSR ensures that members not only gain practical skills but are also better prepared to secure and succeed in employment opportunities.



## 5. PARTNERSHIPS AND COLLABORATIONS

MSR continues to strengthen and expand its partnerships to enhance sustainability and increase its reach to unemployed individuals across Namibia.

While new collaborations are being developed, the continued support from our long-term partners remains the foundation of MSR's success.

“Stronger Together -  
Transforming Lives  
Through Opportunity.”

The Donors remains one of MSR's most vital partners, who has over the years provided core funding that supported staff costs, rent, and internet connectivity—ensuring that our offices remain open and accessible to unemployed members. In 2025, the Capricorn Foundation further demonstrated its commitment to MSR's mission by contributing an additional N\$127,000 towards entrepreneurship training, enabling members to gain practical business and self-employment skills.

Other key partners include:

- ✚ Bread for the World (BFTW): Two-year grant (€100,000) supporting training, staff, and operational costs.
- ✚ Manica Group Namibia: N\$104,000 contribution supporting the coordination and operations of the Walvis Bay office.
- ✚ Schoemans: Donation of three copy machines to fulfill a very important service to the unemployed of scanning and making copies of their documents for job applications
- ✚ Paratus: Sponsorship of internet services and the MSR email domain.
- ✚ MTC and CRAN: Supported employment creation initiatives with an additional 10% administrative contribution.

MSR is also in discussion with new potential partners, including the Rossing Foundation for partnership in office and land space.

We deeply value the Donors' ongoing partnership, which remains central to MSR's ability to serve and transform lives—one person at a time, one job at a time.

## 6. INSTITUTIONAL STRENGTHENING

During 2025, MSR made significant progress in strengthening its institutional capacity to ensure effective project delivery, sound financial management, and long-term sustainability.

A cooperation agreement with the Namibia University of Science and Technology (NUST) is under development to formalize collaboration in the areas of skills development, internships, and research. This partnership will enable MSR members to benefit from NUST's technical expertise and student involvement, while providing university students with valuable practical experience in community-based development.

In addition, discussions are underway with NAMCOL and the Ministry of Education to explore joint initiatives focused on vocational training and the school furniture refurbishment project, which aims to provide unemployed individuals with both work experience and income-generating opportunities.

To further enhance accountability and efficiency, MSR restructured its accounting services in 2025. A qualified accountant from COSDEC was engaged to support Bread for the World financial reporting, ensuring compliance with donor requirements and strengthening MSR's overall financial management systems.

These efforts reflect MSR's commitment to continuous improvement—building a strong institutional foundation that supports transparency, accountability, and effective service delivery to Namibia's unemployed population

## 7. CHALLENGES AND RISKS



“RESILIENCE IN ACTION – EVERY CHALLENGE BECOMES A STEPPING  
STONE TO OPPORTUNITY.”

Despite the positive progress made during 2025, MSR continued to face several challenges that impacted programme implementation and organizational growth.

One of the most significant challenges remains the limited availability of permanent job opportunities in Namibia’s labour market. Many of the placements secured through MSR are temporary or part-time, reflecting the broader economic climate and the limited absorption capacity of local industries. This reality highlights the need to continue investing in entrepreneurship and self-employment initiatives as sustainable alternatives for income generation.

Financial sustainability continues to be a key concern. While MSR has been fortunate to receive generous donor support, reliance on short-term project-based funding creates uncertainty for long-term planning, staffing stability, and program continuity. Efforts to expand the donor base and diversify income sources are therefore ongoing priorities.

Another challenge relates to limited investment in staff development and wellness. Staff often operate under high workloads and emotional pressure when working with unemployed individuals facing difficult life circumstances. Continuous capacity building, professional development, and psychosocial support for staff remain essential but underfunded needs. Infrastructure and resource limitations also pose risks. The lack of sufficient space, especially for practical projects such as the school furniture refurbishment initiative, has restricted the organization’s ability to expand hands-on training activities.

Additionally, transportation constraints occasionally limit staff mobility between offices and project sites, reducing efficiency in outreach and monitoring.

Despite these challenges, MSR remains resilient and solution-driven. The organization continues to adapt through strong partnerships, creative resource use, and a shared commitment to its mission of empowering Namibia’s unemployed—one person at a time, one job at a time.

## 8. APPRECIATION

MSR extends its heartfelt appreciation to all our Donors for their steadfast and generous support. Your funding has sustained our offices, empowered our team, and created tangible results for unemployed Namibians striving for dignity through work. Because of your partnership, MSR has been able to expand training programs, strengthen institutional capacity, and connect hundreds of members to employment and entrepreneurship opportunities.

Your ongoing support goes beyond financial assistance—it inspires confidence, fuels hope, and enables real transformation in the lives of our members. Every new job secured, every skill acquired, and every business launched is a direct reflection of your commitment to social impact and community development.

Together, we continue to transform lives – one person at a time, one job at a time. We look forward to building on this partnership in the years ahead, reaching more members, and creating sustainable opportunities that empower individuals, strengthen families, and enrich communities across Namibia.

## 9. FUTURE ENDEAVOURS

Looking ahead, MSR is committed to building on its partnership with the Donors by developing an Incubation Centre to provide trained entrepreneurs with opportunities to start and grow their businesses under MSR's guidance. The vision is to create self-sustaining units that empower members and generate income to support MSR's long-term sustainability.

### Woodwork and Furniture Refurbishment

MSR and the Capricorn Foundation previously explored a furniture refurbishment initiative focused on restoring school desks and chairs. The project was hampered by a lack of space and the absence of an agreement with the Ministry of Education to purchase the refurbished items. Once these challenges are resolved, MSR intends to resubmit the proposal with a revised approach where the refurbished furniture will be donated back to the Ministry of Education.

### Clothing Production and Safety Wear

The Incubation Centre will not only support the MSR members who are entrepreneurs to start their business in clothing production, but also support the production of safety wear for Namibia's mining, construction, and fishing industries. This initiative will create employment and contribute to the local manufacturing sector. The Incubation Centre will serve as a hub of innovation, enterprise, and sustainability, empowering Namibians through skills, work, and entrepreneurship.

# CONCLUSION

The year 2025 has been a period of growth, impact, and resilience for MSR. Through strengthened staff capacity, expanded training programmes, and targeted member support, the organisation has continued to empower unemployed Namibians to secure jobs, develop skills, and explore entrepreneurial opportunities. A total of 345 new members were registered, with 158 successfully placed in employment, reflecting MSR's growing effectiveness in connecting individuals to both short-term and long-term opportunities.

MSR's entrepreneurship and skills development initiatives have equipped members with practical knowledge, business acumen, and confidence to pursue self-employment, while life skills and financial literacy training have laid a strong foundation for personal and professional growth. Partnerships with donors, government entities, and private sector collaborators have been instrumental in ensuring sustainability and operational effectiveness, while ongoing institutional strengthening has enhanced MSR's ability to deliver high-quality services.

Despite challenges such as limited permanent job opportunities, resource constraints, and financial sustainability pressures, MSR remains committed to its mission of transforming lives one person at a time, one job at a time. With the continued support of the Donors and other partners, the organisation looks forward to building on its successes, expanding its impact, and creating sustainable opportunities for Namibia's unemployed population.

MSR thanks all stakeholders for their trust, collaboration, and investment in empowering individuals to achieve dignity through work, and reaffirms its commitment to making a measurable, lasting difference in the communities it serves.



## SUCCESS STORIES

Jackson Adrecki joined MSR in February 2014 in Windhoek as an unemployed individual seeking opportunities to build a career. Through MSR's support, he received several training opportunities, beginning with a six-month Plumbing and Pipe Fitting course at KAYEC in 2014. He later completed computer training in 2015 and advanced his qualifications by enrolling at Windhoek Vocational Training Centre, where he attained Level 3 in Plumbing and Pipe Fitting between 2015 and 2017. With MSR's assistance, Jackson secured an internship at Namib Poultry from October 2015 to January 2016, gaining valuable hands-on experience. His dedication and hard work paid off when he was appointed as an Artisan Plumber at the City of Windhoek in 2018, a position he continues to hold to this day. Jackson's journey is a true reflection of MSR's mission to transform lives through opportunity—empowering unemployed individuals to build sustainable livelihoods and professional careers.



Isreal Kasita joined MSR in April 2012 in Windhoek as an unemployed individual determined to improve his future. Through MSR's support and training opportunities, he completed a six-month Welding and Fabrication course at KAYEC in 2014, followed by computer training to strengthen his technical and digital skills. Equipped with these qualifications, Isreal secured employment with Vector Digital Energy in 2018 as a Technician—a position he continues to hold today. His progress from unemployment to a skilled, long-term employee demonstrates the life-changing impact of MSR's programs in empowering individuals with the skills and opportunities needed for sustainable employment and self-reliance.



My name is Timoteus M. Shikongo and I joined the MSR on 20th February 2024 in Walvis Bay. When I first joined MSR, I was unemployed and lacked essential skills such as how to prepare for interviews, Manage finances and maintain professional workplace conduct. Through the MSR membership training I was able to gain valuable knowledge, Skills and confidence that have greatly improved my life. I am grateful that MSR also helped secure employment for me at West Coast Hygiene in Walvis Bay where I am currently working as a general worker. This opportunity has enabled me to support myself and my family something I could not do before joining the organization. Thank you once again for everything.

My name is Profilia Johannes and I am a proud member of MSR. I joined the organization on 21 May 2025 in Walvis Bay. I would like to express my heartfelt gratitude for the valuable support and training I received through MSR. When I joined, I was unemployed and struggling to start any business due to financial challenges and lack of skills. Through MSR membership training I gained essential knowledge and confidence to pursue my goals. Later I was privileged to receive nail technician training from MSR, which completely changed my life. Today I am proud to say that I am a professional nail technician and self employed, Providing nail care services within the Walvis Bay Community. This opportunity has empowered me to earn an income, Support myself and grow as an entrepreneur. I am deeply thankful to MSR for the life changing impact it has done on me. Thank you once again.



Maria Shivute, a single mother of two from Outapi in the Omusati Region, joined Men on the Side of the Road (MSR) in 2025 in Swakopmund after being unemployed for ten years. She discovered MSR by chance while searching for any available work opportunities. Through MSR, Maria was selected to attend a three-day Nail Technician course, followed by enrolment in the six-week

Entrepreneurship Program. These opportunities gave her new hope, confidence, and practical skills to improve her livelihood.

Before joining MSR, Maria struggled to provide for her children by selling small items such as chips, sweets, and fatcakes. Today, she rents a chair at a local salon, working as a nail technician while continuing her small business. Although business is still growing, Maria now earns a better income and is optimistic about her future. She dreams of owning a beauty shop that offers nail, hair, and barber services, as well as starting a daycare to create jobs for others.

Maria says MSR changed her life completely – from being isolated and hopeless to becoming confident, empowered, and independent. She describes MSR as “a project that took me from being nobody to somebody.”

Gottlieb Kaudife Shilongo joined Men on the Side of the Road (MSR) in September 2025 in



Swakopmund after being introduced by a long-time member. During his membership training, he surprised his classmates when he revealed that he is fluent in Mandarin, both spoken and written. Gottlieb completed his matric in 2010 at Etosha Secondary School in Tsumeb and later pursued studies in Geology at Tianjin University in China, where he also obtained an HSK 4 certificate in the Chinese language. Although he was unable to complete his degree, Gottlieb gained valuable work experience in South Africa in farming, construction, and maintenance. After returning to Namibia in 2024, he worked in Swakopmund doing various odd jobs before joining MSR. Through

MSR, he met a fellow member who connected him to Chinese geologists at Swakop Uranium’s Husab Mine, where he successfully secured employment as a translator. Gottlieb credits MSR for opening doors to new opportunities and helping him regain confidence and purpose. He is deeply grateful to the MSR team, describing it as “a place of grace, care, love, and patience.” His dream is to return to China one day to complete his studies in Geology and continue inspiring others to believe in second chances.