



AFRICA MATTERS INITIATIVE AMBASSADORS PROGRAM





ABOUT AFRICA MATTERS



Africa Matters is a youth-led organisation committed to upskilling and empowering African youth to change their communities and African narrative through leadership, social entrepreneurship, and advocacy. We have impacted the lives of over 27,000 African youth and diaspora through our four flagship programs Africa Matters Ambassadors Program (AMAP), Schools Leadership Development Program (SLDP), ShE is Empowered Program (ShE), Youth Leadership Development Program (YLDP), events and social media engagements. 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.

PURPOSE

To close the skills gap affecting younger generations of African youth and provide them skills and knowledge to lead civic engagement and community-organising activities.





AFRICA MATTERS AMBASSADORS PROGRAM (AMAP)

The Africa Matters Ambassador Program (AMAP) is a one-year blended-learning African leadership development program that provides successful applicants with critical tools to address the gaps in leadership, accountability and transparency in their communities. AMAP consists of an **online skills development component, a hands-on Community Engagement Project (CEP), cross-continental network building, mentorship from industry leaders across Africa.** With their CEPs, Ambassadors are to identify issues that affect their communities and establish tangible and sustainable solutions to rectify social ills.

Since its launch in 2018, our program has been hosted in **14** African countries (**Rwanda, Namibia, Zimbabwe, Kenya, Angola, Tunisia, Ghana, Algeria, Morocco, Sierra Leone, Cameroon, Tanzania, South Africa and Botswana**) with 33 Ambassadors. For the 2023 cohort, 20 young African youth between the ages of **18-29** will form part of this program from the following countries: **Zimbabwe, Nigeria, Uganda, Botswana, Sierra Leone, Ghana, Egypt, Tanzania, Kenya, Algeria, and South Africa.**

AMAP COUNTRIES



AFRICA MATTERS INITIATIVE AMBASSADORS PROGRAM (AMAP)

**Leadership
Development
Training
&
Mentorship**



**Community
Engagement
Projects**



**Residential
Summit**





COMMUNITY ENGAGEMENT PROJECT (CEP)

The CEP encourages Ambassadors to **affect methods of change** by equipping our AMAP Ambassadors with tools and resources of skills transfer to unlock their potential as effective African leaders and change agents in their communities. During their ambassadorship, each AMAP Ambassador **will develop and implement a project that can effectively impact a minimum of 50 people in their border community.** Thus, the program's broader impact will be over 1,000 community members across **sub-Saharan Africa.** Through this process, the Africa Matters team coaches and guides the Ambassadors to plan, scale, implement, sustain and advise on monitoring and evaluating their projects. Our 2022 AMAP Ambassadors cohort have completed their CEPs across **Kenya, Cameroon, Morocco, Algeria, South Africa, Sierra Leone, Botswana and Tanzania.**



PREVIOUS AMAP COMMUNITY ENGAGEMENT PROJECTS



RESIDENTIAL SUMMIT

After the virtual leadership development component, AMI will invite all 20 AMAP Ambassadors to meet in South Africa as a unit to attend the residential summit. During that week, participants will listen to dynamic keynote speakers, members of the Africa Matters team and past program alumnae will lead sessions that will uplift and encourage AMAP Ambassadors with further resources for the future. They will also engage on topics surrounding additional professional and personal development skills. AMAP Ambassadors will also be asked to showcase their projects to their cohort. The residential serves as an opportunity for young African leaders who have completed the virtual modules and project executions to physically network and engage with one another around possible solutions for closing the gender gap and issues their projects focus on. After the residential summit, we encourage the participants, as thought leaders, to go back into their communities and reframe their thinking around how their projects will impact their communities with a sustainable and intersectional focus. They should be open to discussing ways to actively fight systems of oppression while creating targeted interventions leading to cascading change.

HOW YOU CAN HELP?

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



FUNDING PLAN:

CAN SPONSOR 1 YOUNG AFRICAN AMBASSADOR FULL PROGRAM COSTS	\$5,000
CAN SPONSOR 2 YOUNG AFRICAN AMBASSADOR FULL PROGRAM COSTS	\$10,000
CAN SPONSOR 5 YOUNG AFRICAN AMBASSADOR FULL PROGRAM COSTS	\$25,000
SUPPORT THE FULL RESIDENTIAL SUMMIT	\$50,000
FUND THE FULL PROGRAM	\$100,000