

# Partnership Proposal



Visit Our Website  
[WWW.THEUNLEARNERS.COM](http://WWW.THEUNLEARNERS.COM)





# The Crisis We Face

**1. Do you know of anyone who has attempted or committed suicide?**

The pain of losing a loved one in this way is unbearable.

**2. Have you attempted suicide before?**

Our founder, Zanele (The UnLearning Lady) has, but her attempts were unsuccessful.

They were loud cries for help in a world that seemed dark and drenched in hopelessness.

## But not every attempt is unsuccessful...

**In Africa, 11 per 100 000 people die by suicide. This is higher than the global average of 9 per 100 000.**

**The African continent has the highest suicide rates IN THE WORLD!!**

And one of the most affected groups is children between the ages of 10 & 19.

Imagine experiencing some of your most volatile and vulnerable years at a time when technological and socio-economic advances move at the speed of lightning and are not designed to protect you.

Now, stop imagining because, for the youngest continent in the world's roughly 160 million young people (below the age of 17), this is their reality. A reality that is not designed to support and maintain your mental well-being.

# We're Stepping Up!



## We know the real challenge

It has become crystal clear to us that Africa's Young people don't just need education and food - they need the mental aptitude and stability to WANT TO LIVE.



## We're shifting mindsets & challenging conditioning

Just like adults often need to do, young people need help relearning what it means to live fulfilling, expansive lives.



## There's lots to be done

Sadly, in Africa, resources to help us do this are quite scarce. The World Health Organisation reports that Africa has one psychiatrist for every 500,000 inhabitants, which is 100 times less than the WHO recommendation.





## Who We Are

We are dedicated to reducing the high suicide rates among children in Africa.

With the continent having the highest suicide rates in the world, our mission is to provide skills and tools to young people struggling with **mental health issues**.

We empower children and adolescents to redefine their lives, challenge societal norms, and choose a fulfilling future on their own terms.



## Our Vision

To reduce the suicide rates amongst Africa's youth by giving learners within the Senior Phase of high school a '**HUG**':

- **H - HELP**
- **U - UPLIFT**
- **G - GUIDE**



## How We Do This

1. Placing mental health professionals at schools that do not have the capacity to offer mental health support to their learners.

2. Hosting mental health workshops across the continent to share tips & tools with high school learners (grade 8 & 9 ) so they don't have to turn to taking their lives when life is confusing and challenging.

# 2025/26 Targets

Host 5 mental health workshops (3 unlearning days & 2 webinars)  
**[Awareness]**

Support 2100 children through mental health practitioners placed in schools  
**[Impact]**

Secure at least R 240 000.00 in monetary sponsorship to fund expenses  
**[Funding]**

# Meet Zanele Njapha: Pioneering the 'Unlearning' Movement



This phenomenal foundation is an extension of the love Zanele holds for children, her unsuccessful suicide attempts & her belief that tomorrow is indeed worth fighting for!

Known to her awesome clients as 'The UnLearning Lady', Zanele Njapha is the world's leading voice on using key unlearning principles to help medium to large companies such as Unilever, Coca-Cola, Deloitte, Volkswagen, and others build cultures where instead of annoyed and frustrated - people are EXCITED about change!

Although Zanele has built her profile within the corporate world, her heart still lies with children, within the walls of classrooms.

Having been a Primary School teacher for years, Zanele believes that children are pre-packed - they are born with enough potential and enthusiasm to impact the world in phenomenal ways.

Sadly, society beats this capacity out of them with the status quo and restrictive dogmas that drive many children into dark places where they question their value and their place in the universe.

# Past 'UnLearning Day' workshops



## 1. Christ Church Preparatory School and College

- 148 Children Impacted
- Year 2025



## 2. Hands of Hope Special School

- 105 Children Impacted
- Year 2024



## 3. Nondenisa Secondary School

- 291 Children Impacted
- Year 2023



## 4. Durban Boys High School

- 421 Children Impacted
- Year 2023



**965**  
**Lives**  
**Touched**

# Why Partner With Us?



## 1. Brand Alignment

- Co-branding opportunities on major campaigns and initiatives
- Recognition in media campaigns, donor appreciation communications, press releases, and our impact report
- Footage and Content of our UnLearning Days
- Employee volunteer opportunities (eg. Mandela Day) to engage directly with our projects



## 2. Board Participation & Contribution

- Active participation in program & fundraising development and execution
- Collaboration on data-driven research initiatives to advance youth mental health solutions



## 3. Public Benefit Status & Rewards

- Receiving of your Section 18A Certificate
- Tax benefits from your contributions



# What To Expect:



## Social Media & Content Inclusion

Ongoing mention and spotlighting on various posts and touch points where the foundation's work, projects and impacts are mentioned.



## Ongoing Reports & Updates

Access to quarterly reports, insights, and findings to support evidence-based interventions and the team's support (resource allocation). These updates will also be made available during Board Meetings, where an executive team member will be in attendance to engage & contribute.



## Exclusive Invitations

Guaranteed invitations to attend our unlearning days, scheduled site visits for observation and presence at our company (The UnLearners) celebratory events and occasions.



# Our Rollout Plan

1

## Year 1: 2025/26 - Foundation & Outreach Expansion

### Goal: Impact 2,100 children across Africa

- Establish regional hubs in at least 2 African countries.
- Host UnLearning Day workshops and webinars to create awareness about mental health
- Partner with schools, community centers, and local NGOs across Africa
- Place mental health partners at schools
- Secure funding through grants, corporate sponsorships, and fundraising campaigns.
- Host awareness campaigns and educational events

2

## Year 2: 2026/27 - Strengthening Impact & Scaling Up

### Goal: Expand reach to 2600+ children

- Expand regional hubs to 3+ African countries.
- Launch a digital mental health support platform (chat helplines, online therapy, educational content).
- Strengthen community engagement programs and teachers support groups.
- Establish research partnerships to collect data on child mental health trends.
- Increase corporate and government partnerships for policy advocacy.

# Our Rollout Plan

3

## Year 3: 2027/28 - Establishing Sustainable Programs

### Goal: Reach 3100+ children and deepen impact

- Expand regional hubs to 5+ African countries.
- Develop school-based mental health curriculum and integrate it into partner schools.
- Launch mobile mental health clinics to reach schools in rural areas.
- Strengthen crisis intervention teams for suicide prevention.
- Establish annual UnLearning Children Mental Health Conference.

4

## Year 4: 2028/29 - Continental Expansion & Advocacy

### Goal: Impact 3600+ children across Africa

- Expand operations to 7+ African countries.
- Expand government collaboration to foster government support around mental health projects.
- Establish bursaries for children affected by mental health challenges.
- Establish programs that train teachers and parents on identifying and supporting mental health issues.
- Build a coalition of mental health advocates across Africa.

# Our Rollout Plan

5

**Year 5: 2029/30 - Long-Term Sustainability & Global Collaboration**

**Goal: Reach 4100+ children and establish a global presence**

- Launch a Mental Health Leadership Mobile Academy for young children.
- Create sustainable funding streams (social enterprises, grants, memberships) across Africa.
- Collaborate with international organizations for global knowledge sharing.
- Publish an annual "State of Child Mental Health in Africa" report.

# How We'd Love Your Help

## TUCF 2025/26 BUDGET

Month	Key Expenses	Costs
March 2025	- Salaries - Team Transport	R27 500.00
April 2025	- Internet, Data & Calls - UnLearning Day expenses	R26 500.00
May 2025	- Media & Production - Merchandise (t-shirts)	R36 500.00
June 2025	- Volunteer Transport	R46 500.00
July 2025		R26 500.00

Month	Key Expenses	Costs
September 2025	- Salaries - Team Transport	R26 500.00
October 2025	- Internet, Data & Calls - UnLearning Day expenses	R46 500.00
November 2025	- Media & Production - Merchandise (t-shirts)	R26 500.00
December 2025	- Volunteer Transport	R26 500.00
January 2026		R26 500.00
February 2026		R46 500.00
<b>Total Expenses</b>		<b>R389 000.00</b>

We propose either of the following partnership methods:

1. a year-long partnership centred around a set contribution per month that aligns with your budget. All expenditure to be detailed in quarterly reports, alongside audited financials.
2. Strategic advisory partner - to help build sustainable mental health projects either through mental health workshops / placement of mental health professionals or speaker partner at our webinars.



# A Few Previous & Current Partners



# Next Steps...



**1** Edits & approval of proposal

**2** Alignment Call

**3** Drafting & Signing of MOU

**4** Board Induction (if relevant)

# Thank You

We look forward to partnering with you!



Visit Our Website  
[www.theunlearners.com](http://www.theunlearners.com)

