



AFRICA MATTERS INITIATIVE



ABOUT AFRICA MATTERS

Africa Matters Initiative (AMI) is a youth-led organisation committed to upskilling and empowering African youth to change their communities. We are dedicated to shifting the African narrative through leadership, social entrepreneurship, and advocacy. Our programs combine leadership and social entrepreneurship training to help young people make a positive contribution to their communities. Part of the training includes community-building initiatives that have impacted the lives of over 27,000 African youth on the continent and the diaspora. Our flagship and Bespoke programs include the Africa Matters Ambassadors Program (AMAP), Schools Leadership Development Program (SLDP), and the ShE is Empowered Program (ShE). Through our programs, African youth are able to conceptualise and implement solutions that directly address the social issues in their communities. We place the value of advocacy, social innovation and entrepreneurship at the centre of our programs.



THE PROBLEM



Africa is young and female, with the youngest population globally of over 230 million young people. This youthful population is often marginalised and perceived as an economic burden due to the poor quality of education, lack of skills development, insufficient protection of women and children, refugees, persons of marginalised sexual orientation and gender identity and most importantly, those with disabilities.

OUR WHY

1

Africa's youth boom, which was said to be an economic burden by renowned global economists

2

Challenge the perception that Africa is poverty-stricken, a narrative that has long since plagued the continent

3

Limited access to education, key resources, and skills development.

PURPOSE

To close the gender and skills gap affecting younger generations of African women.





SHE IS EMPOWERED (SHE)



The **She is Empowered (ShE)** program is a one-year, non-residential, online development program transforming 20 young women and girls from parts of sub-Saharan Africa into **young changemakers who will empower and impact their communities for the better**. At the end of the program, participants emerge with a strong network of young African women leaders, mentors, a certificate of participation, newly acquired skills and the support of the AMI team for participants to run community engagement projects in their communities.

Since its launch in 2020, we have impacted over 60 participants and 1,500 community members from 18 African countries, including **Nigeria, Tunisia, South Africa, Kenya, Ethiopia, Uganda, Zimbabwe, Angola, Botswana, Ghana, Rwanda, Malawi, Eswatini, Egypt, Tanzania, Lesotho, Sierra Leone and South Sudan**.



COMMUNITY ENGAGEMENT PROJECT (CEP)



The CEP encourages African youth to **affect methods of change** by equipping our program participants with tools and resources of skills transfer to unlock their potential as effective African leaders and change agents in their communities. During their fellowship, each program participant **will develop and implement a project that can effectively impact a minimum of 50 people in their border community.** Thus, each program's broader impact will be **thousands of community members across sub-Saharan Africa.** Through this process, the Africa Matters team coaches and guides the program participants to plan, scale, implement, sustain and advise on monitoring and evaluating their projects.

SHE IS EMPOWERED PROGRAM

**Leadership
Development
Training
&
Mentorship**



**Community
Engagement
Programs**



**Residential
Summit**





PREVIOUS SHE COHORT COMMUNITY ENGAGEMENT PROJECTS



SHE COUNTRIES

OVER 18+ COUNTRIES
ACROSS AFRICA



HOW YOU CAN HELP?

HOW YOU CAN HELP?

1. **CHAMPION** the African Women **EMPOWERMENT**
2. **INVITE** others to be **ENGAGED**
3. **INVEST** with a **COMMENSURATE COMMITMENT**



FUNDING PLAN:	
1 @	\$100,000
2 @	\$50,000
4 @	\$25,000
10 @	\$10,000
20 @	\$5,000