

The power of youth communities

STRATEGY presentation 2025 -2028 and beyond

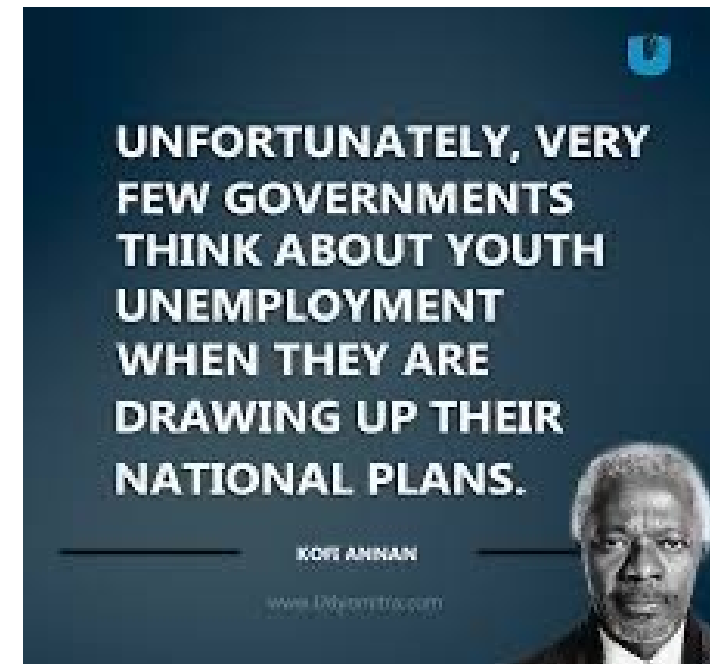
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YOUTH IS THE CHANGE

(Youth) population Africa by 2050

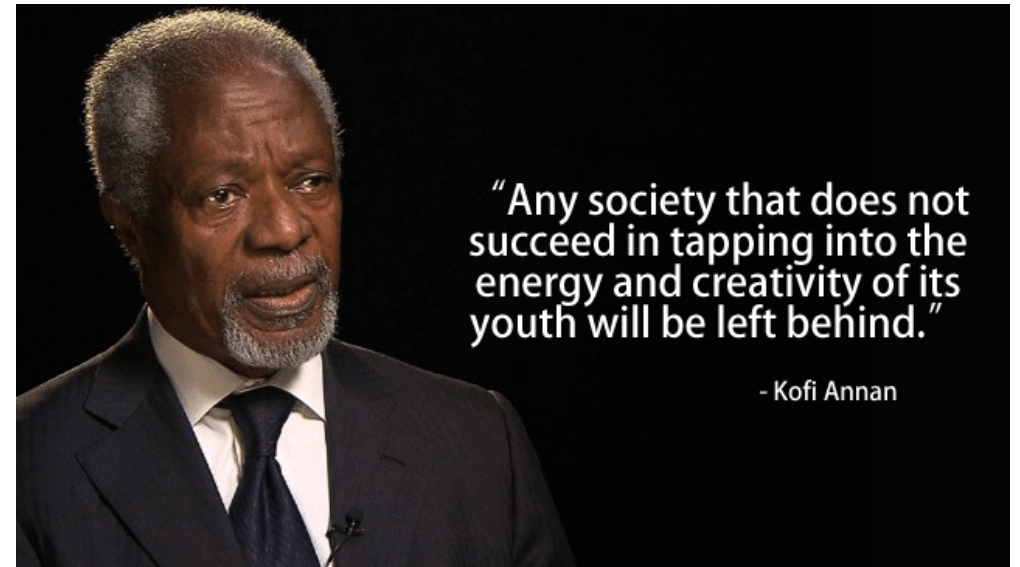
The future is youth

- From 1.4 to 2.5 billion people (UN)
- Over 60% under 25 years (UN)
- 1 billion unemployed/under paid youth age < 30 years by 2050.



Vision / Mission/ Strategy

- **Vision:** To be the Centre of Excellence for youth Empowerment and entrepreneurship, where youth get inspired and learn to create their future in Africa.
- **Mission:** Reduce youth unemployment and illegal migration in Sub-Saharan Africa by Empowering youth to be the change and serve the world.
- **Strategy:** Create Empowerment & Entrepreneurship Learning Centres across across 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							4 QUALITY EDUCATION  95% GRADUATE 8 DECENT WORK AND ECONOMIC GROWTH  <1% BACKWAY 1 NO POVERTY  75% (SELF-) EMPLOYED
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

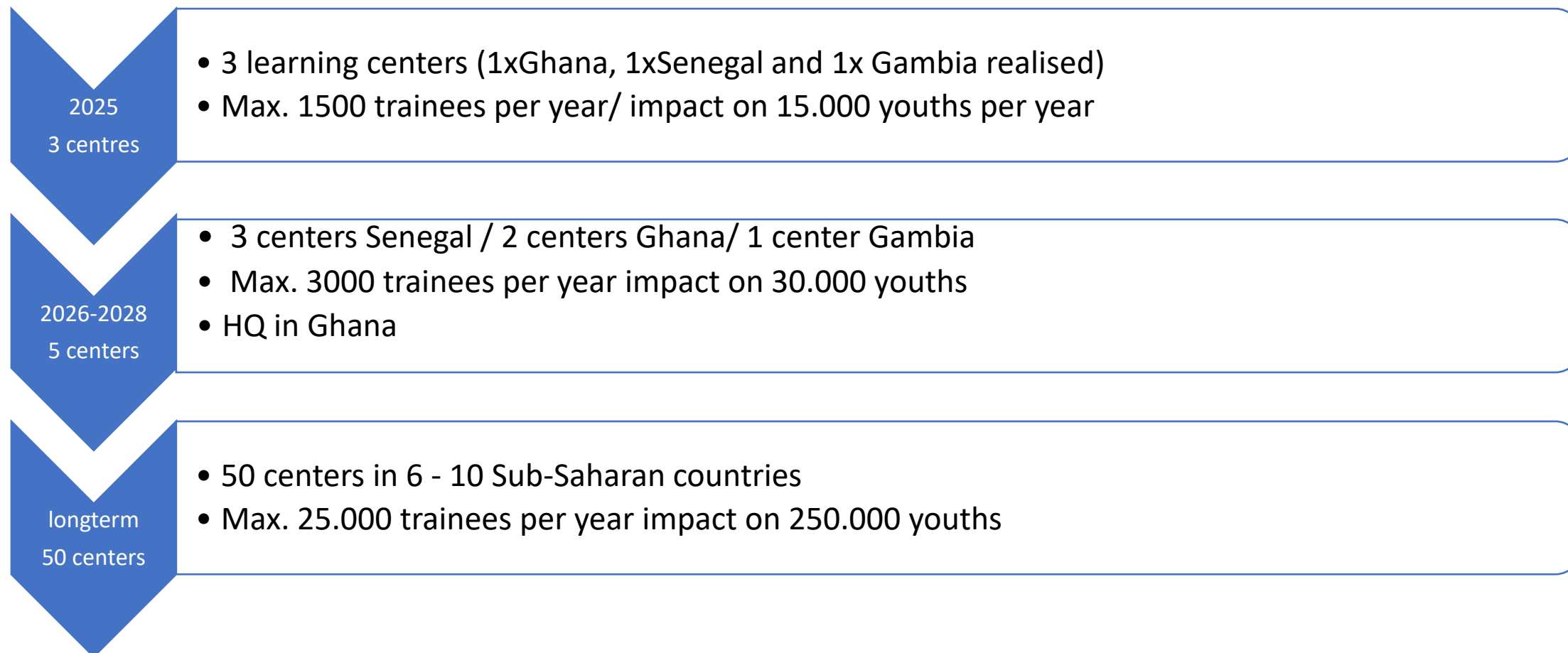
TRAINING PROGRAMS

- 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 – 2028 and beyond



Financial Plan 2025 –2028

		2025	2026	2027	2028
<i>Operating Cost Learning Center(s):</i>					
	Gambia	18.900	25.000	25.000	25.000
	Ghana	21.000	14.400	25.000	25.000
	Senegal	23.900	50.000	50.000	50.000
<i>Investments new Learning Centers</i>		25.000	40.000		90.000
<i>Regional Head Quarters - Ghana</i>	-	5.000	5.250	7.250	8.250
<i>Head Quarters - The Netherlands</i>		8.000	8.000	8.000	8.000
<i>Travel Expense</i>	-	6.000	6.300	6.615	6.946
Grand Total		107.800	148.950	121.865	213.196

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



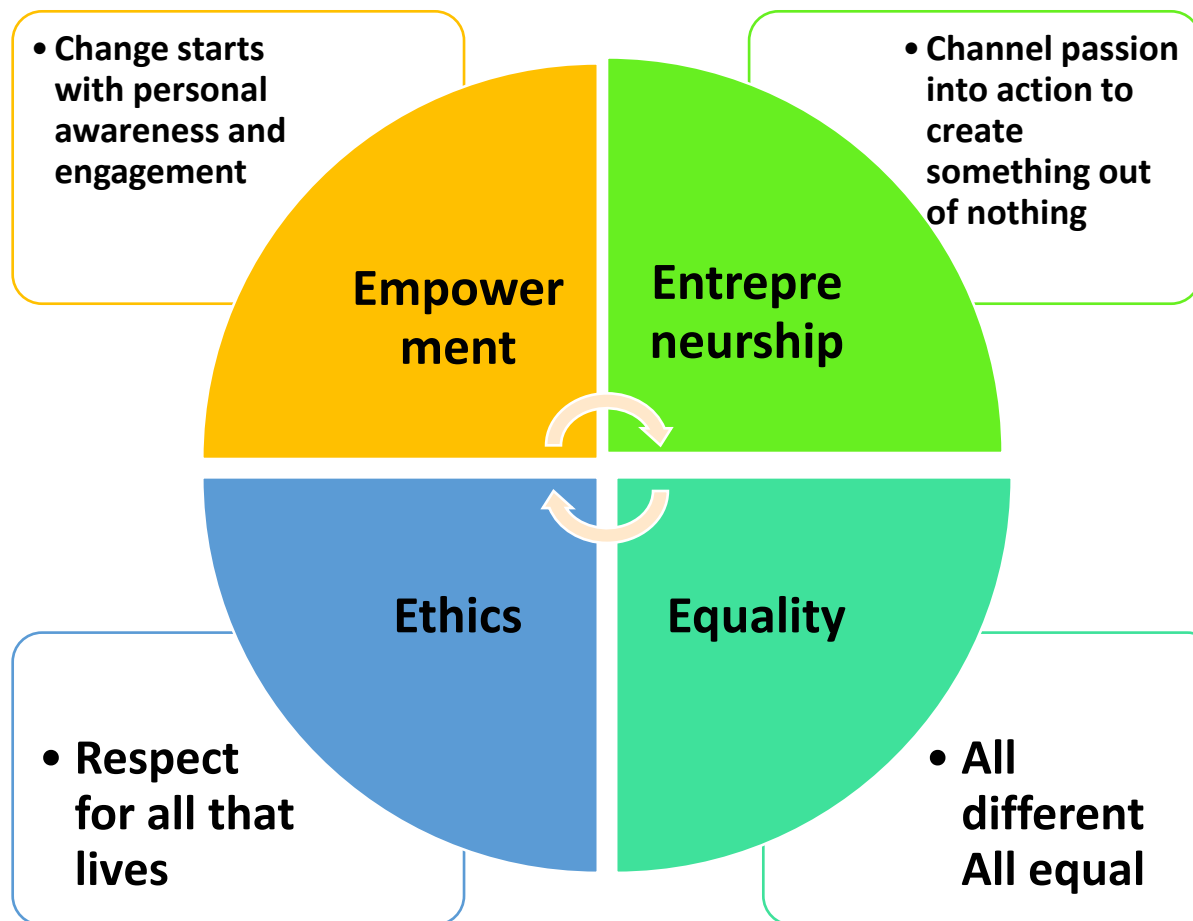
Proven Empowerment and Entrepreneurship concept Yepafrica



- 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: Opening Learning Centre in Senegal
- 2024: NGO Yepafrica Senegal
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Core values: the 4 E's of Yepafrica



SIX STRATEGIC FOCUS POINTS 2025 - 2028



- **Growth strategy** : Scale up the organisation to 6 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:

Yepafrica



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)

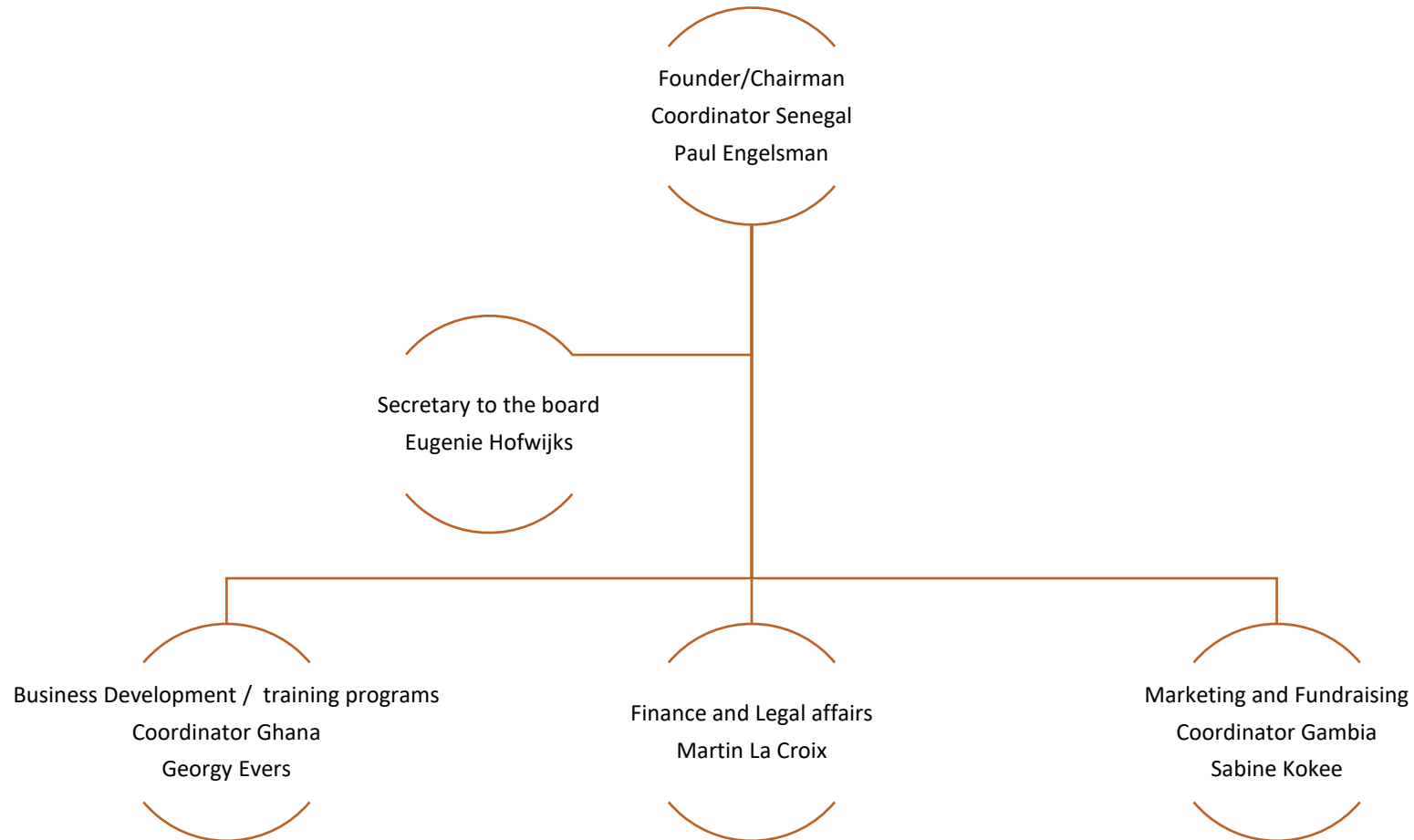
GOVERNANCE & ORGANISATION

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.

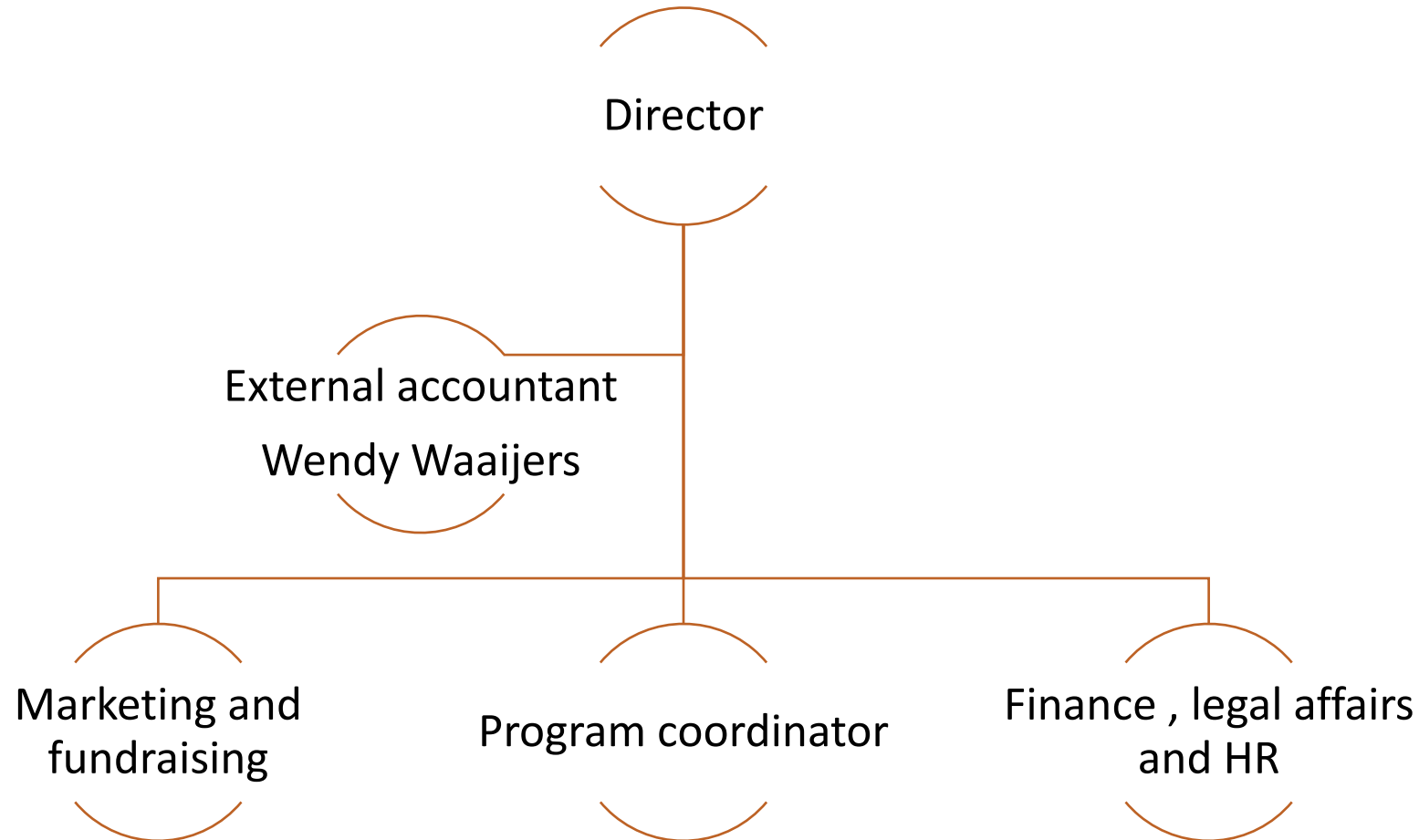
GOVERNANCE & ORGANISATION

BOARD YEPAFRICA FOUNDATION NL

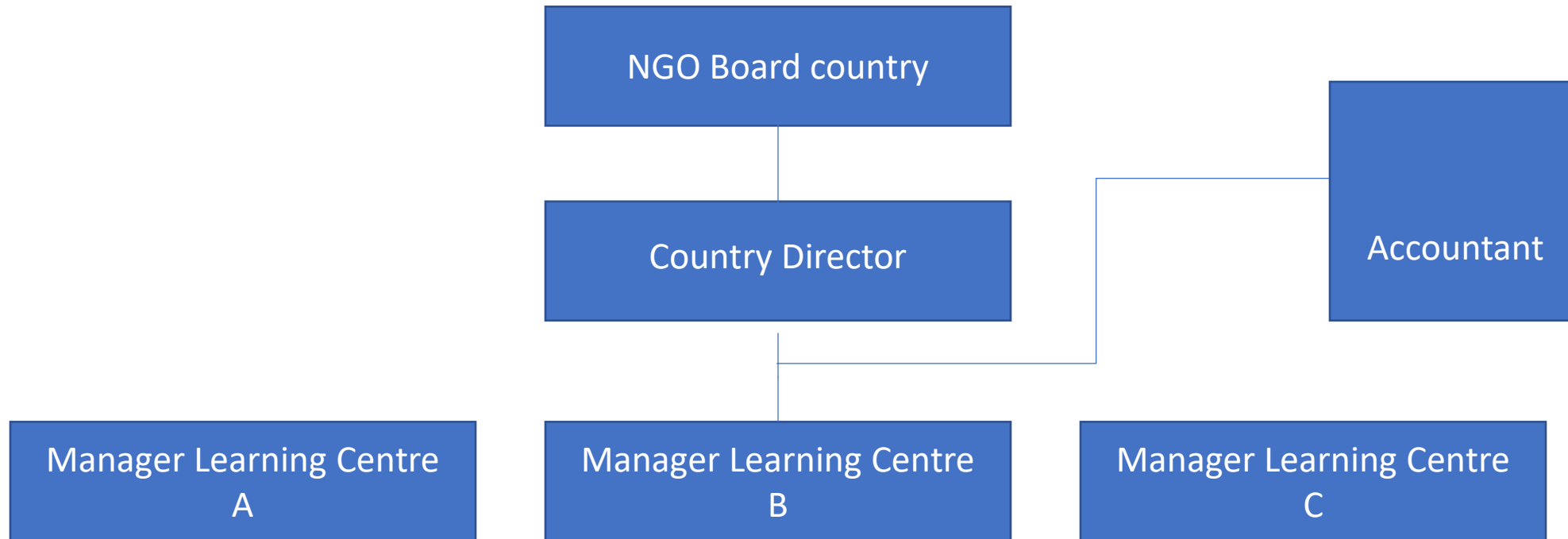


GOVERNANCE & ORGANISATION

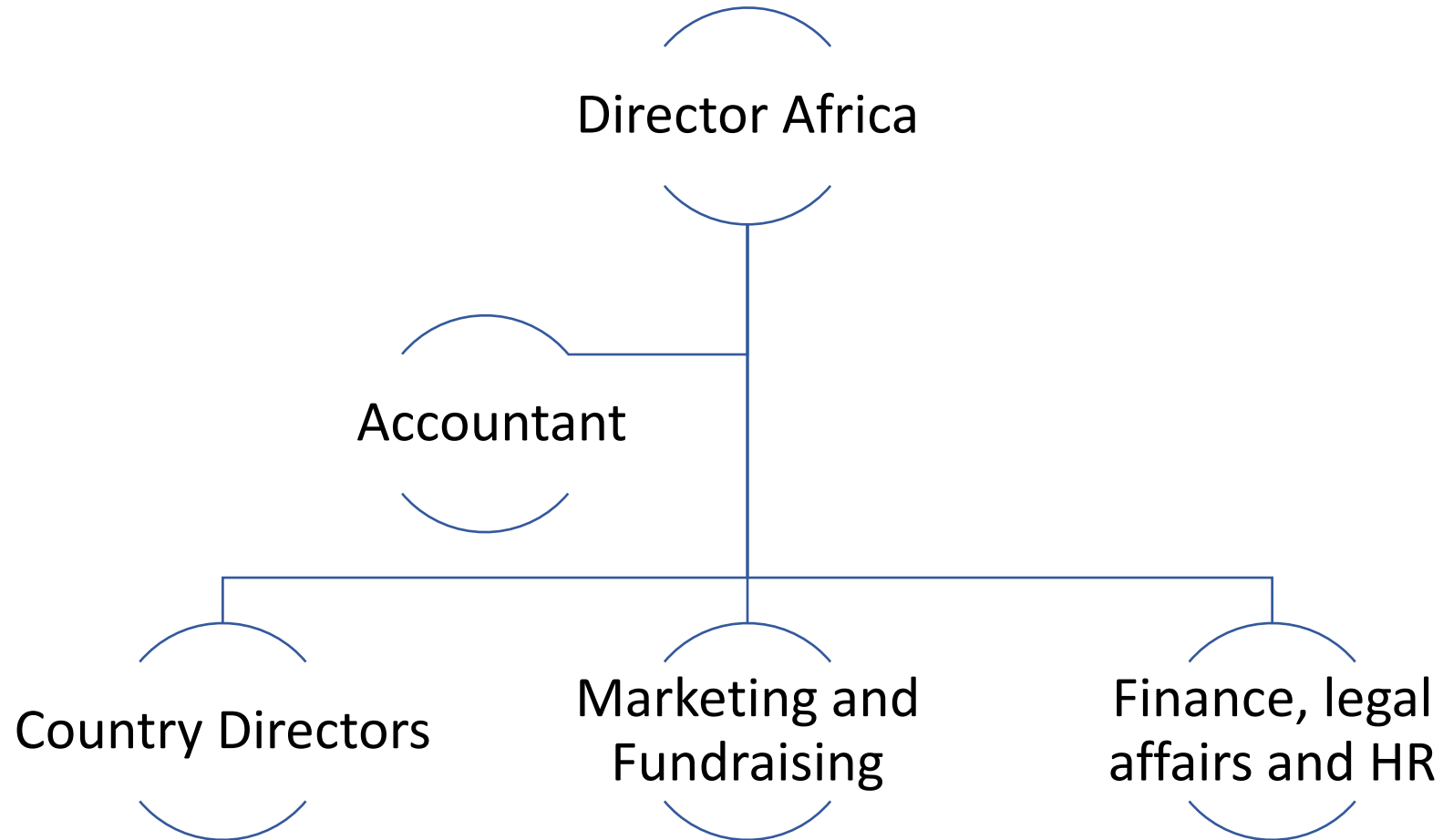
Professional Organisation NL



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



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
- AFAS Foundation 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**