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Amanda
Blankfield-
Koseff



Here to be Limitless

Turning possibility into action.

What can't Amanda Blankfield-Koseff do? It is a question often asked by people who see just how much she manages to fit into one life. Her answer is characteristically playful: "I can't ride a bicycle!". Behind the humour, however, is a philosophy that has shaped everything Amanda does. She believes that people are often defined less by their circumstances than by the mindsets that influence how far they are willing to go.

Growing up in Johannesburg, Amanda experienced some of life's difficult realities early. At 12, she was caught in a hijacking and home invasion. A year later, her parents divorced. Rather than allowing those experiences to define her, she channelled adversity into determination.

Her teenage years became a period of discovery and ambition. She excelled academically, earned a black belt in kung fu and developed her love of music, playing guitar and singing at restaurants to earn

extra money. In her twenties, while working as Marketing Manager at Afrika Tikkun, she continued her education, earning an Honours degree in Organisational Communication from Unisa.

That drive to learn, create and serve others eventually found expression in Empowervate, the nonprofit organisation Amanda founded 17 years ago. As Founder and CEO, she leads the Youth Citizens Action Programme (YCAP), which equips learners in public schools with the values, skills and opportunities to become problem-solvers, change agents and social entrepreneurs.

The programme now reaches learners across 450 schools in South Africa, reflecting Amanda's belief that young people be empowered to shape their own futures.

One YCAP project in rural Lusikisiki, Eastern Cape, illustrates the power of that approach. Young people identified a challenge in their community and developed a way to purify river water, helping provide cleaner drinking water for approximately 500 residents. Their innovation was later selected for presentation at the G20 in Brazil in 2024.

Yet, Amanda's own life remains just as multidimensional as her work. She is a wife and mother to a spirited five-year-old daughter, a marathon runner, photographer, songwriter and musician. She performs classical, musical theatre and folk music, accompanying herself on guitar, while also volunteering as one of the leaders of Team Vitality in Sandton.

Perhaps that is what makes her story so compelling. Amanda does not separate what is

practical from what is possible. She embraces leadership, motherhood, creativity, community and adventure as interconnected parts of a life lived fully.

Amanda does more than encourage people to dream bigger. Through her own example and the young people she empowers, she demonstrates what can happen when ambition is matched with action.