



# UNLOCKING A GENERATION WITH PURPOSE

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**gold**<sup>®</sup>  
goldyouth  
.org

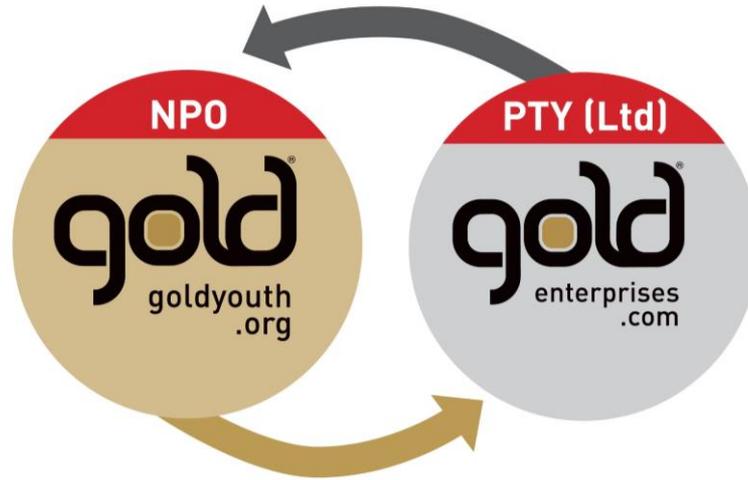


Opportunity to demonstrate proof of concept for  
scale up of micro-businesses

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**gold-youth** is a 14-year-old award-winning non-profit with registered entities in South Africa; Zambia; Botswana and Zimbabwe.

We've used an evidence-based youth peer education model to reach 55000 young people in 123 communities in 4 countries and seen concrete results in social behaviour change, education and job creation.



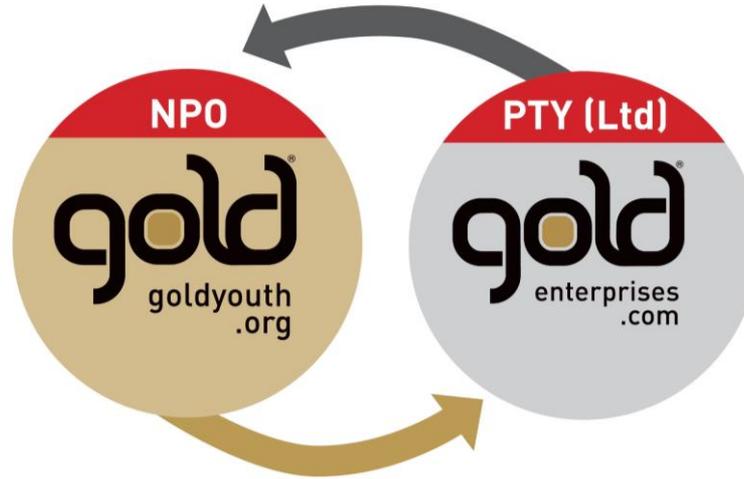
**gold-youth is the 100% owner of gold-enterprises.** (This intentional hybrid structure allows us to maximize the benefits of the non-profit as well as the for-profit vehicles to achieve maximum social impact sustainably).

**gold-enterprises** is a South African for-profit social enterprise that provides solutions in emerging markets. It does this by leveraging the access to communities and human capital of **gold-youth's** work on the ground through the **gold** Youth Peer Education Model.



Broad based ownership scheme that can contribute 95% black ownership and 60% black women ownership

- Level 1 contributor
- Procurement recognition level of 135%
- Empowering Supplier
- Qualifying SED beneficiary with more than 95% black beneficiaries



**BBBEE**

Pty Limited EME 95% black owned and 60% black women owned

- Level 2 contributor
- Procurement recognition level of 125%
- Empowering Supplier
- Qualifying ED beneficiary with more than 51% black owned

**gold**  
Food

**gold**  
Shine

**gold**  
Money

**gold**  
Towers

**PTY (Ltd)**

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Talent

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Training

# gold Food

Where few employment opportunities exist in a disenfranchised community we are conducting the groundwork to establish a profitable business which will scale local food hub farms to employ our **gold** Grads, and improve access to food in a community using the technology of hydroponics and light-processing.

This is a pilot project based on tried and tested models and we are working with technical experts to position the **gold** Model for this type of commercial initiative as a starting point after which we can expand this to further communities where the **gold** Model is maturing in Southern Africa.

This will become a micro-entrepreneurship and employment vehicle for **gold** Grads and **gold** communities. We have sourced the land. We have identified the water source. We have the youth.



# gold Shine

**gold** Shine is an exciting new venture for **gold** Grads to become business owners in their community.

Their businesses will provide affordable solar-powered solutions and products to un-electrified and under-electrified households.

We are strategically positioning ourselves as a scalable last mile distributor. Our vetted youth know what their community needs and have access to a customer market.

Together we'll make money through sales and support services.

Our local technology partner has a software platform that ensures financial inclusion and affordability.

We have the partners. We have the access to community.

We have the youth.



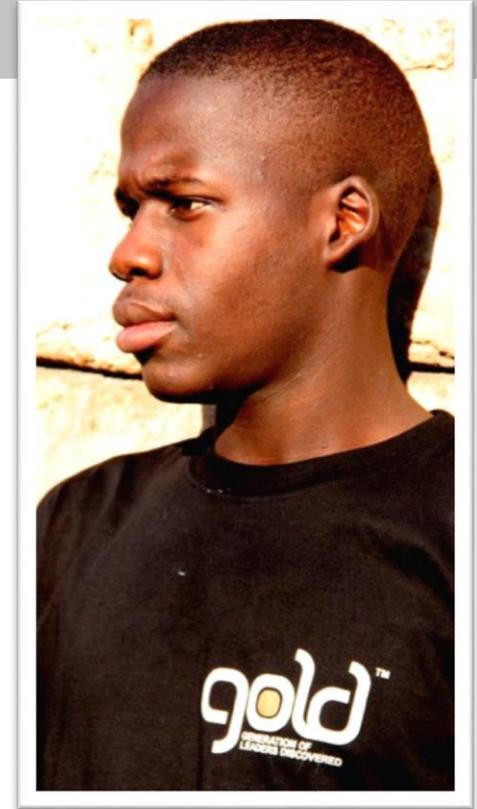
**gold**<sup>®</sup>

# gold Money

**gold-enterprises** is committed to doing whatever it takes to address the socio-economic divide in a sustainable way and to unlock the huge opportunities for economic growth “ground up”.

We have partnered with an established Fintech company to provide us with our own **gold** Money branded banking platform where our **gold** Grads can provide banking and other financial services in their communities. The community banking platform will also ensure more safety through cashless transactions which do not attract transaction fees between **gold** Money account holders.

We have access to youth, communities, grassroots markets and lots of grit and passion.



# Contact Us

If you or your business is interested in partnering with us to grow scalable businesses that serve the poor, empower the poor and employ the poor, please chat to us.

[W: www.goldyouth.org](http://www.goldyouth.org)

[E: susannah@goldyouth.org](mailto:susannah@goldyouth.org)

C: Susannah Farr

P: (+27) 21 685-5038

