What are we looking at?

With 200 million people aged between 15 and 24, Africa has the youngest population in the world.

Many of these young people are:
• at risk of being visionless,
• lacking adult role models,
• without proper education and health services;
• at risk of HIV,
• orphaned
• unskilled, or
• made vulnerable by the pain of life, unemployment and poverty.
It is our **dream** to see an entire generation know their full potential and translate this potential into reality; filled with vision and purpose for their lives.

We want to change the System of Youth Education and Upbringing - to see young people grow up in their own communities to be healthy, spiritually alive adults, able to contribute towards social and economic transformation.

What does **gold** see?
gold has a mission: To roll out quality youth peer education programmes through the gold Model, empowering youth peer leaders to become positive role models and agents of social and economic change.

How will it happen?

Youth peer education programmes in schools and communities
Gold has an audacious goal... To develop 10 million young African leaders with character and integrity to mobilise their generation to reach their full potential, with concrete results in social behaviour change, education and job creation.
Peer Education is based on the reality that many people make changes not only based on what they know, but on the opinions and actions of their trusted peers. Peer Educators can communicate and understand in a way that adults can’t, and they can serve as role models for change.

Personal change leads to Group change, which leads to Community change.
Social Franchisees are non-profit organizations that gold-youth partners with to implement our programme.

gold-youth gives these organizations a range of services, including quality assurance, which help the peer education programme to run successfully in selected high schools and their surrounding communities.

The many players that make up a community e.g. clinics, government, businesses and families play an important part in supporting the programme and its participants. We call this the gold Model.

gold-youth works with many Social Franchisees in a province/region.
Gold-youth provides a job creation opportunity for unemployed youth to be Facilitator Interns. Facilitator Interns have completed school, and their role is to train and mentor teenage leaders called Peer Educators. Facilitator Interns start as a Junior and move through 4 years of their internship until they are a Lead Facilitator Intern.

School-going Peer Educators begin the programme in Grade 9 (Form 2 - Zim; Form 1 - Bots) as Juniors, and move through 4 years until they graduate as Lead Peer Educators. They can then decide to become a Facilitator Intern once they’ve completed school.

During their 4 years, Peer Educators train and impact their Peers, younger children and others in the community.
Peer Educators have 4 roles:

1. **Role Model**: Role model positive behaviour
2. **Educate**: Educate their friends and peers about what they’ve learnt that can help them make good choices.
3. **Recognize and Refer**: Recognize young people who need help and refer them to services, like the clinic, for help.
4. **Community Upliftment**: Uplift the community through advocating for resources and services; acts of service; and raising awareness of important issues affecting youth.
Both Facilitator Interns and Peer Educators receive resources containing all they need to participate successfully in the programme.

Topics that are covered fall into 6 modules:

- Leadership (including Work Readiness)
- Self-Development
- Gender, Relationships & Rights
- Sexual & Reproductive Health
- Communication Skills
- Community Action

What content is covered?
The activities used to bring this content to life are shown here:

Peer Educators receive training and mentoring from Facilitator Interns; give training and mentoring to their Peers, and participate in community upliftment activities that are either focused on advocacy, awareness or acts of service (volunteering).

Peer Educators are given academic support, work readiness support and workplace experience.

What activities are involved?

- Weekly Skills Training Sessions
- Mentoring sessions
- Bi-weekly academic support sessions
- Annual leadership camp

- Weekly Talk Groups and monthly Lesson Deliveries to peers
- Strategic conversations with peers and referrals for help

- Quarterly community upliftment project with a focus on the Sustainable Development Goals
gold walks with our Peer Educators and Facilitator Interns that complete the programme. They become part of our alumni programme called gold Grads. They are supported into being economically independent. We connect them to post-school opportunities in:

- Further study
- Jobs/Internships/Learnerships
- Micro-businesses

We want to guide them into seeing a hope-filled future and support them as a group of active citizens and nation builders.

What happens after finishing the programme?

- Networking events
- Connect & mentoring groups
- Emerging market engagement workshops
- Vocational training courses
- Bursary opportunities
- Connections to post-school opportunities (jobs, internship, micro-businesses, study)
Through this gold Model, grassroots youth are activated with purpose. This produces concrete results in improved education, social behaviour change and job creation. These are key outcomes that contribute towards seeing Africa thrive.
The gold Group is made up of gold-enterprises, a social enterprise, and gold-youth, our non-profit youth development organization.

gold-enterprises exists to unlock solutions in emerging markets. Currently, it is made up of:

- **gold** Training: Social Behaviour Change training and consulting solutions available for purchase.
- **gold** Talent: Partnering with businesses and securing placements of quality gold youth into growing employment sectors.
- **gold** Micro-businesses: micro-franchise opportunities for gold Grads providing solutions and products to their communities.

gold-youth gives gold-enterprises:
- Quality grassroots youth ready for employment

gold-enterprises gives gold-youth:
- Employment & Entrepreneurship opportunities for youth (gold Grads)

How is the gold group structured?
The gold Model is scalable and is being rolled out in selected schools and communities in four (soon 5 - Rwanda) African countries, and has seen over 18 000 Peer Educators positively changed to impact more than 55 000 of their Peers.

**Track record to date:**

- **811** Facilitator Internships created
- **18 220 gold** Peer Educators trained and mentored
- **56 132** Peers and children measurably reached by gold Peer Educators
- **1663** job placements facilitated since 2015

Where does gold work?
If you’re interested in becoming a Social Franchisee or know an organization that would, please get in touch.

For organizations and government units that want to benefit from the best practices of the gold Youth Peer Education Model but are not a gold Social Franchisee, we can help.

We can offer accredited Peer Education and related training as well as a “Do-It-Yourself” set of resources called Peer2Peer, at a fee. Please note that you will not receive the programme services and quality assurance that gold Social Franchisees do.

This is part of our strategy to share the gold methodology to a wider audience.
There are many other ways in which you as an individual or group can engage with gold.

• Programme Involvement
• Funding Partnerships
• Micro-business Partnerships
• BBBEE Partnerships
• Youth Placement services

Please contact us to chat about the details.
Please visit our social media pages or website for more information.

We’d love to be in contact with you!

Where do I find out more?

@goldyouth.org
@goldyouthdevelopment
@gold_youth
www.goldyouth.org