What's the current situation?

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

The big challenge we're facing is that more than half of young people in Africa, are born into poverty, growing up in communities that visibly offer little hope. Most of these young people lack positive role models and don’t believe in their purpose, potential or equal value to others.

If the big challenge is not solved, three major consequences are:
- youth unemployability and unemployment;
- unbroken cycles of poverty and youth anarchy
- and endemic youth risk behaviour leading to an unsustainable health and education burden.
We dream of an Africa where young leaders from across the continent know the gold that is inside of them and live this out with purpose, changing the system of youth education and upbringing - enabling all young people to grow up in their communities to be healthy, spiritually alive adults who contribute towards social and economic flourishing.

The name gold stands for “Generations of Leaders Discovered.” We believe that every young person, no matter what their circumstances has gold inside of them, created in the image of God, with the potential to play their unique part in youth-led change across Africa.
gold-youth has a mission... Through the gold Youth Peer Education Model, we are embedding peer leaders and their mentors into schools and communities, developing young people from being passive recipients of negative norms to proactive agents of positive change, who are empowering themselves and their peers to become the ethical and economically independent leaders of tomorrow.
gold-youth has an audacious goal... To develop 10 million young African leaders with character and integrity to mobilize 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.
gold-youth provides a job opportunity for unemployed youth to be Facilitator Interns. They 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.

Peer Educators begin the programme (approx. age 13-14) 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 the programme.

During their 4 years, Peer Educators train and impact their Peers, younger children and others in the community.
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
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.
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.
The **gold** Model has two modes of delivery which allow for a DEEP and WIDE scale strategy.

We go DEEP with community-based organizations called Social Franchisees: our Partners who implement the **gold** Model and receive capacity building and quality assurance.

We go WIDE by sharing our methodology through a DIY blended product suite called Peer2Peer which is supported by training and support services for government and community partners.
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)

**gold-youth** walks with Peer Educators and Facilitator Interns that complete the programme. They become part of our alumni group called **gold** Grads. They are supported into being economically independent. We connect them to post-school opportunities in:

• Further study
• Jobs/Internships/Learnerships
• Microbusinesses

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

- Increased youth commitment to education
- Reduction in age-related youth risk behaviours
- Improvement in positive youth behaviours
- Increased purpose-driven interiority in youth
- Increased entrepreneurial mindset and enterprising skills
- Increased knowledge regarding risk behaviours and reproductive health
- Increased youth school performance
- Improved youth school-leaving results
- Increase in youth leadership positions
- Positive role models to other youth
- Increased youth-led community upliftment
- Increased work readiness and employability of youth
- Increased positive character attributes in youth
- Increase in youth-led community based microbusinesses
- Increased access to post school opportunities for youth
- Increased purpose-driven interiority in youth
- Increased entrepreneurial mindset and enterprising skills
- Increased knowledge regarding risk behaviours and reproductive health
- Improved youth school-leaving results
- Increase in youth leadership positions
- Positive role models to other youth
- Increased youth-led community upliftment
- Increased work readiness and employability of youth
- Increased positive character attributes in youth
- Increase in youth-led community based microbusinesses
- Increased access to post school opportunities for youth
Since 2011, gold-youth’s Organizational Structure has been made up of gold-youth, our non-profit youth development organization, and gold-youth Enterprises, a for-profit social enterprise.
The gold Model is scalable and is being rolled out in selected schools and communities in six African countries, and has seen over 30,000 Peer Educators positively changed to impact more than 75,000 of their Peers.

Track record to date:
(end 2022 figures)

- 2,151 Facilitator Internships created
- 31,297 gold Peer Educators trained and mentored
- 76,392 Peers and children measurably reached by gold Peer Educators
- 2,034 job placements facilitated since 2015
If you're interested in becoming a gold 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.

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

- Programme Involvement
- Funding Partnerships
- Microbusiness 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