UNLOCKING A GENERATION WITH PURPOSE
gold-youth wants young people across Sub-Saharan Africa to assume the role of empowering themselves and their peers to become the ethical leaders of tomorrow as a recognized way to improve social behaviour, education & job creation.

“We’re changing the narrative around the youth bulge crisis at the bottom of the pyramid. We see a massive youth dividend to be harnessed. This is Africa’s hope. There is no plan B”. Susannah Farr

Opportunity for funders and donors to partner with gold to achieve real impact
**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-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.

**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).
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

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
The gold DEEP and WIDE solutions to increase in scale and impact

**DEEP: SOCIAL FRANCHISING**

- Gold Youth Development Agency
- Gold Social Franchisee
- Schools
- Community

**WIDE: DIY DISSEMINATION**

- Peer Education
- Youth Work Place
What are the Outcomes?

- Improved School Attendance
- Improved School Leaving Results
- Positive Character Attributes
- Decreased Risk Behaviours
- Increase in Leadership Positions
- Increased Employability
- Improved Academic Performance
- Improved Community Upliftment
- Purpose-Driven Agency
- Improved Job-Readiness

Grassroots youth activated with purpose
Social Impact Track Record (2004-2018) - Deep Solution

- 742 Facilitator Internships created
- 16,180 gold Peer Educators trained and mentored
- 48,111 Peers and children measurably reached by gold Peer Educators
- 687 job placements facilitated since 2015
Our System Change Journey: The Big Problem, Root Causes & Consequences

More than half of young people in Sub-Saharan Africa, who make up the largest part of the population, are born into poverty, growing up in communities that visibly offer no hope. Far from having ethical role-models, they often do not believe that they have purpose, potential or equal value to others.

Family and community level mechanisms with weakening of community norms in support of children and their character development and transition into adulthood, have largely broken down, leading to social exclusion.

Youth and children living in exclusion and poor nations have reduced access to basic infrastructure needs and basic health and safety, perpetuating a cycle of poverty, vulnerability and lack of hope and dignity.

Legacy of apartheid and colonialism has meant that nations and people of different backgrounds (e.g., race, gender, socio-economic status) are not treated as equal and receive different services and laws as a result.

Lack of adult role models with a largely fatherless generation and youth population bulge.

Youth unemployability and unemployment

Unbroken cycles of poverty fuelled by crime, orphanhood and increasing youth anarchy and lack of citizenship.

Endemic youth risk behaviour (e.g., HIV; teen pregnancy; substance abuse; gender violence) leading to a growing unsustainable health and education burden.

Relevance: Resulting consequences if problem is not solved
The Intended System Change Vision of gold-youth

What System Change?

In the System of Youth Education and Upbringing in Sub-Saharan Africa (SSA) we want to transform the role of young people from being passive recipients of negative norms to proactive social and economic change agents who assume the role of empowering themselves and their peers to become the ethical leaders of tomorrow.

How will we do it?

We will do it through embedding the format of long term peer leaders and mentors into schools and communities, providing young people with positive role models that journey with them in life, shaping their sense of self-esteem, developing their skills and activating purpose driven behaviour.

What Results?

This will lead to concrete improvements in social mindset and behaviour change, and educational attainment across rural and township communities in Sub-Saharan Africa. Building on this human capital creation and leveraging access to communities, job creation and economic independence will be enabled.

Why?

To see a generation of ethical young African leaders confronting the root issues of youth risk behaviour, unemployment and poverty, through uplifting their communities and imparting vision and purpose to present and future generations.

Our End Game?

The full quality assured gold Model is packaged and managed across SSA through a blended approach of capacity building and quality assurance of National NGO Social Franchisees, supported by a systemic DIY wider strategy of “everyone a replicator”.

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gold Youth Development Agency
Since inception gold-youth has faithfully stewarded USD 12 million made up of diverse revenue streams and gained credibility with both local and international funding institutions.

We have a strong foundation for growth in impact.
Contact Us

If you or your business wants to partner to fund measurable outcomes that support a vision of young Africans living purpose-filled lives and fulfilling Africa’s full social and economic potential, please contact us to discuss.

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