

The power of youth communities

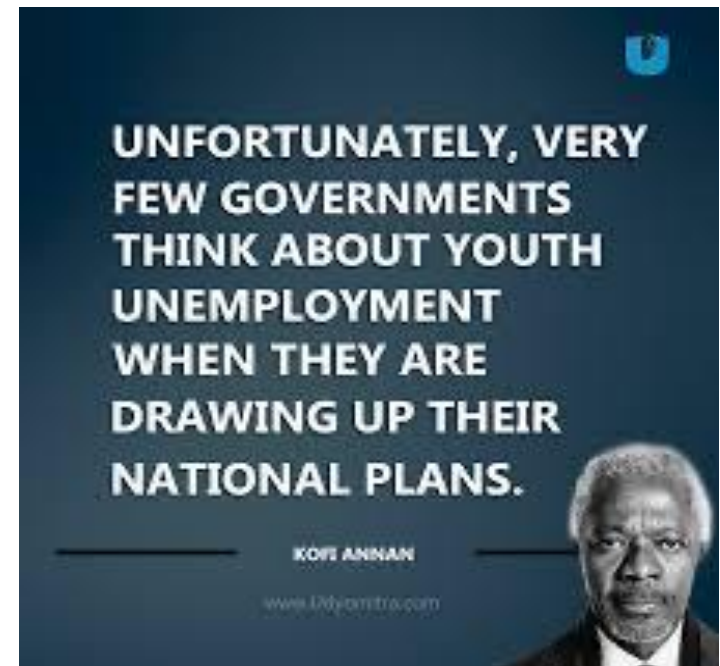
STRATEGY presentation 2025 -2027 and beyond

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YOUTH IS THE CHANGE

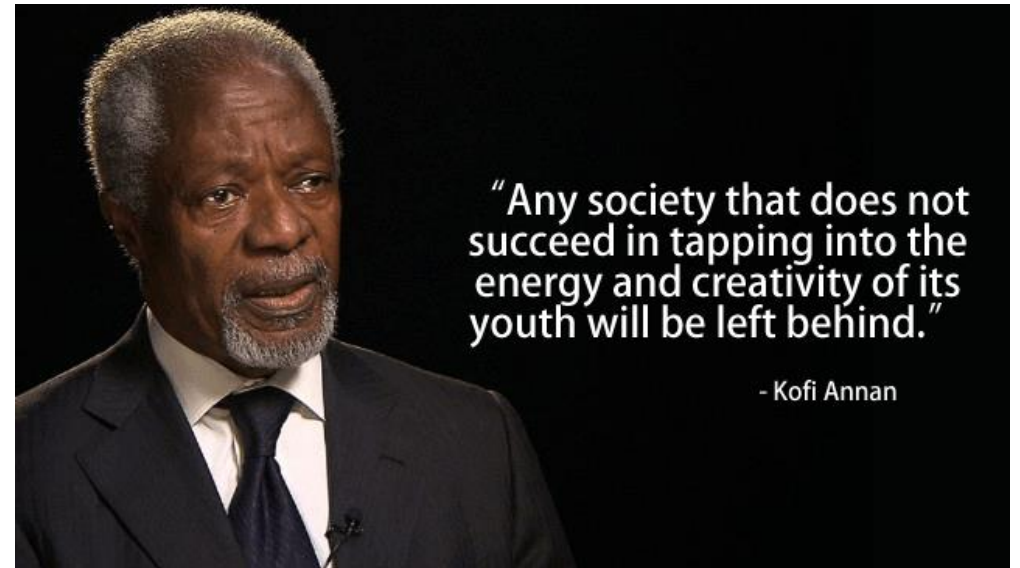
Youth unemployment Sub-Saharan Africa

- **One billion unemployed youth by the year 2050 in Africa.**






Vision / Mission/ Strategy

- **Vision:** To be the Centre of Excellence for youth Empowerment where youth get's inspired and learn to create their future out of nothing.
- **Mission:** Reduce youth unemployment and migration in Sub-Saharan Africa by Empowering youth to be the change and serve the world.
- **Strategy:** Create Empowerment & Entrepreneurship Learning Centres across Sub-Saharan Africa where youth are in the lead. Youth is the change.



VALUE CHAIN YEPAFRICA

VALUES: EMPOWERMENT, ENTREPRENEURSHIP, EQUALITY, ETHICS								
START UP	ACTIVITIES LEARNING CENTRE							IMPACT TARGETS
Select local partner	Train the trainer programs							<div> <div>4 QUALITY EDUCATION</div> <div>  </div> <div>95% GRADUATE</div> </div> <div> <div>8 DECENT WORK AND ECONOMIC GROWTH</div> <div>  </div> <div><1% BACKWAY</div> </div> <div> <div>1 NO POVERTY</div> <div>  </div> <div>75% (SELF-) EMPLOYED</div> </div>
Select local board members		Selection process trainees						
Establish the local entity			Training Empowerment Entrepreneurship Marketing (EEM)					
Empowerment & entrepreneurship workshop 30 youths				Training Business plan Essentials				
Develop youth organization					Talent development school program			
Select and train youth for positions at learning centre						Develop Young Social Entrepreneurs Network Group YSENG		
Opening learning centre							Community initiatives Growing Business Initiatives	

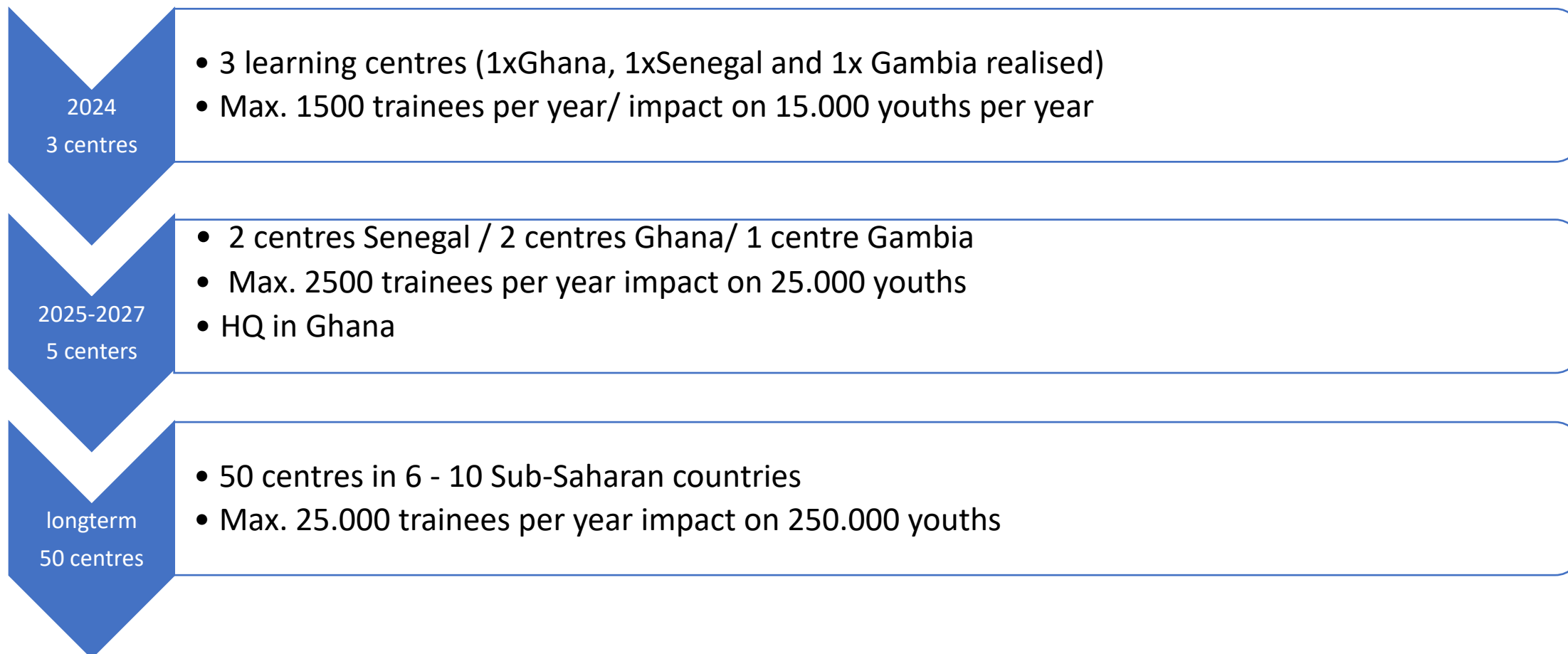
ENTREPRENEURS FOR AFRICA WORKSHOPS / FUNDING ACTIVITIES

TRAINING PROGRAMS

- Empowerment and the art of entrepreneurship training.
- Train the Trainer programs
- Empowerment, Entrepreneurship, Marketing training (EEM)
- Business plan essentials training
- Talent Development school program
- Entrepreneurs for Africa workshop

**THE BEST
PROJECT
YOU'LL EVER
WORK ON IS
YOU**

Scope of work 2024 – 2027 and beyond



Financial investment 2024 – 2027

		<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>
Operating Cost Learning Center(s):	Gambia	14.400	18.900	19.845	20.837
	Ghana	20.000	21.000	43.075	46.305
	Senegal	16.000	38.350	39.690	62.093
Regional Head Quarters - Ghana		-	5.000	5.250	5.513
Head Quarters - The Netherlands		9.504	8.000	8.000	8.000
Travel Expense		-	6.000	6.300	6.615
Grand Total		59.904	97.250	122.160	149.363

Social Impact Sustainable Development Goals

NR 1 NO POVERTY :

- 75% (Self) Employed

NR 4 QUALITY EDUCATION:

- 95% Graduate

NR 8 DECENT WORK AND ECONOMIC GROWTH

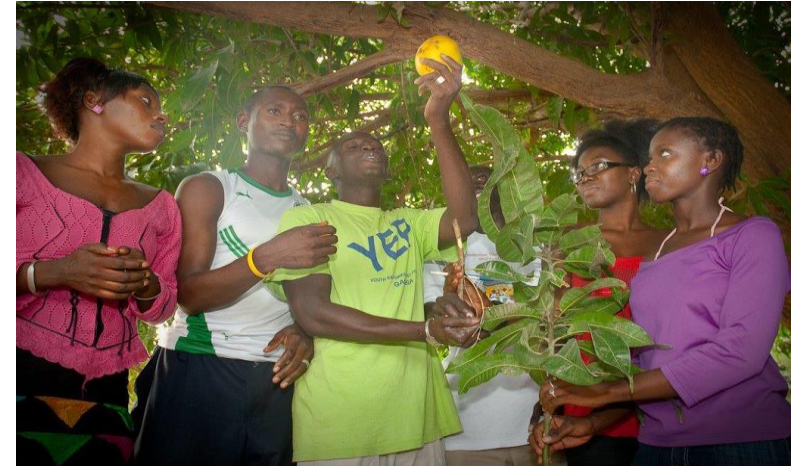
- < 1% Backway



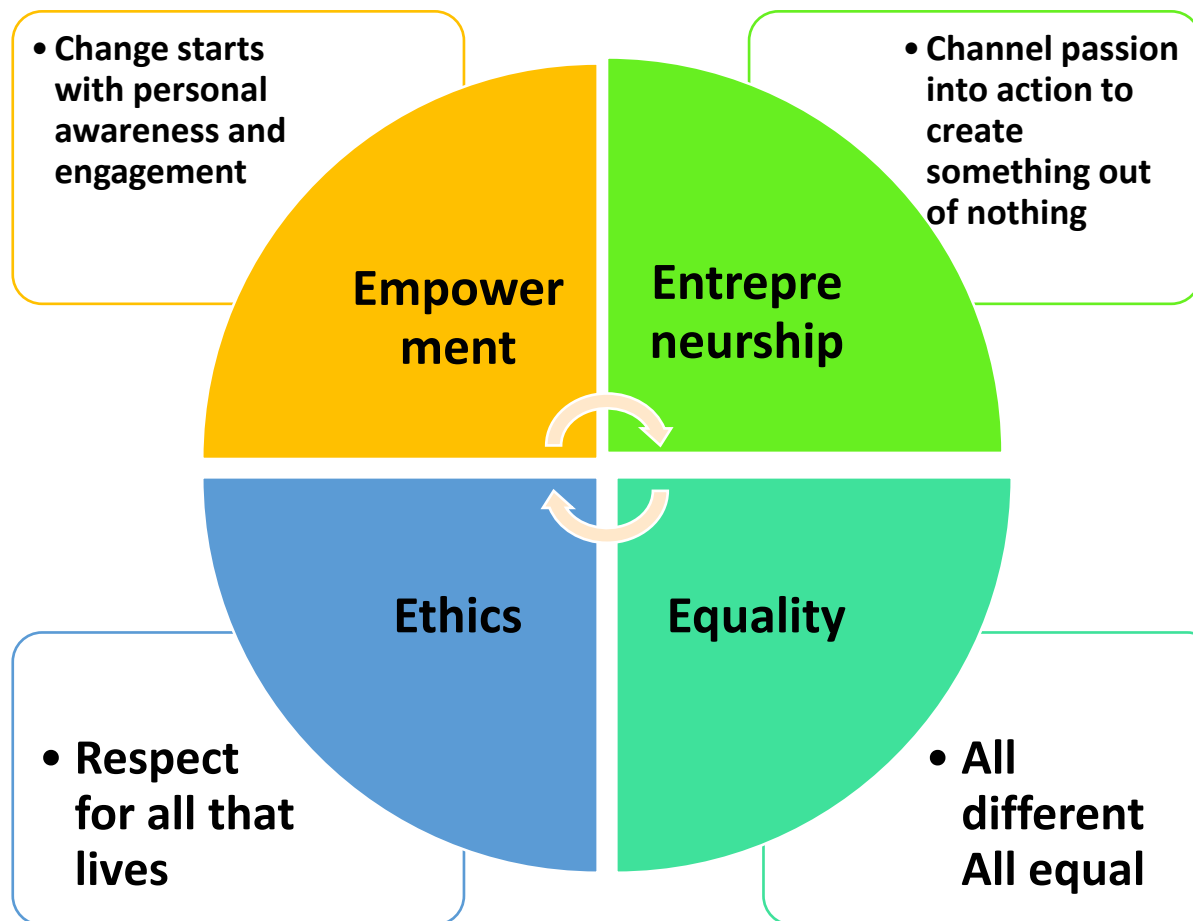
Proven Empowerment and Entrepreneurship concept Yepafrica



- 2007: First training in Gambia.
- 2008: First youth organisation in Gambia
- 2008: Formal entity established in NL (Yepafrica Foundation)
- 2009: First Entrepreneurs for Africa workshop Gambia
- 2013: Opening learning centre in Gambia
- 2014: First NL Master Students to Gambia
- 2015: YSENG established in Gambia
- 2019: NGO Yepafrica Ghana
- 2021: Basic Empowerment training Senegal
- 2022: YSENG established in Senegal
- 2022: Learning Centre in Senegal
- 2024: NGO Yepafrica Senegal
- 2024: Opening learning Centre in Ghana.



Core values: the 4 E's of Yepafrica



SIX STRATEGIC FOCUS POINTS 2025 - 2027



- **Growth strategy** : Scale up the organisation to 5 learning Centers plus HQ in Ghana.
- **Training programs strategy** : Continuously improve the quality of programs and trainers.
- **Finance strategy** : Create a solid financial position to manage growth.
- **Funding strategy** : Find (fundraiser) partner(s) with a long term commitment.
- **Marketing & Communication strategy** : Coherent and regular (marketing) communication.
- **Governance & Organisation strategy** : Professional and a value/impact driven organization.

GROWTH STRATEGY:

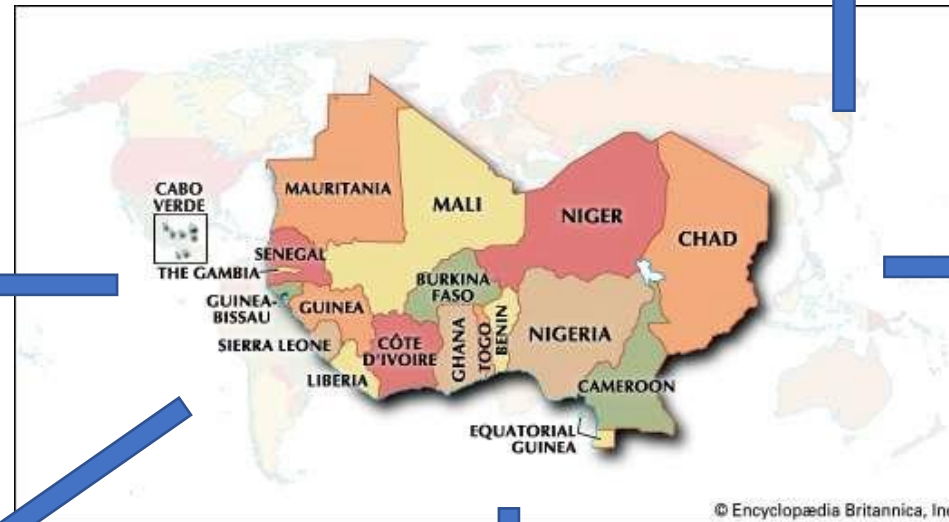
The power of youth communities:

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NL-HQ: professionalise, guard identity and give support to countries

The Gambia: the heart of Yepafrica
Contribute to growth by sharing knowledge & experience, expand within The Gambia



Strategic donors/partners:
support in scalability and finance

Senegal: the French connection.
Set up learning centres, grow and spread in French speaking countries

Ghana: the rising star. Set up a country office and learning centres. African HQ for Yepafrica

GOVERNANCE & ORGANISATION

Board Yepafrica foundation NL

Roles & responsibilities of the board:

1. Guard Yepafrica's identity: mission, vision, concept, values, quality standards, social impact
2. Strategy and policy formulation: ambitions, goals, policies, planning and control cycle, strategic partnerships
3. Governance: Board NL vs. Local entities, working organisation, risk management, statutes, MOU's, ANBI etc.
4. Organise Entrepreneurs for Africa workshops in the countries of presence. (PARTNER WITH A SPECIALISED TRAVEL ORGANISATION)

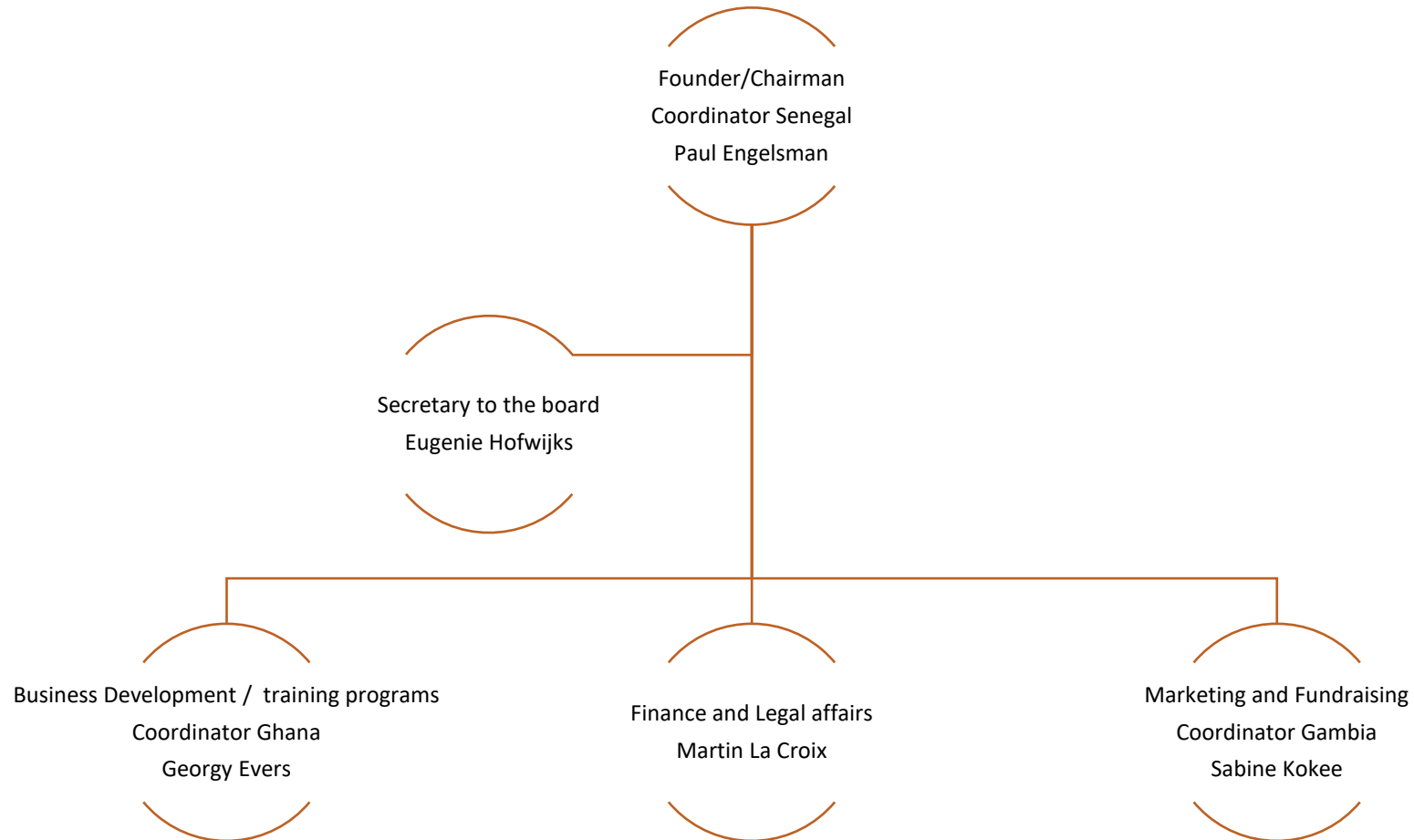
GOVERNANCE & ORGANISATION

legal structure

- In **each** country, we aim to establish **a local legal entity**, type: **company limited by guarantee**. This is a specific form for non-profit organisations, in particular in English speaking countries. There are comparable structures in French speaking countries. Yepafrica Foundation NL doesn't participate in the local legal entity (not as a member, not as a shareholder).
- The legal relationship between Yepafrica Foundation NL and local legal entities starts with a Memorandum of Understanding followed by a **franchise-like agreement**.
- Yepafrica Foundation is recognised as an **ANBI Foundation** in NL.

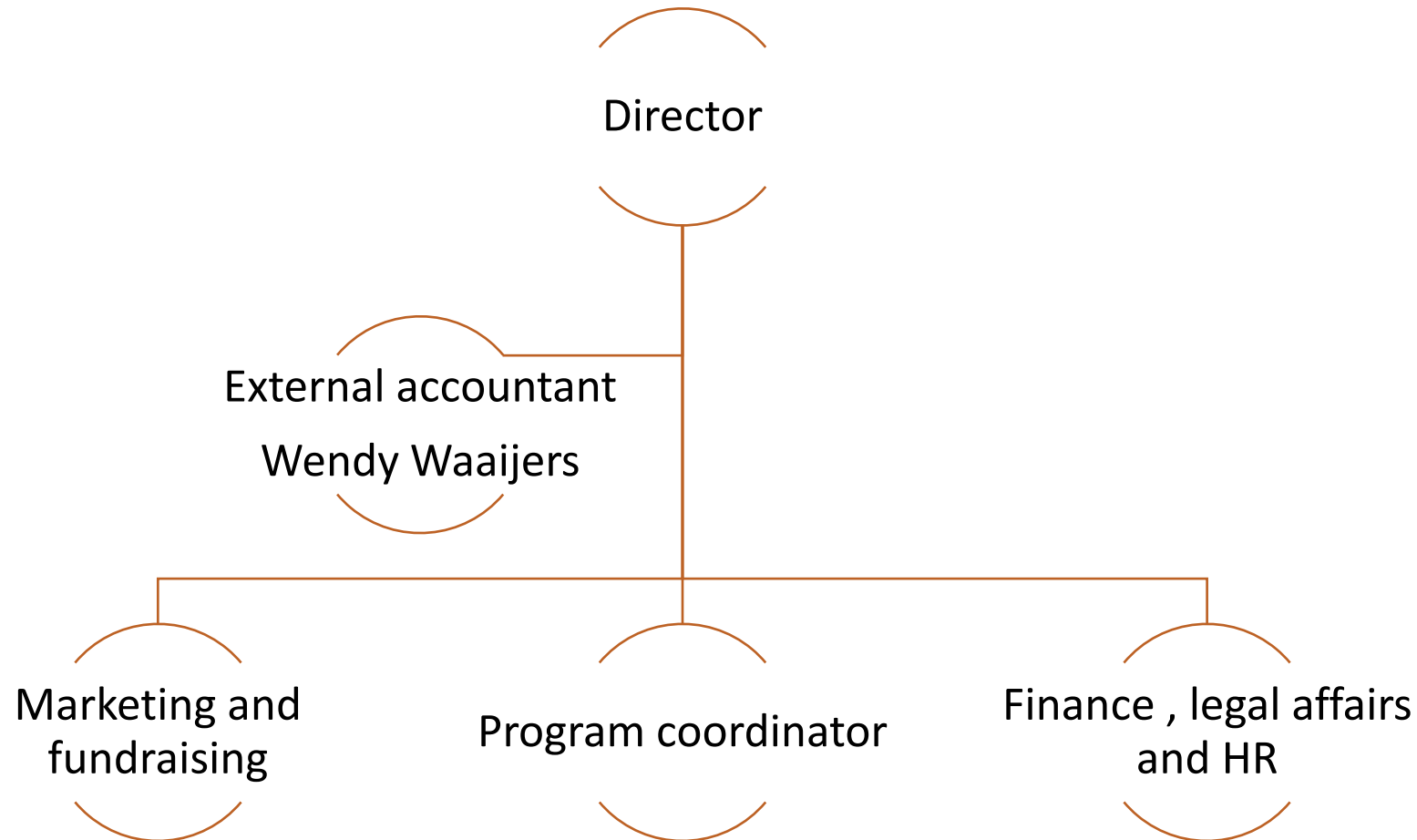
GOVERNANCE & ORGANISATION

BOARD YEPAFRICA FOUNDATION NL

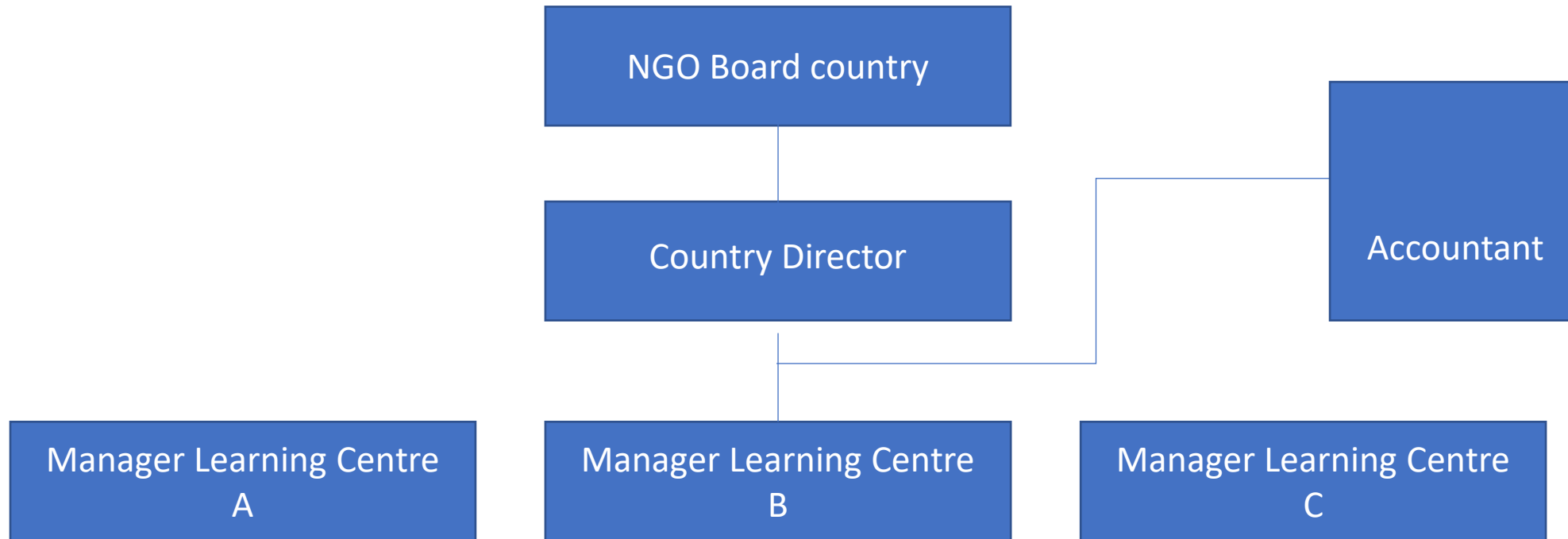


GOVERNANCE & ORGANISATION

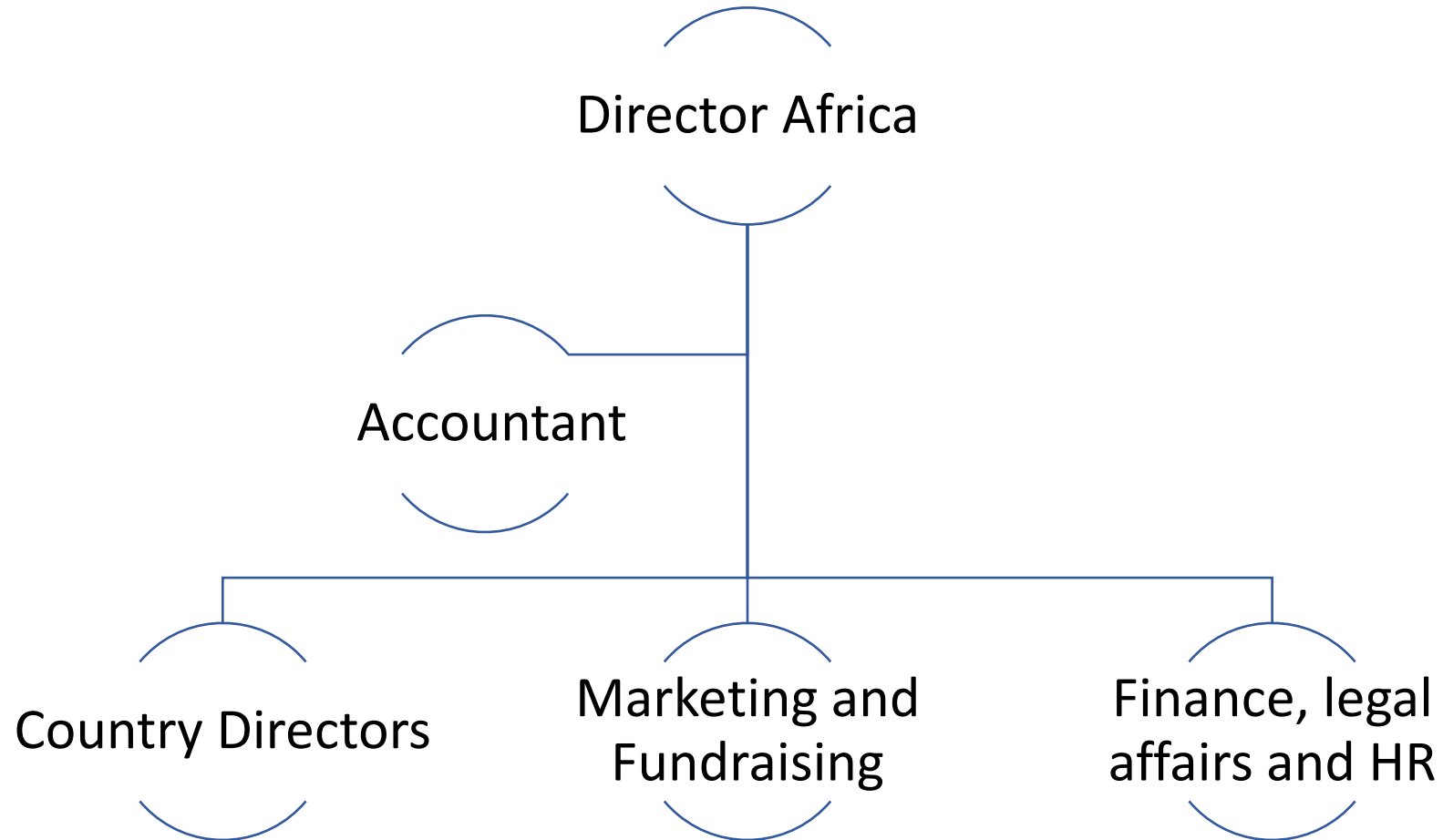
Professional Organisation NL



GOVERNANCE STRUCTURE COUNTRY



GOVERNANCE STRUCTURE HQ STRUCTURE AFRICA (IN GHANA)



Impressions of trainings and workshops

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What they do with their entrepreneurial spirit

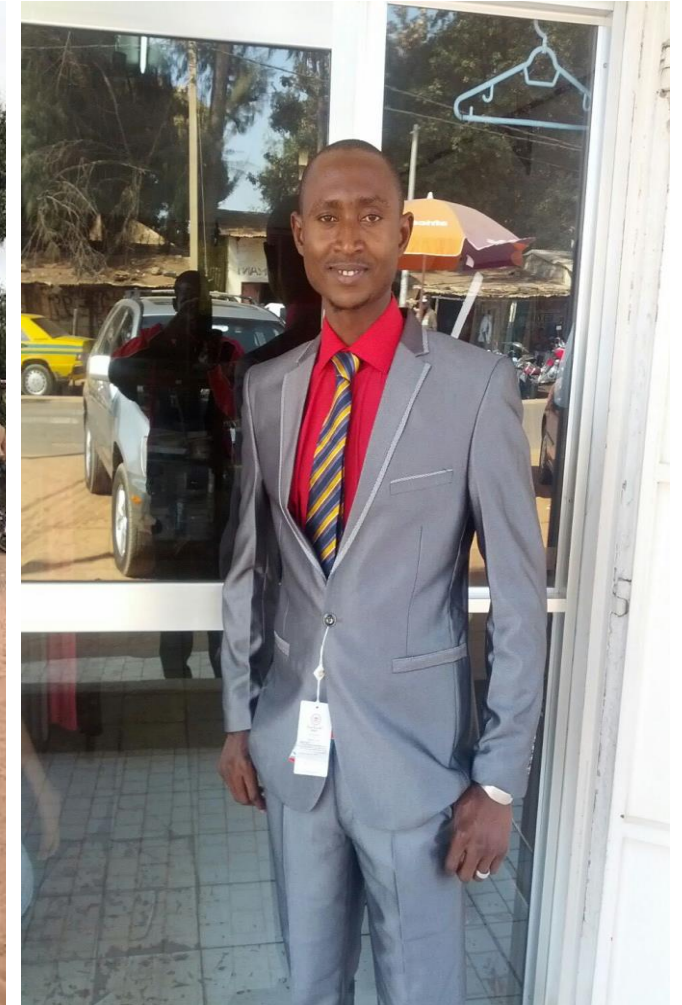
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Teachers

Hairdressers

Printing shops

Fashion shops



Awareness programs in villages

Stop illegal migration

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ENTREPRENEURS FOR AFRICA WORKSHOP



One major Yepafrica project/business born in The Gambia and ready for other African countries 

Clean cooking project

Mansa Stove : a clean cook stove designed together with University Delft



Serreh Darboe
Operational Manager Gambia



KEY PLAYERS/PARTNERS

- Board NL
- Advisory board NL
- Funding partners / Private sponsors
- National Youth Council Gambia
- NGO Ghana
- NGO Senegal
- GNBCC Ghana
- Child Fund Gambia
- Local team Gambia
- Local team Senegal
- Local team Ghana
- Studie Plan Senegal
- Corps L'Afrique Senegal
- Ambassadors Club 100 NL
- Mansa Foundation



www.yepafrica.org

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YEPPINESS IS AN ATTITUDE, A WAY OF LIFE.

IT IS THE INNATE ABILITY TO RECOGNISE
THE OPPORTUNITIES THAT LIFE PUTS ON YOUR
PATH AND EMBRACE THEM AS A CHANCE TO
LEARN, TO GROW AND IN TURN, SHARE YOUR
LESSONS AND HELP OTHERS GROW.

IT IS THE INTRANSIC NEED TO CONNECT,
TO CREATE COMMUNITIES WHERE YOU
AND OTHERS BELONG AND SHARE.

IT IS THE ACQUIRED CAPACITY TO CHANGE
DREAMS INTO DAILY REALITIES,
YOURS AND OTHERS.

YEPPINESS DOESN'T CHANGE THE WORLD,
IT EMPOWERS YOU TO **BE THE CHANGE**