

gold-youth: Theory of Change

AUDACIOUS GOAL 2032

To develop 10 million young African leaders with character & integrity to mobilize their generation with the knowledge, tools and support to reach their full potential, with concrete results in social behaviour change, education and job creation.



The Problem

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.

The consequences if this problem is not solved:

1. Youth un-employability and unemployment.
2. Unbroken cycles of poverty fueled by crime, orphanhood, youth anarchy and lack of citizen agency.
3. Endemic youth risk behaviour leading to a growing unsustainable health-and-education burden.

Vision

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.

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.

