



Client Story: Brownie Points are Transforming Social Impact Through Learning with Alison LMS+

Overview

Company Name: Brownie Points

Industry: Public Employment Programme (Social Employment)

Funding Body: Presidential Employment Stimulus (PES) [Link](#), managed by the Industrial Development Corporation (IDC) of South Africa Limited, wholly owned by the South African Government [Link](#)

Funding Programme: Social Employment Fund (SEF) [Link](#), [Link](#)

Use Case: Workforce development, non- profit employee training, digital inclusion.

Solution: Alison LMS+, Alison API Integration, and Certificates.

Location: Cape Town, Western Cape, South Africa

Key Outcomes:

- ✓ **1,500 discounted certificates** secured for non-profit sector learners
- ✓ **217 learners enrolled** on Alison courses to date
- ✓ **24% of participants** have transitioned into further study, permanent employment, or entrepreneurship
- ✓ Coverage expanded across **5 of 9 South African provinces**

Background

Brownie Points, a South African social enterprise, supports **non-profit organisations (NPOs)** employees through education and community-driven initiatives. As a **three-time awardee of funding** via **the Presidential Employment Stimulus Social Employment Fund**, they work with over 10 agent organisations, including:

- [Campaigning for Cancer](#)
- [Clean C](#)
- [CO2 Low](#)
- [Do More Foundation](#)
- [Edu-Plett](#)
- [Grootbos Foundation](#)
- [Litter4Tokens](#)
- [The Litterboom Project](#)
- [Rays of Hope](#)
- [SA Harvest](#)
- [Wild Bird Trust](#)



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The initiative has disbursed over R58 million in wages and utilised R14 million for tools, PPE, materials, and training, enhancing both economic and social capital. So far, around 1 out of 4 past participants have gone on to further their studies or started permanent jobs, with many more becoming job-ready and hopeful about their future, and 61 participants receiving certificates of excellence.



Pascale Du Toit

CEO & Founder of Brownie Points.

With a goal to **empower non-profit employees with accredited training**, Brownie Points needed a **scalable, cost-effective learning solution** that provided:

- ✓ Accessible, high-quality training for non-profit workforce
- ✓ A seamless, self-enrolment learning experience
- ✓ An interest-based, autonomous online learning experience to explore different interests and possible income pathways

Since October 2022, Brownie Points has supported **10 non-profit organisations** with a combined workforce of **over 3,700 employees**—most of whom had never accessed accredited online training before. Through this initiative, they are now **gaining recognised skills** to strengthen their roles and futures in the social sector.



The Challenges

Having run the programme for two years at the time of selecting **Alison LMS+** as its platform partner, Brownie Points had already encountered issues in scaling the offering for their NPOs, namely:

- ✓ A lack of access to **affordable accredited learning with certificates** for participants.
- ✓ That **traditional LMS pricing models** would not be feasible due to per-user pricing, lock-in contracts, minimum terms, and compliance fees for above projected usage.
- ✓ The **high cost of offering** the wide variety of courses required.
- ✓ Difficulty sourcing a **scalable solution** which they could integrate into the custom platform they had developed.
- ✓ Requirements for a partner willing to permit them to **integrate translation tools**.
- ✓ The need for an **innovative partnership which did not restrict** them from exploring new ways of enabling and supporting their participants, and had a willingness to co-create solutions with their team.

The Solution

To address these challenges, Brownie Points partnered with **Alison LMS**, a global leader in free online learning, to:

- ✓ **Deliver accredited learning:** Provided self-selected, interest-based, over **5,500 accredited online courses** covering business, digital skills, sustainability, social impact, healthcare, and more, tailored to non-profit employees.
- ✓ **Offer discounted certifications:** Secured **1,500 certificates** at a reduced cost to maximise impact.
- ✓ **Enable API integration:** API implementation planning is underway with "**Good Academy**," a branded platform offering a tailored, autonomous learning experience.
- ✓ **Break digital access barriers:** Future zero-rating of learning content, via a partnership with **DG Murray Trust** and **ICASA (Independent Communications Authority of South Africa)** to allow mobile users to access Alison's courses without using data.

The Results

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Empowering Non-profit Employees

By leveraging Alison's **self-enrolment** LMS+ feature, Brownie Points eliminated the need for manual course assignment, allowing learners to take control of their education. This streamlined their onboarding process, drastically reducing workload on the Brownie Points team.

2

Scalability & Growth

With the **Good Academy integration**, Brownie Points will be creating a sustainable learning ecosystem, with plans to **onboard thousands of additional learners**.

3

Impact Reporting & Strategic Influence

Brownie Points tracks learner progress and reports outcomes to **IDC and SEF**, demonstrating the impact of **Alison's micro-accreditations** in creating employment pathways.

4

Government, Investor & Partner Recognition

Brownie Points' success with Alison has positioned them as an **official referral partner** in the South African philanthropy sector, attracting interest from corporate funders and foundations.

IDC and SEF ongoing support of the Brownie Points initiatives **signifies Alison's first formal South African Government** engagement, enabled by a channel partnership.

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Measurable Impact

Since the beginning of the Brownie Points and Alison partnership, over **217 learners** have enrolled in accredited courses, with **165 of them self-enrolling** through Alison LMS+.

- **Average courses completed per learner: 3.5**
- **Average time spent learning: 5 hours, 55 minutes, and 21 seconds**
- Percentage of participants transitioning to better opportunities rose from **13.6% (Oct 2022–June 2024) to 24% (July 2024–present)**

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Sector Recognition

Brownie Points' effective use of Alison has earned them recognition as a **referral partner** within **South Africa's social economy**. Their work has also garnered interest from corporate funders, philanthropies, and other SEF implementation partners.

Brownie Points' partnership with Alison marked **Alison's first formal engagement** with the **South African government**, facilitated by a channel partnership model.

What's Next?

- ✓ **Case Study & PR Collaboration:** Brownie Points plans to highlight Alison's role in social impact through a **joint case study** and a **press release**.
- ✓ **Visibility & Engagement:** Brownie Points' revamped website will showcase **Alison as a key partner**, with ongoing updates on their learning journey.
- ✓ **Scaling Social Learning:** The long-term vision is to utilise a **custom Alison API integration** to support other strategic implementation partners who receive funding via **Social Employment Fund (SEF)** alongside Brownie Points, potentially **impacting tens of thousands of underserved learners**.
- ✓ **Minimising barriers:** The custom platform - **Good Academy** - aims to revolutionise the way South Africans learn online via a **data-free, dynamically translated short courses**.
- ✓ **Contextualised content:** **The South African non-profit sector** has a lot to share. Brownie Points aims **to partner up with innovative knowledge experts** to publish South African courses that **address persistent social and environmental challenges**.



Conclusion

Through **Brownie Points' innovative approach** and **Alison's scalable learning platform**, this partnership is transforming workforce development for non-profits in South Africa. By **removing digital and financial barriers to education**, this collaboration is not just **upskilling individuals**—it's reshaping economic mobility and employment opportunities across the **non-profit sector**.





Together, we're building a **sustainable
learning model** for social good.