



# YALI REGIONAL LEADERSHIP CENTER

EAST AFRICA • NAIROBI



## PARTNERSHIP PROSPECTUS





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## What is YALI?

The Young African Leaders Initiative (YALI) was launched by the President of the United States, Barack Obama as a signature effort to invest in the next generation of African leaders. It is a powerful program that builds African leaders who can impact their local and global communities.

Statistics show that nearly 1 in 3 Africans are between the ages of 10 and 24, and approximately 60% of Africa's total population is below the age of 35<sup>1</sup>, highlighting the need to invest in grooming strong, results-oriented leaders.

YALI promotes three models designed to identify and empower young leaders: the YALI Mandela Washington Fellowship, the online YALI Network, and the YALI Regional Leadership Centers (RLCs) across Africa. The RLCs in Ghana, Kenya, Senegal, and South Africa are physical footprints across the continent which serve as hubs to encourage transformational learning and enhance leadership skills among the next generation of African leaders. In collaboration with USAID, each RLC is managed under a public/private partnership.

## What is the YALI Regional Leadership Center East Africa?

The YALI Regional Leadership Center East Africa (Center) provides an innovative learning platform for emerging youth leaders from 14 countries in East and Central Africa: Burundi, Central African Republic, Congo, Democratic Republic of Congo, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Sudan, Tanzania and Uganda. The Center's location at the Chandaria Business Innovation and Incubation Center at Kenyatta University in Nairobi, Kenya ensures a state-of-the-art space purposely built to inspire young people to engage in practical leadership training and dream of the Africa they wish to lead. It is operated by Deloitte East Africa with a public investment by USAID, and a significant private investment from the MasterCard Foundation. The Center is also supported by a growing group of local and international private sector partners.

The Center is a hub for transformational learning and leadership. The curriculum is designed to be interactive and experiential. The Center promotes group projects and simulations and also supports individual project development. Selected participants age 18-35 engage in innovative leadership training across three tracks of study: **(1) Civic Leadership, (2) Public Management, and (3) Business and Entrepreneurship.**



### Civic Leadership

Oriented to those who are or aspire to be civically engaged and serve the public through non-governmental organizations, community-based organizations, or volunteerism.



### Public Management

Tailored to those who work or aspire to work in any level of government (including elected positions), regional organizations such as the African Union or the East Africa Community, international organizations such as the United Nations, or other publicly-minded organizations or think tanks.



### Business & Entrepreneurship

Focused on the range of emerging or aspiring entrepreneurs who hope to take on leadership roles within the private sector or build their own business ventures on the continent.

<sup>1</sup>Source: White House Press Release announcing the YALI Initiative, June 29, 2013, Washington DC.

## Why Partner with the YALI Regional Leadership Center East Africa?

The Center depends on prospective partners who share our passion, vision, and commitment to transforming East and Central Africa through the energy and talent of its emerging young leaders. The ratio and importance of youth in Africa provides both promise and challenge; this opportunity can only be harnessed through extensive collaboration and partnerships with diverse stakeholders. Our approach to partnership development is anchored on co-creation and shared value. Our partners bring financial and in-kind resources to support growth and sustainability as well as the thought leadership needed to transform youth leadership development on the continent. In return, partners have the opportunity to promote their brand to an elite group of young Africans, gain access to highly qualified prospective employees and/or interns, and associate with a program that is making an impact in East and Central Africa.

## Ways to Partner with YALI Regional Leadership Center East Africa

There are five primary areas for partnership. We can also customize a partnership model that is consistent with your organization's values and business model. The partnership opportunities described below are examples of ways to provide support to the Center.



### Sustainability Fund

This Fund will ensure that the Center has the necessary means to continue providing the same high level leadership experience, both in person and online, to participants of the program over the long-term.



### Transformation Fund

Organizations can invest funds in alumni activities and initiatives which reinforce and build upon the lessons, knowledge, and experiences participants glean during the program. The Transformation Fund is a chance for partners to engage with and invest in alumni to enable them to host workshops, facilitate trainings, or organize events that provide significant impact to young people in the region.



### Event Sponsorships

The Center hosts key events which provide excellent opportunities for partners to sponsor, co-brand the event and showcase their companies. Center events include an annual Partnership Gala and various alumni events.



### Room Sponsorship

This sponsorship allows organizations to sponsor particular rooms at the Center, designated by a plaque on each room that highlights the organization's commitment. A Room Sponsorship is \$100,000 over two years and is renewable at the same rate for an additional two years.

## Other Ways to Engage

Beyond financial support, the Center is looking to partner with organizations willing to dedicate time and resources for mutually beneficial results and outcomes. Below are some examples of other ways to partner with the Center.



### Leadership Speaker Series

Partners can offer their top leaders, employees, associates, and/or clients to serve as distinguished speakers for the Speaker Series. Guest speakers share with our participants their leadership journeys and/or their perspectives on a variety of topical issues.



### Mentorship Program

Your organization's employees and associates can share their time and talent with a young leader by serving as a Mentor. Mentors provide support and guidance to help selected Mentees to achieve their goals and enhance their leadership skills.



### Design Challenge Beneficiary

Partners can choose to work with our participants to solve a challenge the organization is experiencing. Utilizing the design thinking, human-centered approach to innovation, participants will work in teams to propose a solution at the end of the 12-week program.



### Qualified Employees & Interns

Your organization can recruit exceptionally talented and highly qualified young men and women who have the skills and foundational knowledge to enhance your organization's mission and bottom line. The Alumni Relations team can provide access to excellent human capital and help shortlist candidates to save your organization time and expenses.

**Do any of these partnership opportunities appeal to you?  
To discuss your partnership ideas, please contact our Partnership Manager  
Beatrice Gatahi at [Beatrice.gatahi@yalieastafrica.org](mailto:Beatrice.gatahi@yalieastafrica.org)**

**For more details go to: [www.yalieastafrica.org](http://www.yalieastafrica.org)**

The YALI Regional Leadership Center East Africa is also generously supported by





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