

BIGKID

Africa

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Raising a generation of African leaders who choose integrity and lead with courage, character, and a commitment to the greater good.

Leadership first

Five-pillar model

Community-led

A phased launch strategy designed to build principled, resilient, and opportunity-ready young leaders across Africa.

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Why Africa, and why now?

Africa's youth population is one of the world's greatest leadership opportunities.

- Huge demographic momentum and untapped talent
 - Persistent barriers: inequality, unemployment, exclusion, violence
 - High demand for values-based leadership and practical pathways to opportunity
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01 Leadership gap

Young people often have energy and ambition, but limited access to trusted mentors, civic pathways, and character-based development.

02 Window for early impact

A leadership-first entry point creates immediate relevance while enabling later expansion into livelihoods, education, sport, and peacebuilding.

03 Scalable model

BIGKID can adapt its proven youth-development approach through local partnerships, phased pilots, and measurable community outcomes.

The five-pillar strategy

1

Youth Violence Prevention & Conflict Resolution

Address root causes of violence; provide mentoring, trauma-informed support, and peacebuilding pathways.

2

Entrepreneurship & Economic Empowerment

Build skills, confidence, networks, and access to opportunity for livelihoods and local enterprise.

3

Education & Skills Development

Create alternative pathways and integrate leadership, critical thinking, and life skills into learning.

4

Civic Engagement & Leadership Training

Equip young people to lead, participate, and influence the systems that shape their communities.

5

Sports, Physical Activity & Character Development

Use sport to build discipline, teamwork, resilience, aspiration, and progression pathways.

Near-term launch priority: leadership development will serve as the flagship entry point, with the other pillars phased in through local partnerships and programme maturity.

Flagship programme: Leadership Development

Core design

- Structured leadership curriculum grounded in integrity, courage, service, and accountability
- Mentoring relationships with local role models and trusted adults
- Experiential learning through civic projects, peer leadership, and reflection

Participant journey

Recruit

Targeted outreach through schools, community partners, and grassroots networks

Train

Leadership labs, character formation, communication, and critical thinking

Apply

Youth-led projects, volunteering, advocacy, and community problem-solving

Progress

Progression into entrepreneurship, education, sports, and civic pathways

What funders enable

- Pilot delivery in priority communities
- Local partner capacity and safeguarding
- Mentor recruitment and training
- Monitoring, evaluation, and learning
- Youth-led micro-grants for community action

How the model works on the ground



Design principle: build with communities, not for communities - local relevance, strong safeguarding, practical pathways, and measurable outcomes from day one.

What success looks like

Near-term outputs

- Leadership cohorts launched in target communities
- Mentors recruited, trained, and matched
- Youth-led projects delivered with visible local participation

Intermediate outcomes

- Improved confidence, agency, and decision-making
- Stronger conflict-resolution and pro-social behaviours
- Increased progression into education, enterprise, and civic action

Long-term impact

- A pipeline of values-driven leaders
- Safer, more cohesive communities
- Locally rooted models for youth opportunity and systems change

Integrity and character are not side benefits; they are the mechanism of change.

Why BIGKID is well positioned to deliver

What makes the approach compelling for funders

Character-led Integrity, courage, and accountability are embedded into programme design, not added as extras.

Whole-person development Leadership is linked to opportunity, education, peacebuilding, and wellbeing.

Partnership model Expansion can be phased through credible local institutions rather than heavy fixed infrastructure.

Scalable learning Pilot-first delivery creates evidence, adaptation, and a disciplined path to growth.

What early funding can unlock

- Market entry and partner diligence
- Programme design localisation and pilot launch
- Safeguarding, staff training, and mentor systems
- Monitoring, evaluation, and storytelling for scale

Ideal partners: philanthropic foundations, bilateral/CSR partners, family offices, and catalytic donors seeking investable youth leadership models.

A generation of principled African leaders starts with a first cohort.

BIGKID's Africa expansion begins with leadership development designed to be locally rooted, measurable, and expandable across five pillars of youth transformation.

Pilot launch

Catalytic funding

Scale path

We welcome conversations with funders and strategic partners ready to back leadership, character, and youth opportunity in Africa.

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