



gold[®]
gold-youth

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.

A group of African children are looking out from a jagged, irregular opening in a wall made of reddish-brown mud bricks. The children are of various ages, including a baby being held. They are looking towards the camera with expressions of curiosity and hope. The wall is made of thick, textured mud bricks, and the opening is roughly rectangular with uneven edges. The background outside the wall is bright and slightly blurred, suggesting an outdoor setting.

vulnerable
no role models
visionless
orphaned
poverty
unemployable

What's the current situation?

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.” Compelled by love, and rooted in a Christ-centred worldview: 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.

A group of students in school uniforms are gathered in a classroom, listening to a man in a brown leather jacket who is speaking. The students are wearing white shirts and green skirts or trousers. The man is standing in the center of the group, gesturing with his hands. The classroom has large windows on the left and a chalkboard on the right.

purpose
economically
active
leadership
potential
health

What does gold-youth see?

gold-youth has a **mission...** Through the **gold** 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.



Youth peer
education
programmes
in schools and
communities

How will it happen?

gold-youth has a mid-term 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.



To develop 10
million young African
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& job creation.**

OUR
AUDACIOUS
GOAL

What will happen?

gold 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.**

**The
Message Giver
is the strongest
message**



**PERSONAL
CHANGE**

GROUP CHANGE

COMMUNITY CHANGE

gold Peer Education

Through the **gold** Model, **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 3-4 years of their internship until they are a Lead Facilitator Intern.

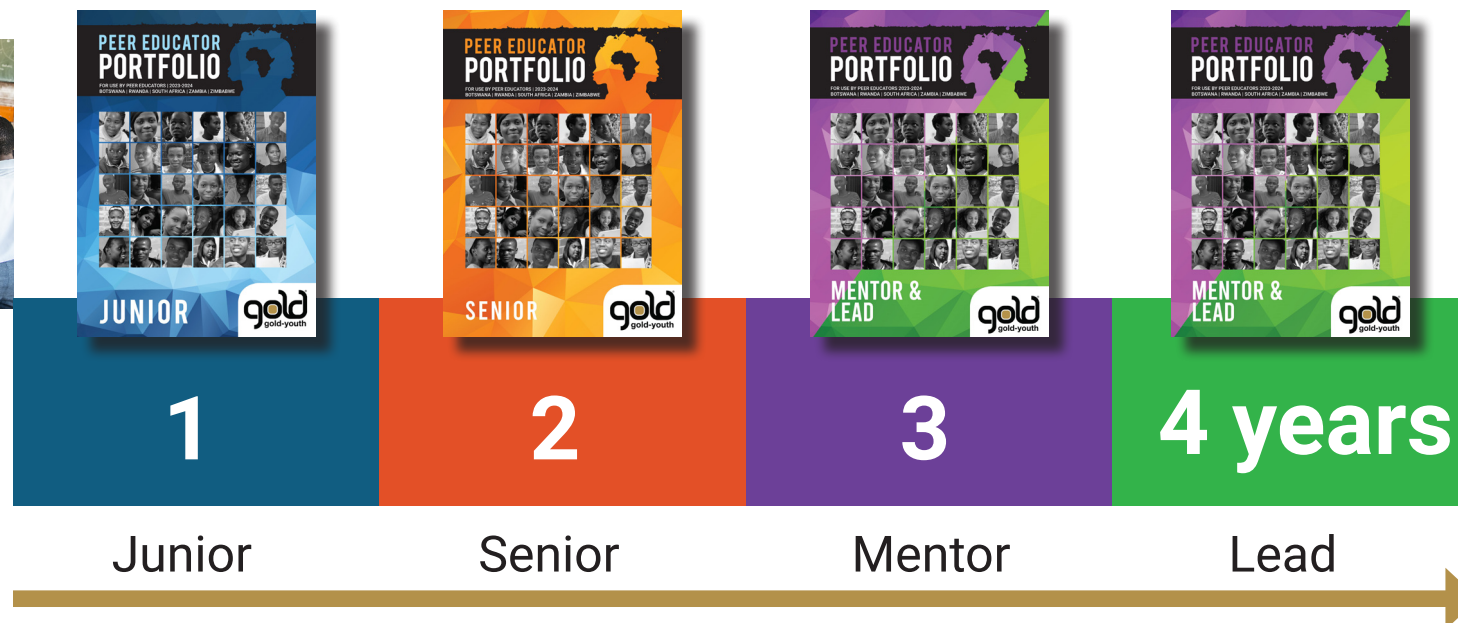
Peer Educators begin the programme (approx. age 13-14) as Juniors, and move through 3-4 years until they graduate as Lead Peer Educators. They can then decide to become a Facilitator Intern once they've completed the programme.

During these years, Peer Educators train and impact their Peers, younger children and others in the community.



FACILITATOR INTERNS TRAIN & MENTOR

PEER EDUCATORS, WHO TRAIN & MENTOR



**THEIR PEERS
& COMMUNITY**



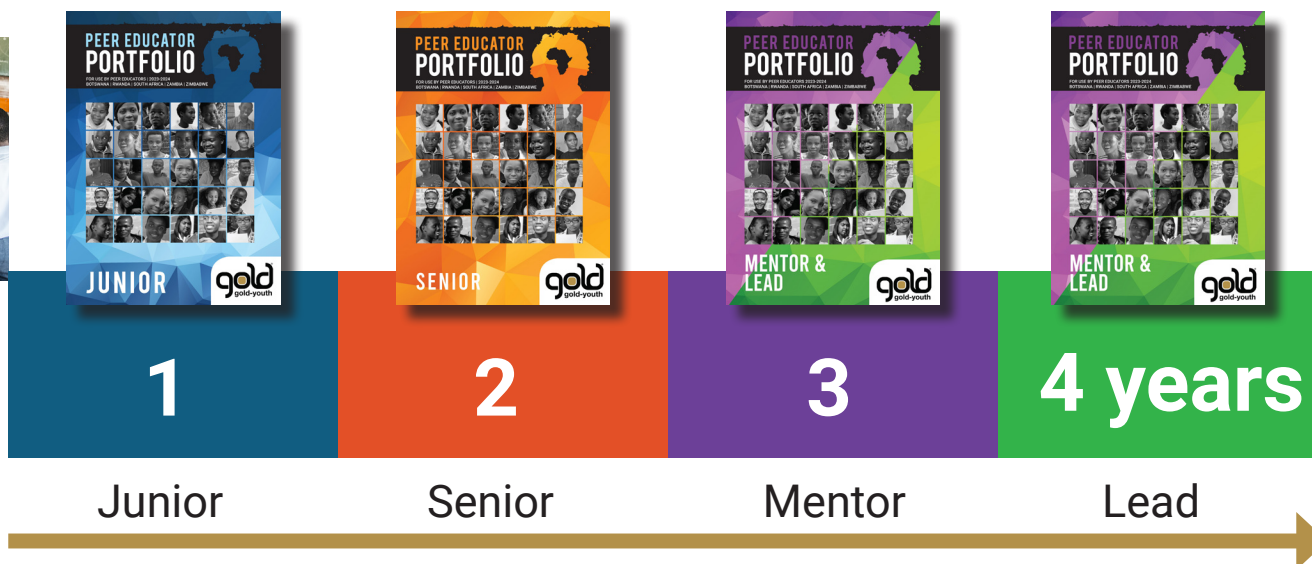
How is the programme structured?

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 & Entrepreneurship)
- Self-Development
- Gender, Relationships & Rights
- Sexual & Reproductive Health
- Communication Skills
- Community Action

The above modules are underpinned by numeracy and literacy support sessions



- Leadership (including Work Readiness)
- Self-development (including literacy and numeracy support)
- 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, financial education and workplace experience that cultivates entrepreneurial mindsets..

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

GIVE



Peer Educators

RECEIVE

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

PARTICIPATE

- Quarterly community upliftment activity with a focus on the Sustainable Development Goals

What activities are involved?

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.

Role Model

Educate

Community Upliftment

Recognize and Refer



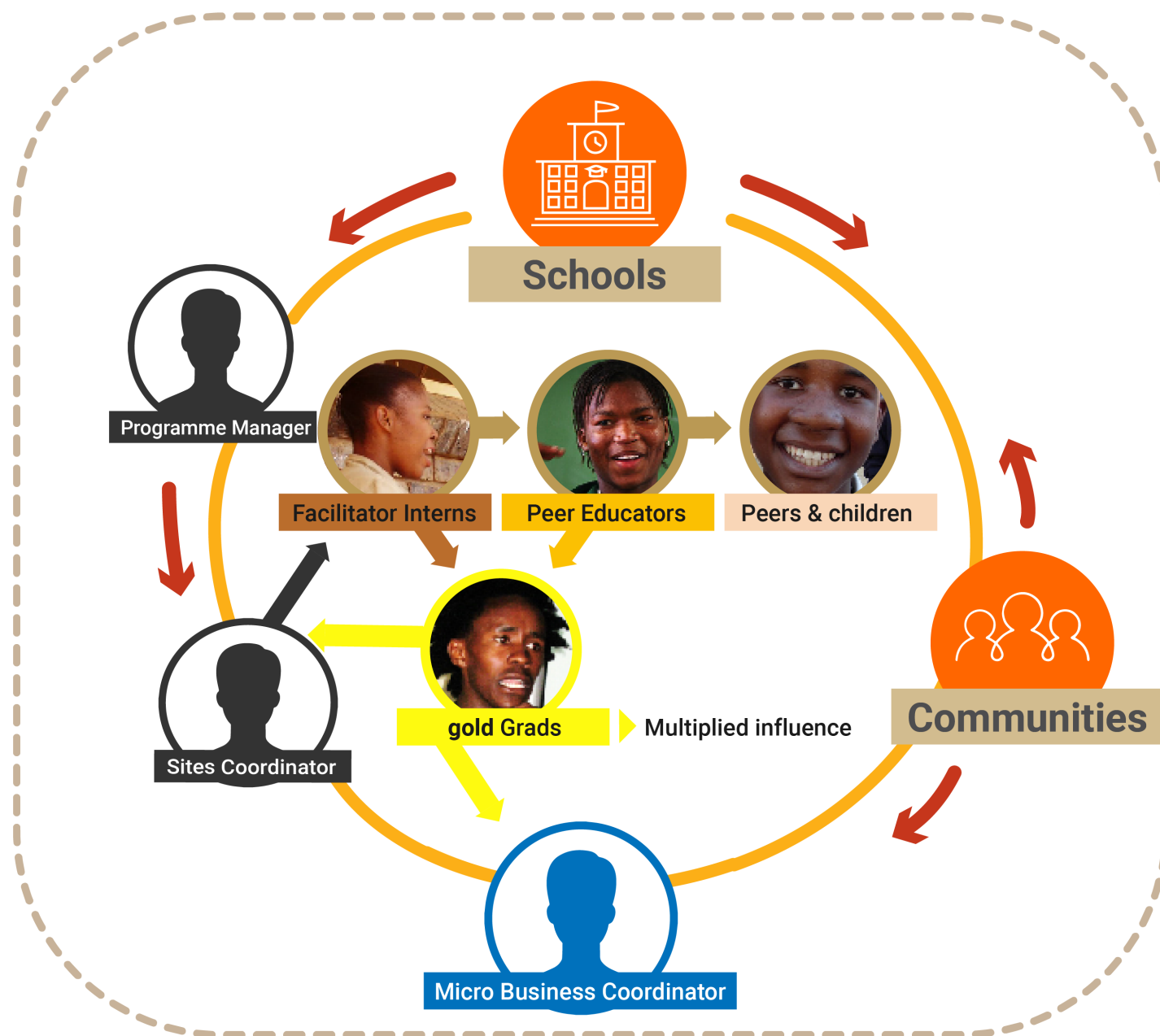
What are the roles of a Peer Educator?

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 which is supported by training and support services for government and community partners.

The gold Model



Delivery of model:

Deep

Social Franchising

Wide

DIY Dissemination



gold Model

gold-youth walks with Peer Educators and Facilitator Interns that complete their foundational Track 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, investing in ongoing relationship.

gold Grads #4life!

- Networking events
- Connect & mentoring groups
- Emerging market engagement workshops
- Vocational training courses
- Connections to post-school opportunities (jobs, internship, micro-businesses, study)



What happens after finishing the programme?

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.

SOCIAL BEHAVIOUR CHANGE | EDUCATION | JOB CREATION

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

Grassroots Youth Activated with Purpose

What are the outcomes?

gold-youth's Organizational Structure is made up of **gold-youth**, our non-profit youth development organization, and **gold-youth** Enterprises, a for-profit social enterprise. We function as a Pan-African organization, anchored nationally and rooted in community.



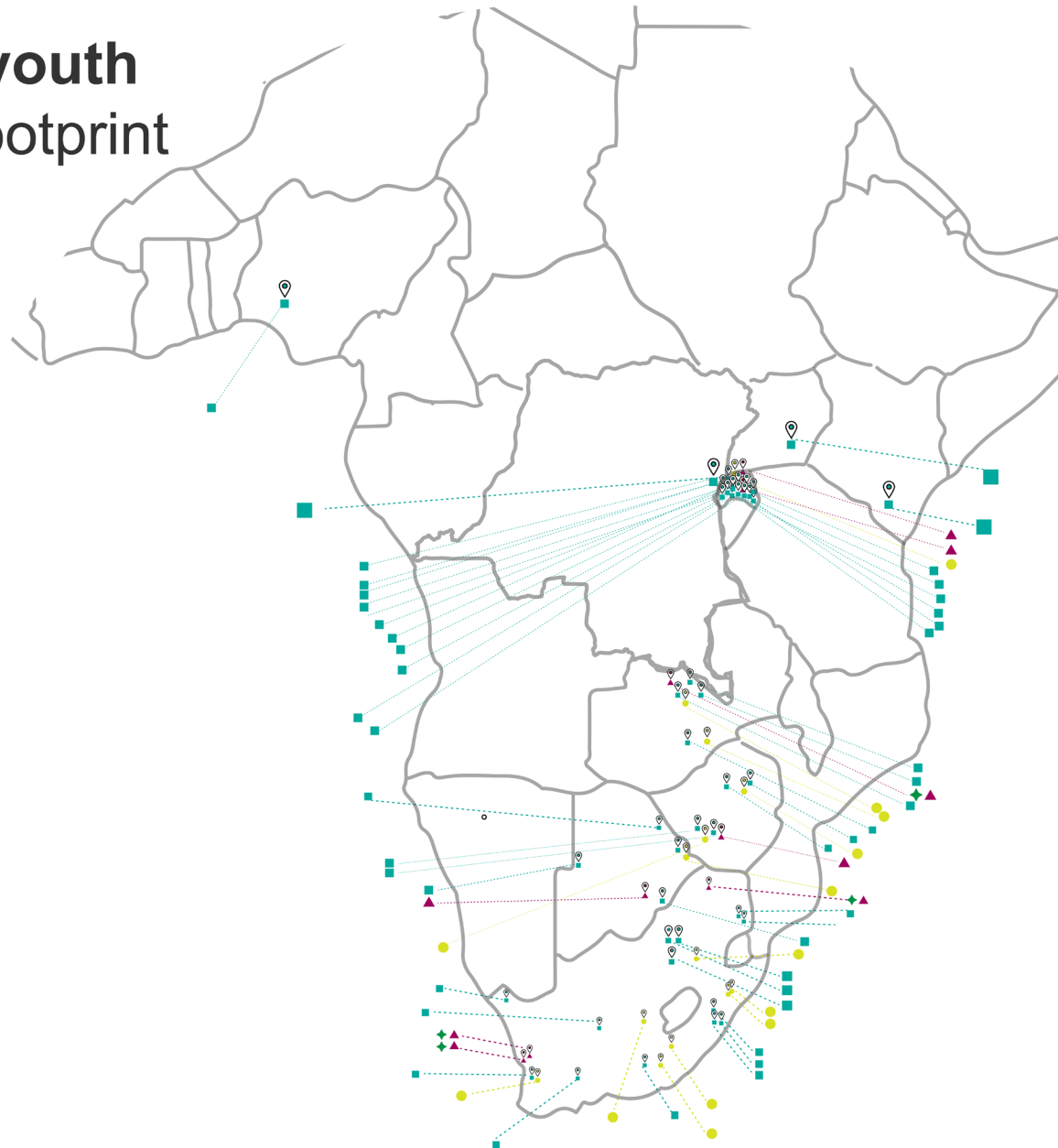
gold-youth's organizational structure

The **gold** Model is scalable and is being rolled out in selected schools and communities in 6 African countries, (with more planned for the years ahead). Current countries of operation are Rwanda, South Africa, Zambia, Botswana, Zimbabwe and Malawi. **Over two decades, the gold Model has directly supported over 168,000 youth in six countries, creating 6,000 job connections.**

2025 gold-youth high-level footprint

- Social Franchisees
- Wide Partners
- Test & Reference Sites
- T&R microbusiness sites

* Please note: number of sites/
schools in brackets after name.



gold
gold youth

Impact Indicators: (Averaged 2018-2025)

- 27% increase in school performance and commitment to education
- 40% increase in positive character attributes and purpose-driven interiority
- 35% improvement in reduction of age-related youth risk behaviour
- 46% increase in work readiness and employability
- 75% increase in awareness of opportunities in the food system/ agriculture
- 45% increase in leadership and community upliftment

Our Pan-African Impact

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 Peer Education and related training as well as a "Do-It-Yourself" set of resources.

This is part of our strategy to share the **gold** 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
- BBBEE Partnerships
- Youth Placement services

Please contact us to chat about the details.

BBBEE PARTNERSHIPS (South Africa)



Where do YOU fit in?

Please visit our social media pages or website for more information.

We'd love to be in contact with you!



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Where do I find out more?