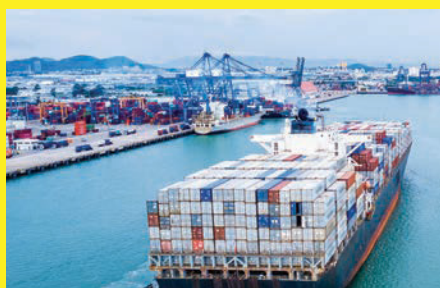
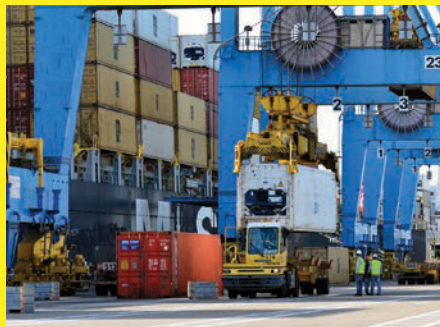




Youth Alliance for Leadership  
and Development in Africa

# CONNECT

QUARTERLY NEWSLETTER VOLUME 1 • ISSUE 2 JUNE 2019



## SOMETHING **BIG** IS HAPPENING

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# BREAKING NEW GROUND ON YOUTH EMPOWERMENT

## By Sheila Achieng'

The second quarter of this year was extremely eventful for YALDA. The determination to champion youth empowerment was welcomed with new opportunities and tempered by challenges in equal measure. On May 30th, 2019, the African Continental Free Trade Area officially came into force, giving new impetus to Africa's economic development through regional integration. YALDA has been at the forefront of arousing youth awareness and consciousness on the continental free trade through exciting digital campaigns that elicited responses from the youth. In addition, we have aggressively championed youth inclusivity in the implementation of the AfCFTA framework, making youth the biggest beneficiaries of the economic benefits that accrue from regional integration.

To drive conversations among the youth on important aspects of the AfCFTA, YALDA hosted a series of highly successful webinars that helped distil youth understanding of the frameworks while debunking the underlying myths and speculation surrounding regional integration. We were also privileged to engage with an architect of the AfCFTA who was extremely instrumental in solidifying our understanding. Our efforts to bring these conversations to the youth has positioned YALDA as the only African youth led organization that continues to engage the youth on the AfCFTA and other development matters. Undoubtedly, YALDA has taken the lead in ensuring that youth are not only represented and informed but engaged in securing Africa's prosperity. To fulfil the vision set forth, we at YALDA look forward to forging new partnerships and creating alliances that will benefit Africa's youth, achieve sustainable development and secure economic freedom for all. In this edition, we present activities that reflect the steps taken towards achieving these goals.

**We hope you are encouraged, inspired but more importantly, moved to action. We welcome you to engage with us!**



**SHEILA ACHIENG'**  
YALDA Publicity Chair

## YALDA PROFESSIONAL AFFILIATE OF THE QUARTER

**By Sheila Achieng'**

Richard Adu-Gyamfi is a proud African. Born and raised in Ghana, he attained his undergraduate education at the Kwame Nkrumah University of Science and Technology (KNUST), where he graduated with a Bachelor of Arts programme in Publishing Studies in 2005. He then ventured into the publishing industry as an assistant production manager in the institutional printing press. Generously supported by the German Catholic Academic Exchange Service, Richard set his sights on new frontiers in the business world and went on to pursue a Master of Business Administration (MBA) in Small and Medium-sized Enterprise (SME) Development at the Leipzig University, Germany in 2009. After the successful completion of the MBA in 2011, he received another scholarship in 2012 by the German Research Foundation to pursue a Doctor of Philosophy at the Leipzig University, Germany. In his PhD research, he focused on export processing zones (EPZs) and the host economy, where he analyzed the linkages between firms in EPZs and local mango and pineapple suppliers in Ghana. He has since completed the PhD programme in 2017. He has taught academic courses including clusters, entrepreneurship, local economic development and regional integration. He is also a trainer and coach for business start-ups.

Until late 2017, Richard was the Coordinator of the Intelligence for Innovation (iN4iN) Africa Network at the Leipzig University. The network promotes entrepreneurship and innovation in African Universities and shares knowledge resource with the Leipzig University. He would further lead a team to prepare and win a 400,000 Euro Grant to establish the African German Entrepreneurship Academy, which was birthed from the iN4iN Africa Network, yet incorporating various stakeholders (universities, businesses and public institutions) to promote entrepreneurship and innovation.

Currently, Richard works as a consultant at the International Trade Centre (ITC) in Geneva, Switzerland. During his brief stint at the ITC, he has been engaged in a number of projects with relevance for the African continent. He contributed to the development of an Agricultural Productivity and Trade Development Programme for Zimbabwe. Additionally, he was deployed to Tanzania to conduct project feasibility studies for the construction of a cassava market center in the Kigoma District and an impact assessment of donor intervention for small vegetable producers in Rufiji and Morogoro. In collaboration with the United Nations Industrial Development Organisation, he played a pivotal role in selecting value chains (Cassava, Mango, Textiles and Garments, Information and Communication Technology) for the West Africa Competitiveness Programme. Currently he works on trade development for small cocoa companies in Ghana and horticulture producers in Zimbabwe, under the United Kingdom Trade Partnership. Alongside, he is designing a project to promote market linkages between firms in Industrial Parks and local avocado, mango and pineapples suppliers in Ethiopia.

Richard is part of the core-team member of the African Continental Free Trade Area (AfCFTA) at the ITC. His role includes designing concept notes and programmes for the AfCFTA. He plays a leading role in collaborating with the United Nations Economic Commission for Africa to design national implementation strategies for the AfCFTA. He is of the conviction that the AfCFTA is for the youth, particularly women and men entrepreneurs. He is ready to provide coaching for start-ups with a focus on the African market.



**RICHARD ADU-GYAMFI**  
Consultant,  
International Trade Center



“

*ALDA is a platform that works with self-motivated young people seeking to contribute to their community through networking with professionals and mentors to achieve this goal.*

”

– **Botshelo Tiroyamodimo (Botswana)**



**Botshelo Tiroyamodimo.**  
Secretary, YALDA Botswana

She is currently the secretary at Youth Alliance for Leadership and Development in Botswana. YALDA gave her professional working experience and now she has the ability to impact the lives of people in the society; she has, in the past, hosted different events such as public speaking, and photography for the visually impaired. Botshelo was one of the organizers for the I-boot camp at Morocco and she is also a Youth champion for SDGs which provided her with the opportunity to travel all corners of the country doing research on the Citizens Report.

Botshelo was able to build a credible networking base due to YALDA events, such as investment forums in Sandton, which exposed her to different business networks and investors around the world. Through the YALDA network, she even got a great job! She is now a marketing and public relations officer for a private entity focusing on providing high performance framework to governments and organizations through trainings and consultancy and automated systems that track implementation of strategies (Performance Management Institute). **“Deciding to volunteer my time for YALDA has provided me with a vast array of opportunities and even up to now I am still reaping benefits”**, she said gratefully.

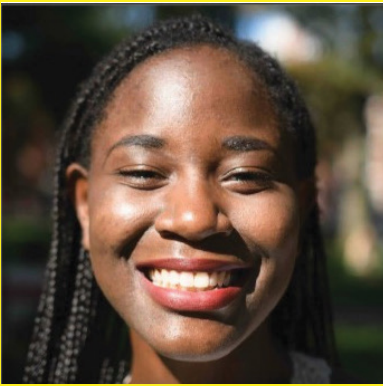
## MEMBERS OF THE QUARTER



### **Ines Tchakounte**

Assistant Executive Director and Secretary General -YALDA Cameroon

She is one of the pillars of the branch, always running behind each member and making sure things are done correctly and at the right time. Ines Tchakounte serves as the Assistant Executive Director and Secretary General for YALDA Cameroon. She carries along a trunk of experiences as she served as Public Relation Officer for her university branch (YALDA PAID-WA) in 2017 and Executive Director in 2018. Her diligence and hard work demarcated her from the crowd and merited her a double position at the national office. Being a very dynamic and young lady, she emerged as one of the best Public Speakers in Cameroon in 2018 and a founding member of the Cameroon Debate Circuit. Her passion to see the world change brings a breath of freshness to YALDA and other communities. Getting more and more involved in community development, she contributes to the smiles on the faces of the vulnerable.



### **Peyton Dunham**

Intern, YALDA Harvard

Peyton Dunham, currently a sophomore at Harvard College studying Developing Economies and African Studies, is extremely excited to intern for YALDA because economic development in Africa is both what she is dedicated to studying, and is also what she is deeply passionate about. She sees YALDA's goal of creating a network of young people who are passionate about African development as essential in crafting well- rounded and diverse leadership. She has led the finance team in prospective research throughout the duration of Q2 (and prior). Her ability to engage with Rupert Scofield demonstrated professionalism and capabilities well beyond her years. Her contribution has been invaluable and YALDA US looks forward to her continued efforts in growing the organization.



### **Patricia Muneni**

Executive Director- YALDA USIU

Currently a senior year student at United States International University-Africa (Kenya) pursuing International Business Administration she is a member of the YALDA chapter at the university having served as the Executive Director of the 2018-2019 executive board. She has been keeping her branch on its toes to make sure YALDA is going in the right direction. Patricia is passionate on matters regarding African development and governance with a keen interest on the crucial role that youth play in driving this agenda. She has previously worked as a communications assistant at a Kenyan based non-governmental organization, Footprints for Change, that is nurturing young change makers in vulnerable communities. She is also a member of the Hoja Youth Network, a co-founder of the Viongozi Mtaani Initiative and an engaged mentor for young people in her community.

# WEBINAR HIGHLIGHTS

By Sheila Achieng'



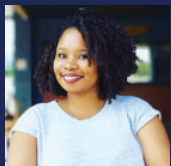
## APRIL WEBINAR

YALDA engenders inclusivity to achieve development and progress. To promote equity in all sectors, the April webinar themed 'Gender Equality and the Empowerment of Women and Girls' sought to explore the current context and explore the gender perceptions and inequalities that exist and how they are manifested. The discussion, facilitated by Harvard, solicited youth response to the gender disparity and its effects on development. Participants also explored ideal to the unique challenges posed by gender inequalities in Africa and how they can be implemented in the context of Africa's learning institutions.



## MAY WEBINAR

Since the inception of the African Continental Free Trade Area on 30th May, 2019, YALDA had proactively championed youth inclusion and involvement in its implementation. In order to instil consciousness on the importance of youth engagement, YALDA's May webinar was targeted at the youth. The webinar explored the importance of youth inclusiveness as they are the sole heirs of Africa and the leaders of today. The discussion elicited a lively debate on the opportunities and possibilities that the youth stand to benefit from. The speakers also explored the strategies and that the youth could employ to harness framework as a means of achieving economic empowerment.



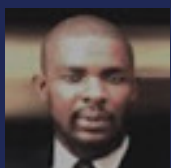
Moderator:  
**PHATSIMO MOSIMANECAPE**  
YALDA Country Chairperson,  
Botswana



**HAYAT ESSAKKATI**  
Founder, Maroc4Invest



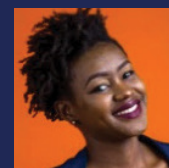
**LANRE OLONINYI**  
Founder, Orbitt



**GILBERT EUGENE PETERS**  
Founder and CEO, Spidex Media



**KABELO MOILOA**  
Partner, Springfellow  
Investment Specialists



**SHIRLENE NAFULA**  
Crystal River Products



## JUNE WEBINAR

<https://www.youtube.com/watch?v=RkcozzS189KI>

As a follow up to the May webinar, YALDA's June webinar was focused on creating awareness and understanding of the African Continental Free Trade Area. The webinar discussion was facilitated by one of the architects of the framework, Richard Adu-Gyamfi who sought to break down critical elements of the agreement into concepts that could be easily understood by the youth. The webinar drew a large audience of youth from across Africa and elicited overwhelming feedback from youth who sought to understand strategies that they would leverage to maximize the opportunities presented through regional economic integration.

In addition, the YALDA associates equipped the youth through training on strategies that could be used to raise funding for the sustainability of their branches. The strategies were also deployed to raise financial support in preparation for the YALDA i-Boot camp 2020. The youth were encouraged to proactively and creatively address financial challenges by networking and engaging stakeholders. They were also encouraged to strategically align themselves with partners whose mission was consistent with YALDA objectives so as to cultivate mutually beneficial partnerships that would result in securing sponsorship deals.



Moderator:  
**BITANIA LULU BERHANU**  
International Branches Coordinator



Speaker:  
**RICHARD ADU-GYAMFI**  
Consultant, International Trade Center



Trainer:  
**CHUKS OKORIEKWE**  
YALDA Nigeria President



Trainer:  
**JOHN OBUABA**  
West African Regional Associate



# DID YOU KNOW? 16 INTERESTING FACTS ABOUT THE AFRICAN CONTINENT



Africa is second largest, world's oldest populated continent and it sometimes nicknamed the "Mother Continent" as it's the oldest inhabited continent on Earth and is home to more countries than any other continent in the world with around 54 countries.



Africa is the only continent with fossil evidence of human beings (Homo sapiens). These include the Australopithecines, our earliest; Homo-habilis, our tool-making ancestors; and Homo-erectus, a more robust and advanced relative to Homo-habilis that was able to walk upright.



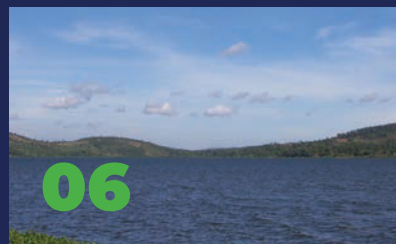
The Sahara is the world's largest desert; it covers a massive land area of 9 200 000 km<sup>2</sup> in northern Africa. The Nile River is world's longest river, (4,132 miles). Famously associated with the ancient Egyptian civilization, the river stretches from Egypt to Sudan!



Africa its home to the largest land animal (elephant). Africa also has the tallest mammal, the giraffe, and the fastest mammal, the cheetah, which can run with speeds up to 113km/hour or 70 miles/hour! Africa is also home to many endangered animals such as the White and Black Rhinoceros and many more species such as birds, and reptiles.



Africa is extraordinarily diverse, home to thousands of inherent languages and indigenous groups with traditional customs and beliefs and diverse ethnic practices.



Lake Victoria is the largest lake in Africa and second largest freshwater lake in the world. It stretches across the borders of Uganda, Tanzania, and Kenya.



Mount Kilimanjaro is the tallest mountain at 5,895 meters; it is located in the Tanzanian highlands. And Tugela Falls is the tallest waterfall in Africa.





Lagos, Nigerian capital is the biggest city in the continent with more than 21 million people.



Algeria claims the title as the largest African country by size, at 2,381,741 Km square (919,595 sq. mi).



Islam and Christianity are the two most common religions in Africa.



**The African culture is diverse:** African arts and craft include sculpture, knitting/weaving, beading, painting, pottery, jewelry, headgear and African attire. African culture varies not only from one country to another, but also within each country, each ethnic group have customs, practices, and beliefs that are unique to their culture.



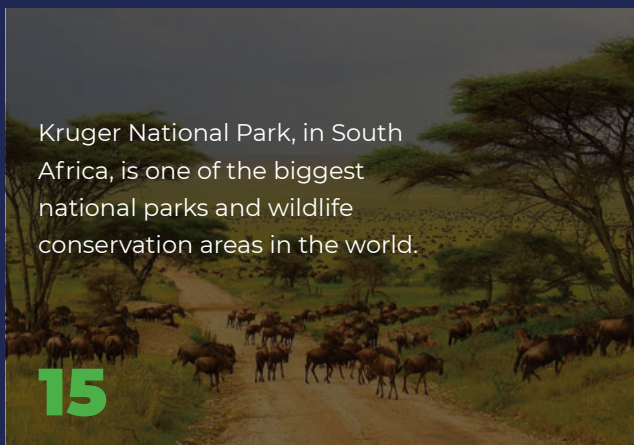
The country of Madagascar is the fourth largest island in the world.



There's a pink lake in Senegal known as Lac Rose!



African natural resources include minerals such as oil, copper, gold, diamonds, and platinum.



Kruger National Park, in South Africa, is one of the biggest national parks and wildlife conservation areas in the world.



There are places where water runs endlessly regardless of whether it's rainy season or not in Botswana, Tswapong region.

## COMMUNICATION FACTS: EFFECTIVE NETWORKING CRITICAL FOR BUSINESS SUCCESS

**Effective business networking entails establishing a conjoint beneficial affiliation with potential investors, customers, suppliers, and other stakeholders. It is a vital strategy for business efficiency and development.**



**Engagement on your industry:** If you are in a business, it is important to attend and take part in different workshops or seminars within your industry so as you can interact with other entrepreneurs and learn from them. This creates a ground-breaking ecosystem that introduces entrepreneurs and exposes you to networking opportunities as you can meet potential investors, partners, clients, suppliers and even achieve many more quests through this commercial trellis.



**Invest in relationships:** Do not be picky, network with anyone because you might need their help in the future, they can make recommendations for you or link you with people who might positively impact your business. Through the connections you have with people you can definitely move into the professional world and learn from renowned industry players. Remember that it doesn't hurt to befriend strangers, spend a few minutes conversing with anyone because s/he might be a potential resource.



**Digital networking:** Online presence plays a vital role in this era of continuous changing trends. The business market also expands globally as business grows so it is important to adopt digital networking platforms such as emails, Skype, Facebook, blog, YouTube, LinkedIn, Conversion Rate Optimization, as well as other social media platforms to grow your online audience. Give feedback and follow up to let people know you're still interested in them. If you want to see your business grow and become successful through networking, you have to engage profoundly with your audience. This will increase your interaction with people and give you the opportunity to learn new ideas, methods, and gain different insights from them. Online profiles expose you to a wider business networking base!



**Create a community:** Your relationship with people is very critical. They will feel valued if you treat them as members of a community. You can bring them together in numerous ways, including forums, webinars, interactive websites, and social media. You can learn from them through these interactions. This will build trust and restore confidence. You can also control the situation, refocus the customer's attention and resolve the issue to their satisfaction. Keep in mind that, to prosper in business, stakeholders and relationships are equally important, you have to win people's heart first through your services and reliability then you can flourish. So try to reconnect with your network members at least three times annually, create a caring sincere relationship with them.



**Become your ideal self:** To have a perfect network, first try to become your ideal self. Envision your future self, so that people can see the potential through you. Then start to connect with people with similar interests as you as well as those who model your interests such as clients. You can be the one to determine who you want to attract; through the potential you hold. This can help you build your networking base that will in return help you earn your credibility and attract incredible people who will perfect your long-term business relationships. That will definitely be the veracious, systematic and strategic start point for your victory in business.



**Be a good listener:** Don't do all the talking, be a good listener. Give other people the opportunity to respond to your questions, requests and statements for a worthwhile discussion. Also be helpful, add value to their dialogs. If you do all the talking, the person may feel you are uninterested in what they have to say and might lose interest in you. Networking is a two-way street; you get to know someone and benefit in the process and then find ways you can help them in return. "Blessed is the hand that gives"... yes but don't commit yourself to be a receiver in the business industry, be supportive!

Leadership and youth engagement have become a force to be reckoned with. For example, the 2019 elections in Nigeria saw a significant improvement with youth activeness in politics and leadership. For the first time ever out of the over 70 political parties that contested, more than 15 presidential candidates were youths with great plans to make the country better. This was however possible due to the movement, **#Nottooyoungtorun**.

Most Africans will ask, “are the old leaders not the same with these youths?” Well, we just can't jump to the conclusion that apart from individual differences, there are other factors that can lead us to understand why these youths are different from the elderly leaders. How can their impact be a positive one for the society especially those that have faith in them? These questions will be asked to get responses from the respondents. So to keep a close watch on the young leaders in their political pursuit, this opinion desk sought the opinions from individuals about the recent happenings in the political sphere to know if there are any positive results to be expected. The research will be based on people in the street (social media, neighborhood, tertiary institutions and secondary school level). It is a research conducted to know:

- 1 Factors to know the distinguishing characteristics of young leaders.**
- 2 The impact on the young leaders on the society especially those that have faith in them.**

## RESEARCH TOPIC:

**Youth, a factor in the current African leadership**

## RESEARCH QUESTIONS

### Factors to know the distinguishing characteristics of young leaders

- 1** Are the young leaders more open than the elderly? **Yes** or **No**
- 2** Do these young leaders seek to serve the people's interest or their own interest? **Yes** or **No**
- 3** Have you had any personal encounter with the young leaders? **Yes** or **No**

### Impact of the young leaders on the society

- 1** Does your society have any noticeable and positive impact projects done by the young leaders? **Yes** or **No**
- 2** Do these projects include all the youth or are they done by favoritism? **Yes, they include all youth** or **No, projects are done by favoritism.**
- 3** How often do you communicate to these young leaders about your community challenges? **Often** or **Not Often**. If often, were you given listening ears?

## MOTIVATING FACTORS FOR RESEARCH RESPONSES

As aforementioned, youths' activeness in leadership and politics is currently a trend in Africa which has helped shape the lives of many people. People are willing to see the readiness and impact the young leaders will have on the society.

**YALDA**, as a youth-based leadership organization has helped in the grooming of these leaders. But people still feel there is more to do with activities and programs to enlighten many about the positive results young leaders can produce.



## RESEARCH RESULTS

Total number of respondents = 40

**Table 1:** Socio-demographic Characteristics of Respondents

Age	Frequency	Percentage (%)	Gender	Frequency	Percentage (%)
18-20	6	15%	Male	20	50%
22-25	15	37.5%	Female	20	50%
26-29	10	25%	Total	40	100%
30-33	9	22.5%			
Total	40	100%			

**Research Question 1:** What is the impact of mentors in the business?

RESPONSES:		YES	NO	Don't Know	TOTAL
		Frequency (%)	Frequency (%)	Frequency (%)	Frequency (%)
<b>1</b>	Are the young leaders more open to the elderly?	28 (70%)	12 (30%)	-	40 (100%)
<b>2</b>	Do these young leaders seek to serve the people's interest or their own interest?	25 (62.5%)	15 (37.5%)	-	40 (100%)
<b>3</b>	Have You had any personal encounter with the young leaders?	18 (45%)	22 (55%)	-	40 (100%)

**Interpretation:**

From the statistics above, it is imperative that the young leaders have voice in the society. Trying to get across to the people in the society is considered as a viable means to reach out to people to know the challenges they face

**Research Question 2:** Is funding affecting the growth of the business?

RESPONSES:

		YES	NO	LOW
		Frequency (%)	Frequency (%)	Frequency (%)
1	Does your society have any noticeable and positive impact projects done by the young leaders?	10(25%)	5 (12.5%)	40 (100%)
2	Do these projects include all the youth or are they done by favoritism?	25 (62.5%)	-	40 (100%)
3	How often do you communicate to these young leaders about your community challenges?	15 (37.5%)	-	40 (100%)

**SUMMARY**

Apart from youth proactivity in politics and leadership, people need to be aware that the world is forever changing and change is inevitable for every man. The ideas of young leaders can help shape the African society for the betterment of all. Leaders don't choose to lead but are chosen to lead because they are willing and ready to serve followers. Ensuring all is not lost, good can be met by joining forces with positive minded young leaders to help Africa reach the proposed level of poverty-free, highly technologically advanced and economic prosperity.



# QUESTION AND ANSWER SESSION

By Sheila Achieng'

YALDA has consistently and passionately championed the youth agenda on continental and global platforms. We took on 2019 with gusto, driving conversations on the African Continental Free Trade Area at United Nations Economic Commission for Africa (UNECA) 52nd Ministerial Conference in Morocco. When the AfCFTA came into force in May, we focused our energy on creating awareness and understanding on the framework. Here are some popular questions posed by the youth on different aspects of the AfCFTA.



## 1 What is AfCFTA?

The African Continental Free Trade Agreement (AfCFTA) is a trade agreement which is in force between 27 African Union member states. It was signed in Kigali, Rwanda, on 21 March 2018. As of July 2019, 54 states had signed the agreement. Ratification by 22 countries was required for the AfCFTA to enter into force and become effective. The agreement will function as an umbrella to which protocols and annexes will be added.

## 2 Why was the AfCFTA established?

The AfCFTA is aimed at creating a single continental market for goods and services, with free movement of business persons and investments, and thus pave the way for accelerating the establishment of the Customs Union. It will also expand intra-African trade through better harmonization and coordination of trade liberalization and facilitation and instruments across the RECs and across Africa in general.

## 3 How will AfCFTA affect local enterprise?

The AfCFTA is expected to benefit local enterprise through enhanced competitiveness at the industry and enterprise level through exploitation of opportunities for scale production, continental market access and better reallocation of resources.

## 4 How will AfCFTA lead to the growth of my business?

The AfCFTA framework seeks to promote intra-African trade, a provision that affords local businesses the opportunity to expand business operations beyond national borders. This will be enabled through the adoption of policies that reduce and/or abolish the barriers to intra-African trade.





## 5 Will AfCFTA create opportunities for employment?

Absolutely! The AfCFTA seeks to disrupt the geography of work by enhancing the transfer of skills across different regions. The AfCFTA framework seeks to facilitate professional exchanges and skills transfer across different countries through integrated programs that will see regions and countries address the skills deficit while addressing the unemployment challenge.

## 6 Do I need to be in business to benefit from AfCFTA?

No, the AfCFTA framework embraces a multi-dimensional approach that seeks to benefit youth across public and private sectors, civil society and non-profit sectors. Youth in formal or informal employment will be able to leverage the provisions of the AfCFTA for economic self-reliance.

## 7 Will I be able to freely expand my business within a region that has been covered by the agreement?

Yes! The AfCFTA empowers local enterprise by making provision for regional expansion through reduction and abolition of trade barriers that would otherwise inhibit such expansion. This is because the agreement proactively addresses the challenges of intra-African trade by providing solutions that facilitate businesses within the continent.

## 8 Why is it important for the youth to be included in the implementation of that AfCFTA?

Young people across the continent comprise more than 60% of the continent's unemployed. In a bid to address the unemployment challenge, youth **have engaged** in social enterprise and businesses. The AfCFTA will avail investment capital as well as the ability to provide goods and services seamlessly across borders. In order to put into effect this goal, the youth need to understand the AfCFTA and be a part of driving the implementation of it at a national or regional level. In cognizance of this, the youth need to be engaged in policy formulation and implementation.

In July, YALDA facilitated a training session for its members on how to effectively prepare for the bi-annual YALDA boot camp scheduled to take place in South Africa in 2020. The training focused on equipping members with knowledge and skills required to raise financial support for the I Boot camp.

Here are some useful tips that could help you secure funding for your YALDA branch activities!

### BUILDING AND NURTURING POTENTIAL PROSPECTS

1. Purpose / Cause
2. Determine your target audience
3. Leverage Personal Relationships
4. Develop your offering
5. Understand Sponsors' motivations
6. Craft your message
7. Follow-up
8. Meet sponsors goals
9. Deliver what you promise
10. Be positive
11. Say Thank You

### USEFUL LINKS

You may also listen to the following suggested fundraising links:

- [https://www.youtube.com/watch?v=yVsrW9O\\_Ts8](https://www.youtube.com/watch?v=yVsrW9O_Ts8)
- <https://www.youtube.com/watch?v=D8Z3JrzNku8>
- [https://www.youtube.com/watch?v=6oBZ\\_\\_IzH7k](https://www.youtube.com/watch?v=6oBZ__IzH7k)
- <https://www.youtube.com/watch?v=JgRtGPKzkIE>
- <https://www.youtube.com/watch?v=wIwIUHNXFOA>
- <https://www.youtube.com/watch?v=KJBvwdMH1lc>
- <https://www.youtube.com/watch?v=Pwq3jLIRamY>
- <https://www.youtube.com/watch?v=uc6UXg4LFsk>
- <https://www.youtube.com/watch?v=0jb44prGONE>

# FUNDING YOUR NON-PROFIT ORGANISATIONS AND FOR I-BOOT CAMP 2020

A non-governmental organization (NGO) is a non-profit, citizen-based group that functions independently of government. NGOs are organized on local, national and international levels to serve specific social or political purposes. As non-profit organizations, NGOs rely on a variety of sources for funding projects, operations, salaries, and other overhead costs. Fundraising is the process of seeking and gathering voluntary financial and non-financial contributions for a cause by engaging individuals, corporations, charitable organizations and other government agencies.



The annual budget of an NGO can be in the hundreds of millions (or even billions) of dollars, hence fundraising efforts are important for the NGO's existence and success. Funding sources include membership dues, the sale of goods and services, private sector for-profit companies, philanthropic foundations, grants from local, state and federal agencies, and private donations.

Individual private donors comprise a significant portion of NGO funding. Some of these donations come from wealthy individuals. Many NGOs, however, rely on a large number of small donations, rather than a small number of large donations.

**Now, for YALDA i-Boot camp 2020 coming up in South Africa, the various options we could exhaust are:**

**Corporate sponsorship:** There are some companies with philanthropy departments that can be assessed for funds whether by direct contact or through the internet who are willing to support this cause. This could come with some adverts and recognitions.

**Wealthy Individuals:** Some few persons are willing to donate so long as there's a mutual benefit, say, an award or invitation.

**Crowd funding:** We could sell an idea that is captivating enough to make up for personal funding and support from many people.

**YALDA Branches' support:** Each branch across the continent can seek to organize an event that can generate funds while minimizing the cost of putting on the event. It could include raffle draw for a prize as well as student exhibitions and trainings. It is also a good platform to render a service beneficial to students especially thesis write-ups and research guidance.



**While we look towards this coming event, there are other existing NGOs that we can partner with for ease of running and awareness. Government bodies and grants are available including long term fundraising strategies we should also look out for.**

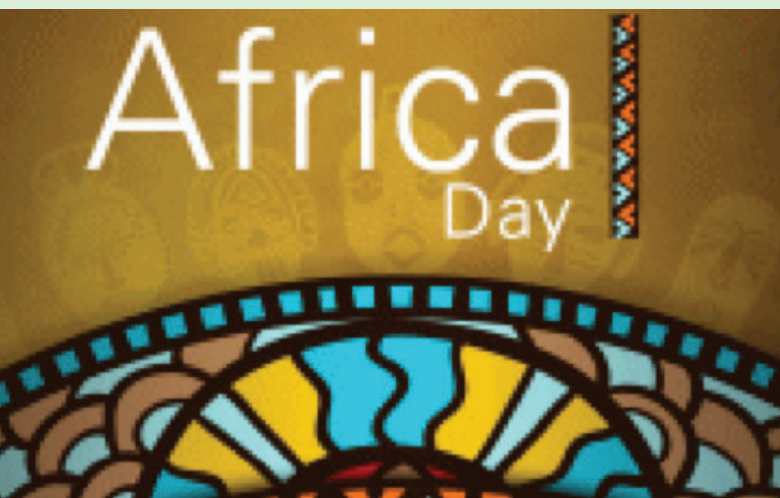
**To achieve YALDA fundraising goal, there is need to leverage local and international relationships, by identify and working in line to meet their motivations and reasons for support. This will be appreciated for future sponsorship and networking. Ultimately, we should remain positive and hopeful.**

## AFRICAN DAY CELEBRATIONS

Under the African Union 2019 theme "Year of Refugees, Returnees and Internally Displaced Persons: Towards Durable Solutions to Forced Displacement in Africa", 25th May was a special day for all Africans, a day to celebrate the formation of the Organization of African Unity (OAU) in 1963. The Africa Day celebration which was held in African Union Commission Headquarters, Addis Ababa, Ethiopia was one to behold considering the great transformation that Africa has undergone despite facing socioeconomic, political and other challenges. Indeed, she played her role in diverse capacities and she is worth the celebration!



The unified organization known as African Union (AU) has truly shown that Africa's unity is a force to be reckoned with. The following organizations participated in the event: AU Member States, AU Commission Staff, all institutions represented in AUC, Partners: Non-African Countries and International Organizations, Civil Societies representing Youth and Gender, Civil Society Organizations, Students from International schools and Self-Sponsored from abroad.



The Africa Day Celebrations presented an avenue to celebrate some landmark achievements of the Union on various issues such as peace and security, continental integration, women and youth empowerment, eradication of diseases, among other things. The celebration became an opportune time to reflect on the Union's transformation and achievements and also renew commitments to realize the Africa we want as embedded in Agenda 2063. The AU day was an opportune occasion to promote the visibility of the African Union and its activities all over the African continent, diaspora and the countries where AU has its representative offices as well as regional offices.

**The 2019 celebrations, involved the launching of memorial wall in honour of African heroes and heroines. This wall was inaugurated in honour of the fallen gallant heroes and heroines of Africa, for their contributions to the wider peace support operations.**



## YALDA BRANCHES ACTIVITIES



### YALDA BOTSWANA

#### Youth workshop on Youth Employability and Entrepreneurship in Africa

On 3rd May, 2019, the YALDA **Botswana Green team** hosted a half-day workshop entitled “Youth Employability and Entrepreneurship in Africa.” The workshop was part of the objectives and aims of the YALDA goals by empowering youth leadership. The purpose of the workshop was to bring together a variety of undergraduate young professionals and aspiring young entrepreneurs to learn and identify opportunities which support and expand active and sustainable business and professions.

Guest speakers from different sectors including Financial Literacy, Mining, personal development, Fashion, and Entrepreneurship, shared stories of exciting past, current and upcoming sustainable initiatives in today's economy. The first speech was delivered by Mrs. Cathy Sibanda, the founder of Financial Literacy trust. Mrs. Sibanda presented the case for greater emphasis on Financial Literacy as a critical component of addressing the youth employability and entrepreneurship in a local context for young people. Almost 80% of the attendees noted that they do not budget at all. It was reflected that everyone needs financial literacy from as young as 10 years old.

Thuto Sekate, the Fashion in the modern world representative, emphasized fashion design business in Botswana and how she managed to secure a grant from the government. She spoke on issues of knowing your market and also being patient and persistently pursuing your goals in the industry. The panel discussions touched on success stories which instill confidence for young people in our country as well as modeled the importance of one's personality in entrepreneurship.

The third speaker Mr. Thatanyane Adeku, emphasized issues regarding employment and how to market your qualifications in a working environment. He also talked about personal development which will enhance and improve our thinking capacity as young people with goals and visions for the future.

The last speaker Mr. Kenny, elaborated on issues of entrepreneurship, the development of business and the passion behind the process. He shared his story on what drove him to be an entrepreneur.

**This event added a new dimension to participants, enabling them to listen to guest speakers who had already started businesses and secured funding from government. They were also trained on personal development and financial literacy which were important for people with or without jobs. Participants will incorporate lessons and skills learned at this event into their daily lives.**

## EVENT

### The Power of Volunteerism to Change Ourselves and our Continent

YALDA Botswana Blue team, under the supervision of its recruitment drive process, hosted an event to show the students the power of volunteerism in changing their communities and contributing to the development of Africa. The event was also open to the public and the student community, engaging approximately 1600 students. It focused on preparing students on how they can volunteer to help in development of Africa, their respective communities, and self-development. During the event, attendees shared opinions, thoughts, and suggestions for consideration during the presentation.

The events were implemented in two schools St. Joseph's College, Kgale and Shashe River School, Tonota. The main objectives included showing youth the importance of volunteering, creating an awareness of YALDA and its mission, providing students with information on leadership and career opportunities before the tertiary level, understanding how youth interpret volunteering and inspire the youth to join community work and guide them to current volunteer platforms.

YALDA's recruitment drive candidates Shathiso, Sefhela, Pretty, and Lame were on hand to organize the event for St Joseph's College, Kgale.

The school head representative officially opened the event and was there again at the end of the event to give a vote of thanks. The keynote speaker, Mr. Mompoloki Makwana, a co-founder and CEO of Prime Coaching and a Publishing business spoke about a variety of issues impacting younger generations and encouraging them to build themselves up to be better and successful. Mr. Makwana has been an active and successful volunteer in South Africa, Europe, and was recently nominated to be part of the YALI event in the United States of America. He shared his experiences and emphasized the importance of volunteering for all youth.

During the day, participants had the opportunity to attend various sessions to discuss topics on volunteering and YALDA's mission. It included a discussion of key objectives of the event as summarized; the importance of volunteering, creating an awareness of YALDA and its mission, provide students with information on leadership and career opportunities before the tertiary level, understand how youth interpret volunteering, and inspire the youth to join community work and guide them to current volunteer platforms.

The event also covered the introduction of Youth Alliance for Leadership and Development in Africa (YALDA) to raise awareness to the students, teaching them about the Sustainable Development Goals (SDG's) to support them in knowing our mission, vision and goals and our international projects. At the beginning of each session, participants were presented with background information and discussion questions. Then, following a structured process of brainstorming and information exchange, there was a flow of information and there were rewards to excelling participants who took part in the event by answering questions posted to them to make the event exciting.

Furthermore, a similar event was held at Shashe River School, Tonota where the keynote speaker Faith Zandile touched base on volunteerism, what it entails and how it can change lives and Africa as a continent. She further explained her experiences in volunteerism and how she benefited from the opportunities that she got through volunteering. After the keynote speakers there was time for questions and comments that created a platform for discussion with the students. The event was wrapped up by a vote of thanks and prayer from the students.



# EXCITING NEW OPPORTUNITIES

## By YALDA Research Team

### TRAINING PROGRAMS



Future Professors Program 2020/2021 for Young South African Academics

Deadline July 15, 2019



The Better Tomorrow Movement (TBTM) Communications for Change Program 2019

Deadline July 25, 2019

### CONFERENCES & WORKSHOPS



World Assembly of Youth (WAY) International Young Leaders Assembly (IYLA) August 3rd-10th

Washington, D.C., Philadelphia, and New York, USA

Deadline ongoing

### FUNDING



#### Scholarships

2019 Grace Hopper Celebration of Women in Computing Conference Google Travel Scholarship

Deadline July 7, 2019



#### Grants & Fellowships

TWAS Fellowships for Research and Advanced Training 2019/2020 for young scientists in developing countries (Fully Funded)

Deadline October 1, 2019



TED Fellows program 2020 for extraordinary thinkers and doers (Fully Funded to Vancouver, BC, Canada)

Deadline August 27, 2019

### EMPLOYMENT - INTERNSHIPS - VOLUNTEER - PROFESSIONAL DEVELOPMENT



#### Employment

Commonwealth Foundation Deputy Director-General

Deadline July 12, 2019



#### Internships

Guaranty Trust Bank (GTB) OND Internship Program 2019 for young Nigerians

Deadline ongoing



VSO International Citizen Service (ICS) Volunteering Program 2019/2020

Deadline ongoing