



# Strategic Plan 2019-2022

August 2019

*“Mobilization of the people and their ownership of continental programmes at the core; the principle of self-reliance and Africa financing its own development; the importance of capable, inclusive and accountable states and institutions at all levels and in all spheres; the critical role of Regional Economic Communities as building blocks for continental unity; taking into account of the special challenges faced by both island and land-locked states; and holding ourselves and our governments and institutions accountable for results.”*

The Voices of the African People, Agenda 2063, The Africa We Want



## Contents

What is Our Why .....	2
Who Are We.....	2
What are Our Values .....	3
What is Our Mandate.....	3
What do We Do .....	3
Where do We Work.....	8
What is Our Impact .....	9
Where Are We Going.....	9
How do we Measure Impact.....	14
Who have we Partnered With.....	15
How do We Relate to External Factors? .....	16
Who are Our Leaders .....	19
Why Partner with Africa Matters? .....	20
Conclusion.....	20

## **What is Our Why**

Africa has the youngest population in the world with over 226 million youth between 15-24 years old (Africa Renewal, 2013). This youth boom has been described as a “ticking time bomb” and an economic burden due to high levels of youth unemployment, a lack of education and skills, and poor social infrastructure in many African countries. According to the 2012 African Economic Outlook report, this youth boom will double by 2045.

The UNICEF Generation 2030 Africa 2.0 report calls on investment in youth with effective programmes to ensure that the youth boom is an economic opportunity rather than an economic burden.<sup>1</sup>

Africa Matters believes that Africa’s youthful population is an opportunity for the development and continued growth of Africa. We exist because we want to upskill and empower the large African youth population to change the dark narrative of the continent by developing sustainable solutions to problems within their communities. Our why is that we want to see all African youth become change-makers who empower those around them. African youth, “we are the ones we’ve been waiting for’.

## **Who Are We**

Africa Matters is a youth-led organisation committed to upskilling and empowering African youth to change the narrative through capacity building and community impact projects. We have impacted the lives of over 18 000 African youth and diaspora through our Schools Leadership Development Program (SLDP), Young Leadership Development Program (YLDP), Africa Matters Ambassadors Program (AMAP) and Events. Our events feature, networking evenings, workshops on African leadership and women empowerment, school talks on youth empowerment, annual Summits titled ‘Towards a Better Africa’, and an active online platform for robust dialogue. We exist to upskill and empower youth to better their communities.



***Image 1: AMI Founders, Farai Mubaiwa (24) and Reanne Olivier (30), surrounded by portraits of great leaders.***

---

<sup>1</sup> UNICEF Generation 2030 Africa 2.0. Report, 2017, United Nations Children’s Fund

## What are Our Values



## What is Our Mandate

*We exist to empower African youth to change the narrative through leadership skills, knowledge and capacity building, and community-impact projects.*

- **Change the African Narrative** – By engaging in dialogue on African identity to reshape the way we look at this identity
- **Upskilling African Youth** – With a youth population of over 230 million youth, it is pertinent that these youth are upskilled and educated to be change-makers to make tangible impact
- **Create platforms for critical engagement** – By critically engaging over important issues to discover African solutions to African problems

## What do We Do

Africa Matters has **three** main programs:

**Schools Leadership Development Program (SLDP)** - upskilling youth between 11-18 years old in rural and urban communities on leadership, soft and social entrepreneurship skills over a four-week program in schools across South Africa and Senegal. Senegal our first Francophone country where SLDP has been held. By engaging with Francophone speaking learners, we will have the potential to reach and empower, not only Anglophone speakers but also the 44% Francophone Africans.

The SLDP was created in response to **three** problems:

1. The Gap in Fundamental Skills needed by Youth - Schools do not often teach youth critical skills needed in the competitive job market, such as leadership, soft skills and social entrepreneurship.
2. The Need to Change the Perception of African Leadership - There are still negative widely held perceptions of African leadership. These perceptions are often discouraging to youth who buy-into these perceptions. We need to reinforce that

Africa has had incredible leaders and ensure that African youth are the change the want to see in our leadership landscape.

3. Africa's Emerging Youth Demographic - Africa's youthful population poses both opportunities and threats to Africa's growth. The SLDP ensures that this is an opportunity by investing in the education and training of youth at an early age so that youth can transform their communities.

In the blended-learning SLDP, school learners are taken on a journey where the ultimate activity combines all of their learnings. In the first module youth cover "Youth Leadership within Africa" exploring questions like "What is a leader, who is a leader, what is the role of youth leadership in advancing our societies?" The second module covers the critical soft skills, which schools often neglect to teach youth, such as public speaking, teamwork, critical thinking and conflict resolution. While the overall SLDP is very interactive, the soft skills component is most interactive and features role-play and debate to ensure that youth can truly grow and engage with the content. Social Entrepreneurship, the third module, educates youth about social entrepreneurship in Africa and teaches them how to identify solutions to community problems. Here, youth learn about the business model canvas, and elements of design thinking. In this module, they must develop a social enterprise idea. The final component of the SLDP is a pitching competition in which youth need to pitch their social enterprise according to the Business Model Canvas. This final component combines all modules, as youth need to work in groups, speak publically, and ultimately lead themselves and each other to present a winning pitch. Judges from profit and non-for-profit entities assess the pitch.



**Image 2:** Students from Al Ghazali College (Pretoria, South Africa) taking part in the pitching component of the Schools Leadership Development Program (SLDP) in July 2019.



**Youth Leadership Development Program (YLDP)** - upskilling and expanding the knowledge of youth between 18-35 years old through workshops covering African Identity, Career Strategy, Leadership, Soft Skills and Social Entrepreneurship. Similarly, to SLDP, these topics are curated to support mature youth to obtain employable and entrepreneurial skills. Our Career Strategy module concentrates on assisting youth to develop a 5-10 year career strategy under the guidance of experienced Executive Recruiters. Providing them with the tools to create a winning CV and a standout LinkedIn profile to attract one's dream job. As well as building the soft skills that employers look for. The YLDP recently expanded to include workshops on Youth Advocacy working with the UNICEF Southern Africa's Advocacy Guide.

Upon completion of the YLDP sessions, youth are expected to complete a six to 12 month volunteer or internship program with local organisations in their communities. This allows our youth to practically implement the skills learnt from our YLDP sessions. In addition to physical workshops, the YLDP includes webinars, which take place twice a month on Facebook live. This allows us to leverage technology to spark critical dialogue and transfer knowledge led by African youth leaders across continental borders. These educational webinars include topics ranging from climate change, to burnout for activists, to youth in healthcare.



**Image 3:** African Youth engaging on the topic of Afrophobia at the Anti-Afrophia Discussion in Parktown in May 2019.

**Africa Matters Ambassadors Program (AMAP)** - is a one-year leadership development program upskilling and capacitating youth between 16-35 from across the continent and supporting their community-impact initiatives. Since its launch in 2018, AMAP received over 540 applications. Our program is in seven (7) African countries (Rwanda, Namibia, Zimbabwe, Kenya, Angola, Tunisia and Ghana) with 18 Ambassadors running 36 impact projects.

We vet our Ambassadors through a rigorous selection process, this includes an extensive application, which is reviewed by AMI team members and previous Ambassadors. The applications are reviewed twice and successful applicants are selected for the next round through a cumulative ranking scale. Successful applicants are then interviewed via WhatsApp, Skype or Google Hangout. Through the notes of the interviewers and reviewers, a meeting is held amongst AMI Execs to vote on the incoming AMAP class. The criteria we look for in applicants is to firstly demonstrate passion for the upliftment of both the continent and African youth. Secondly, we look for applicants who are not deemed 'typical' Ambassadors or leaders of their nation but for their communities. Thirdly, have a tangible and executable community impact project that AMI can support them with. Finally, those who are committed to promote the mandate of AMI after their year of training is complete.



**Image 4:** Angolan Africa Matters Ambassador Lussevikhueno engaging with two other young leaders at an English Educators discussion he hosted in Luanda, Angola in June 2019.

*On the left, Euninho, runs a community project teaching English and debating to children at church.*

AMAP is focused on skills development (soft skills, African leadership, African feminisms, and social entrepreneurship), cross continental network building, mentorship from industry leaders across Africa and the implementation of four-community impact projects. Their community impact projects are intertwined with Africa Matter's YLDP and SLDP workshops. Ambassadors are to identify issues that affect their communities and establish tangible and sustainable solutions to rectify them. They are to collaborate and train youth in their communities who do not form part of the Africa Matters community to achieve tangible youth empowerment across communities.

In addition to our three main programs, we host bi-annual networking evenings to further empower young Africans by hosting keynote speakers who are industry professionals to inspire attendees and provide a platform for collaborative thinking to solve Africa's biggest challenges. These evenings provide young professionals with the opportunity to network with potential employers and/or collaborators.



**Image 5:** Johannesburg Networking Evening hosted in August 2018 at Open Sandton themed African Partnerships for African Impact. The event was attended by over 100 young professionals.

The future is bright for Africa Matters as we continue to run our programs of impact and host events that are better each time. In August 2019, we hosted a successful Youth Empowerment Dialogue in Accra, Ghana featuring AMIs co-founder Reanne Olivier, Ghanaian Ambassadors Ben Bella Mensah, and Sylvester Somprey. There are further initiatives include a women's retreat in collaboration with the Government of Angola in May 2020.

Africa Matters initiatives are crucial and emblematic of how the non-profit sector is "an effective vehicle for bring[ing] social transformation, economic advancement, and for furthering democratic governance."<sup>2</sup>

---

<sup>2</sup> Jianxiu, G "The role of NGOs in the social welfare" (2006) *Canadian Social Science* 2(4) 17.



## **Where do We Work**

Africa Matters currently has programmes in the following countries:



Our programs expand to targeted African countries each year and for 2020, we aim to work in Nigeria, the DRC, Malawi and Botswana.

Further information and insight can be sourced on our comprehensive webpage: <https://www.africamattersinitiative.com/>.

## **What is Our Impact**

We exist to upskill and empower youth to better their communities, and as such quantifying empowering is difficult. However, despite being in operation for less than five years, we have achieved notable successes and made tangible impact through our work.



## **Where Are We Going**

### ***Immediate Actions: September to December 2019***

#### ***Schools Leadership Development Program***

Thus far, in 2019, we have conducted four (4) Schools Leadership Development Programs. We intent to drastically increase our reach to more schools to ensure that we are reaching students from low-fee paying or government schools situated in poverty-stricken communities.

Through our recently formed partnerships with Teach SA and Youth@Work, we aim to reach 30 schools by December 2019. Both Teach SA and Youth@Work, work within schools, are committed to going beyond education and are also passionate about empowering their youth. To ensure that reach into schools is smooth, and that we are transferring skills to youth within poverty-stricken communities, we will be training 70 Youth@Work and TeachSA youth in September on the SLDP content. That way these 70 youth will be the Ambassadors of the SLDP to their 70 respective schools, and will facilitate the SLDP alongside the Africa Matters Team.

Within Senegal, AMI will continue to support our Senegalese SLDP intern in running and expanding the program within his country. We aim to have conducted three (3) SLDPs in Senegal before the end of the year.

Lastly, before the end of December 2019, AMI aims to establish contact with Teach4Nigeria, Higherlife and the Kenyan Youth Commonwealth Network for us to set up our schools program in rural communities within these countries.

### *Youth Leadership Development Program*

The YLDP team is very active within Rwanda, Kenya, South Africa and Nigeria. The physical workshops set to take place until the end of the year are as follows:

- September - Youth Advocacy Workshop in Collaboration with UNICEF Southern Africa (Johannesburg, South Africa)
- October - Leadership and Social Entrepreneurship Workshop at the African Leadership University (Kigali, Rwanda)
- October - Youth Advocacy Workshop in Collaboration with UNICEF Southern Africa (Lagos, Nigeria)
- November - Youth Leadership in Africa Workshop (Nairobi, Kenya)

The webinar schedule is full until December 2019 with the following thought-provoking topics planned:

- September 2019 - Balancing the Side-Hustle - Natasha Kaoma (Zambia)
- September 2019 - Political Participation of Youth in Africa - Lindokuhle Ntuli (South Africa)
- October 2019 - The Role of Young People in Creating a Peaceful Continent - Hyppolite Ntigurirwa (Rwanda)
- November 2019 - The Post-Slavery Era of Africa - Mawuli Kwami Ekuadzi (Ghana)
- December 2019 - Writing for Change - Cynthia Nyongesa (Kenya)



**Image 6:** Upcoming webinar with Dr Kaoma of Zambia who focuses on female health in rural communities.

## *Africa Matters Ambassadors Program*

Following the completion of the modules covering Leadership, Soft Skills, African Feminisms, and Social Entrepreneurship - the rest of the year for the Africa Matters Ambassadors Cohort of 2019 will consist of the execution of two Africa Matters core programs in their respective countries. This will include the selection of two out of four AMI core programs: Youth Leadership Development (YLDP) Programme or Schools Leadership Development Programme (SLDP) and Events or YLDP Webinars. Ambassadors are to choose between hosting either a YLDP or SLDP workshop and hosting an Event or facilitating a YLDP Webinar. Events can stem from panel discussions, open seminars, community conversations debates or etc. These programs are curated to fit the needs of our Ambassadors' communities and provide them with the platform to execute and transfer skills that they have been taught during their online training. All content and execution will be done in their home language to ensure accessibility to all.

### *Events*

The following events are planned for the remainder of 2019:

#### *Networking and Fundraising Evening - Johannesburg - November 2019*

Theme: Leveraging African Youth for Africa's Growth

Objective: To foster understanding with businesses and young African professionals about the power of leveraging Africa's youthful population

Expected number of people: 200

#### *Networking and Fundraising Evening - Harare - December 2019*

Theme: Leveraging African Youth for Africa's Growth

Objective: To foster understanding with businesses and young African professionals about the power of leveraging Africa's youthful population

Expected number of people: 100

#### *Change-Agents: African Youth in Healthcare - Accra - December 2019*

Theme: Youth as Agents of Change in Healthcare

Partner: The Aurum Institute Ghana

Objective: Raise awareness about the importance of youth and healthcare. This is an important aspect as health is multi-faceted and youth should be encouraged to form part of different streams of the healthcare industry to uplift the continent.

Expected number of people: 80

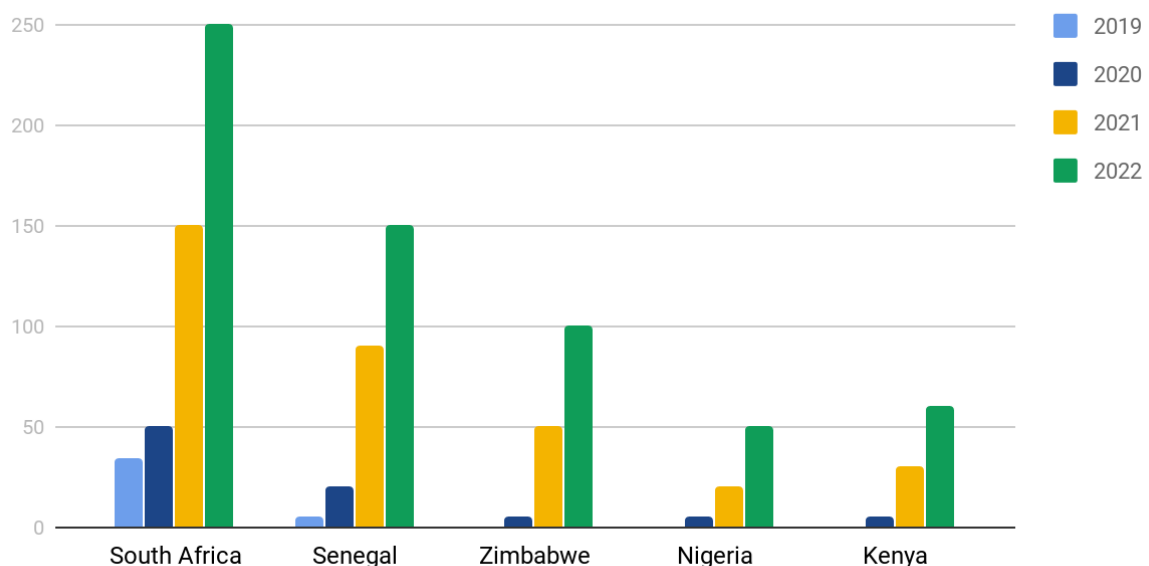
## Long term Actions: January 2020 to December 2022

### *Schools Leadership Development Program*

In the next 3 years we aim to run our Schools Leadership Development Program in South Africa, Senegal, Zimbabwe, Nigeria and Kenya. The program will focus on both rural and urban primary and high schools in these respective countries. Rollout will be done through partnerships with existing organisations in those countries such as Higherlife (Zimbabwe), Youth Commonwealth Network (Kenya) and Teach4Nigeria (Nigeria). As we expand, the SLDP will be context specific to the country of operation and will be led by volunteers and team members in those respective countries.

Our annual trajectory per country is as follows:

Annual Reach Per Country - Schools Leadership Development Program





### *Youth Leadership Development Program*

Between 2020 and 2022, the Youth Leadership Development Program (YLDP) will grow physically and digitally. Our physical expansion comprises of various workshop offerings ranging from leadership skills, to social entrepreneurship to youth advocacy. Our expansion is based on our current countries of reach and the countries in dire need of youth skills development and support for effective community projects.

Year	2019	2020	2021	2022
Countries	South Africa Rwanda Nigeria Kenya	South Africa Rwanda Nigeria Kenya Tunisia Zimbabwe	South Africa Rwanda Nigeria Kenya Tunisia Zimbabwe Senegal Democratic Republic of Congo	South Africa Rwanda Nigeria Kenya Tunisia Zimbabwe Senegal Democratic Republic of Congo Chad Zambia
Program Offerings	Leadership Soft Skills Social Entrepreneurship Career Strategy	Leadership Soft Skills Social Entrepreneurship Career Strategy Advocacy	Leadership Soft Skills Social Entrepreneurship Career Strategy Advocacy Coding	Leadership Soft Skills Social Entrepreneurship Career Strategy Advocacy Coding

Through partnerships with organisations and accredited institutions we will be able to not only expand rapidly, but also to develop content which can be put into effect for youth. The YLDP in each country will be managed by youth in those respective countries and managed overall by the Africa Matters core team.

### *Africa Matters Ambassadors Program*

In the next three years, we will be expanding our reach to over 12 countries on the continent focusing on countries who are in dire need of youth development and upskilling. Through the successful transfer of skills in our eight (8) AMAP countries we would like to continue to support our past Ambassadors in upscaling AMI initiatives in their respective countries. This will include promoting outreach in different regions in their countries, finding, training and building leaders to execute both our YLDP and SLDP sessions. We will also continue to support our previous Ambassadors with their community impact projects. This will include advocacy workshops, continued mentorship and funding projects, which continue to impact youth through empowerment and skills development.

We will also launch our *AMAP Camp*; this camp will be hosted annually in a respective AMAP country, which will bring together both previous and incoming AMAP Ambassadors as well as AMI team members to brainstorm and critically engage on topics that impact their daily lives. The camp will be used as a platform to initiate our incoming Ambassadors into the Africa Matters community whilst attending sessions that are facilitated by the AMI team and previous Ambassadors. It also provides our Ambassadors the opportunity to travel internationally and participate in cross-continental networking that many of them would have not been previously privy too.

### *Events*

The following events are projected for the 2020:

#### *The Young African Leaders Roundtable - May 2020*

In 2020, we intend to host young African leaders into one room to engage on an array of African topics to move the continent forward. The roundtable will call for actioning discussions to make tangible impact in our respective countries. Different avenues for change will be catered for including business, politics, agriculture, climate change, social entrepreneurship, and social change. After three years' time, we will meet again, reassess each stakeholder's progress, and hold each other accountable.

#### *Towards a Better Africa Summit - October 2020*

Theme: Exploring African partnerships for impact

AMI has co-hosted the annual Towards a Better Africa (TABA) Summit with Stellenbosch University since 2015. The TABA Summit brings together experts, professors, executive leaders, students, activists and young professionals to discuss various topics that focus on capacity building, strengthening Africa's social infrastructure, and collaborative solutions to multi-faceted African problems. The summits end with the establishment of working groups/think tanks that promote collaborative efforts between all stakeholders for youth activism to yield tangible and positive change in Africa.

### **How do we Measure Impact**

This year, Africa Matters established an internal Monitoring and Evaluation team led by Abraham Duol Maker, an experienced young professional currently pursuing further studies at the African Leadership University.

The M&E team works with each program to measure the following, inter-alia:

- Number of youth reached in the SLDP, and YLDP
- Number of community-projects established post-AMI workshop
- Number of youth reached in Webinars
- Countries and communities impacted by AMAP

Moreover, the M&E team is responsible for the development of a Social Media Report, which will be published at the end of 2019.

## **Who have we Partnered With**

In order to ensure that we have an impact across the continent, we have partnered with the following organizations for the following programs:

### **SLDP**

- Teach SA
- Youth@Work
- Higherlife Foundation

### **YLDP**

- UNICEF Southern Africa
- Youth@Work
- The Aurum Institute
- South African Institute of International Affairs
- Tonyz House
- Kuyasha Media
- World Merit South Africa

### **Events**

- South African Institute of International Affairs
- Maponya Attorneys
- 22Seven: Online Money Manager
- Alexander Forbes
- Afropunk



**Image 7:** Africa Matters Social Media Intern speaking about the importance of Interculturalism at the Afropunk Festival 2018

## **How do We Relate to External Factors?**

Africa Matters Initiative aims to bring a fresh perspective to the mainstream youth empowerment schemes, targeting a variety of infrastructure and power nodes. In this context, it is important to match where AMI is in relation to the PESTLE analysis illustrating how AMI predicts, counters and contributes to the specific legs of analysis.

### **Political**

The political landscape has various factors interacting with one another at the international, continental and differing national contexts. In this regard, it is helpful to glean from instruments, which have broad consensus, such as the United Nations Sustainable Development Goals (SDGs) and African Union Agenda 2063.

AMI is aligned to the following goals and priority areas of Agenda 2063 and SDGs, as encapsulated below:<sup>3</sup>

Agenda 2063 Goals	Agenda 2063 Priority Areas	UN Sustainable Development Goals
<b><u>Goal 2:</u></b> Well educated citizens and skills revolution underpinned by science, technology and innovation.	<ul style="list-style-type: none"><li>• Education and science, technology and innovation (STI) driven skills revolution</li></ul>	<b><u>Goal 4:</u></b> Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
<b><u>Goal 11:</u></b> Democratic values, practices, universal principles of human rights, justice and the rule of law entrenched.	<ul style="list-style-type: none"><li>• Democracy and good governance</li><li>• Human rights, justice and the rule of law</li></ul>	<b><u>Goal 16:</u></b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
<b><u>Goal 12:</u></b> Capable institutions and transformative leadership in place.	<ul style="list-style-type: none"><li>• Institutions and leadership</li><li>• Participatory development and local governance</li></ul>	<b><u>Goal 16:</u></b> Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.
<b><u>Goal 17:</u></b> Full gender equality in all spheres of life.	<ul style="list-style-type: none"><li>• Women and girls empowerment</li><li>• Violence and discrimination against women and girl</li></ul>	<b><u>Goal 5:</u></b> Achieve gender equality and empower all women and girls
<b><u>Goal 18:</u></b> Engaged and empowered youth and children.	<ul style="list-style-type: none"><li>• Youth empowerment and children's rights</li></ul>	<b><u>Goal 4:</u></b> Ensure inclusive and equitable quality education and promote

---

<sup>3</sup> African Union Commission "Linkage with SDGs" (2015) *Addis Ababa*

<[https://au.int/sites/default/files/documents/33126-doc-07\\_linkage\\_with\\_the\\_sdgs.pdf](https://au.int/sites/default/files/documents/33126-doc-07_linkage_with_the_sdgs.pdf)> (accessed 05-08-2019).

		lifelong learning opportunities for all. <b>Goal 5:</b> Achieve gender equality and empower all women and girls.
<b>Long-term implementation goal(s)</b>		
<b>Goal 7:</b> Environmentally sustainable and climate resilient economies and communities.	<ul style="list-style-type: none"> <li>• Biodiversity, conservation and Sustainable natural resource management.</li> <li>• Water security</li> <li>• Climate resilience and natural disasters preparedness</li> </ul>	<b>Goal 6:</b> Ensure availability and sustainable management of water and sanitation for all. <b>Goal 7:</b> Ensure access to affordable, reliable, sustainable and modern energy for all. <b>Goal 13:</b> Take urgent action to combat climate change and its impacts. <b>Goal 15:</b> Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

## Economical

The United Nations Economic Commission for Africa, in its Economic Report on Africa 2019, entitled Fiscal Policy for Financing Sustainable Development in Africa recognises the importance of frameworks in achieving prosperity with a sharp focus on fiscal and social policy, which does not leave historically disadvantaged groups such as youth and women behind.<sup>4</sup> Africa's economic growth witnessed a reduction from 3.4 percent in 2017 to 3.2 percent in 2018 – this growth rate “is not sufficient to eradicate poverty or achieve the other SDGs by 2030.”<sup>5</sup>

## Societal

Africa faces unique risks due to its largely youthful population, which face the triple challenge of inequality, poverty, and unemployment. These challenges affect the life chances of Africans in terms of health, education and personal outcomes. The United Nations Economic Commission for Africa recommend wide-ranging interventions to ensure Africa is able to protect itself from global risks and to diversify productive and structural capacity in purview of industrialisation.<sup>6</sup> In essence, the social policy of governments, the private sector and social partners need to be aligned with fiscal and economic policy in order to achieve the goals of Agenda 2063 and the SDGs.

<sup>4</sup> “Economic Report on Africa: Fiscal Policy for Financing Sustainable Development in Africa” (2019) *United Nations Economic Commission for Africa* xii.

<sup>5</sup> (2019) *United Nations Economic Commission for Africa* 4-5.

<sup>6</sup> (2019) *United Nations Economic Commission for Africa* 22.



## Technological

The world is engulfed in the Fourth Industrial Revolution, to this end; Africa will be faced with disruptive technologies, which will challenge her ability to meet her social and economic goals. It is important that Africa engages in capacitating herself with the requisite skills (through partnerships) whilst being mindful to achieve the socio-economic goals.<sup>7</sup>

## Legal

The relevant legal frameworks include the differing national legislation relating to AMIs areas of operation. Moreover, since AMI is registered as a Non Profit Company (NPC) the relevant South African legislation applies and must be complied with. AMI is currently undergoing a process of registering as a Public Benefit Organisation, which is advantageous in terms of its non-profit work, taxation purposes and for donors.

## Environmental

This area is currently being investigated in line with the Paris Agreement, agreed to by the member states to the United Nations Framework Convention on Climate Change (UNFCCC), as a future area of collaboration and/or operationalisation.

---

<sup>7</sup> “Agenda 2063: The Africa we want” (2015) *African Union Commission* 144.

## **Who are Our Leaders**

### **Board Information**

As a growing organisation, Africa Matters' board consists of three (3) Executive Directors – Farai Mubaiwa, Reanne Olivier, and Bradley Frolick.

Africa Matters also has advisory mentors who provide strategic direction and guidance to the Executive Directors. Our current advisory mentors are Frank Aswani (African Leadership Academy), Gregory Ricks (Stellenbosch University), and Kennedy Mubaiwa (CEO of Higherlife Foundation).

### **Management Committee**

#### **Farai Mubaiwa**

Born to a South African mother and a Zimbabwean father, Farai has always had a passion for Africa's growth and youth empowerment, and hence she founded Africa Matters. While leading Africa Matters with Reanne Olivier, Farai is a project manager at The Aurum Institute. Farai has a Masters in the Political Economy of Emerging Markets from King's College London. Moreover, she has a BAccounting and a BCom Management Accounting Honours from Stellenbosch University. She is a former strategy analyst for Deloitte and also worked at the South African Institute of International Affairs. She wants to see the Africa Rising narrative become a reality in her lifetime.

#### **Reanne Olivier**

Of Haitian descent, Reanne has lived and worked in South Africa while conducting several projects across the African continent. During her time in South Africa, she obtained degrees in International Studies with a concentration in African Development and Gender Politics from Stellenbosch University (SU). For the past eight years, she has acquired skills in program management in areas of youth and leadership development, social entrepreneurship, and higher education across the African continent. Her international exposure and travels have allowed her to acquire a global perspective, which is why many consider her an 'international think tank.' She would love nothing more to see the development and growth of African youth in confidently owning their own narrative.

#### **Bradley Frolick**

Bradley Timothy Frolick is an experienced student leader with a demonstrated history of working in high pressure, conflictual environments. Skilled in Law, Politics and Non-Profit Organizations; he has a passion for addressing complex social inequalities, relying on the theories of transformative constitutionalism in the achievement of a more equal and just society. Bradley holds a BA (Law) degree majoring in Law and Political Sciences and is currently pursuing his postgraduate LLB degree at Stellenbosch University.

#### **Zikhona Hanabe**

Diligent Accounting Services (Pty) Ltd is an owner-managed accounting firm, which provides accounting services to Afrika Matters Initiative NPC. Zikhona Hanabe, the owner, founded the company in 2017 upon newly qualifying as a Professional Accountant with the South African Institute of Professional Accountants. She is originally from Port Elizabeth in the Eastern Cape and obtained her BCom Accounting degree at the Nelson Mandela University, formerly known as Nelson Mandela Metropolitan University. She completed a three-year accountancy

learnership with Charl du Plessis (CA) SA Incorporated an accounting firm in Cape Town, Western Cape. The firm primarily operates in Cape Town where Zikhona resides, with a network of Accountants throughout the Republic of South Africa.

### **Why Partner with Africa Matters?**

Africa Matters started as a grassroots movement, in 2015, by young African students with diverse characteristics with one goal in mind: change the mainstream African narrative. AMI has endured challenges, which face all non-profit organisations including administrative changes, students transitioning to young professionals, national and international boundaries as well as severe funding shortages. The momentum gained since 2015 made these apparent challenges worth it as it enabled a cohort of young Africans to implement novel solutions harnessing the power of social media to cross boundaries, utilise key networking opportunities to broaden impact and embark on newer, more ambitious challenges.

Africa Matters has a Board of Directors who each contribute to the success of AMI, utilising their individual skills gained and networks to breach toward new prospects. There is a strict division and sincere understanding of the separation between the Management and Operational level. This allows for strategy development and implementation to occur in an inclusive environment. Furthermore, to guard against blind spots and encourage continuous innovation AMI prides itself in Advisory Mentors who are well respected in academia, transformative leadership pedagogy, and the private and non-profit sectors.

The programs currently run by AMI are illustrative of this fact and is illustrative of the strong impact AMI enjoys. With little funding, AMI has reached a significant amount of African youth. Moreover, AMI has been adaptive per contexts of operation and thus remains relevant continentally. Imagine how much greater the impact of AMI could be with funding.

### **Conclusion**

Africa Matters Initiative is a strong organisation with versatile individuals seeking to effect change in Africa. It enjoys strong impact and imparts sustainable solutions aligned to national, continental and international imperatives. We would be honoured to further broaden our impact with the necessary financial support from the Global Giving Community in pursuit of our vision.

*“We rededicate ourselves to the enduring Pan African vision of “an integrated, prosperous and peaceful Africa, driven by its own citizens and representing a dynamic force in the international arena.”*

The Voices of the African People, Agenda 2063, The Africa We Want

