

# The YouthLEAD Project

YouthLEAD is an after-school youth development project that aims to address the challenge of youth unemployment and idleness by educating, engaging and equipping young people in their transitional years with knowledge and skills for a competitive world. The goal is to build the capacity of out of school youth, by developing their leadership and entrepreneurship skills, helping them to be economically independent and geared towards active service in their community.

## CATEGORY

Entrepreneurship and Youth Employment

---

## LOCATION

Nigeria

## WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

### Describe the specific need or challenge that your team will address with this project

YouthLEAD is an after-school youth development project that aims to address the challenge of youth unemployment and idleness by educating, engaging and equipping young people in their transitional years with knowledge and skills for a competitive world. The goal is to build the capacity of out of school youth, by developing their leadership and entrepreneurship skills, helping them to be economically independent and geared towards active service in their community.

### Briefly describe the specific solution or approach to address the need or challenge and

## WEBSITES

<http://www.ikapturenetworks.org>

<https://www.facebook.com/ikapturenetworks>

<https://www.twitter.com/ikapture>  
[n](#)

## MEET THE TEAM

### Project owner

[Grace Ihejiamaizu](#)

[Nigeria](#)

[Study of the U.S. Institutes](#)

### Project members

[Manage members](#)

[Michael Lekan-K...](#)

[Nigeria](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

### ANTHONY YOUNG

[Nigeria](#)

[Youth Leadership Program](#)

[\[remove from project\]](#)

[Temitope Soneye](#)

[Nigeria](#)

[Study of the U.S. Institutes](#)

## **explain why it is innovative**

The Youth LEAD Project is different from other projects as it focuses on a unique target group (secondary school graduates awaiting admission to the University) who constitute a major proportion of the unemployed in Nigeria. They have many challenges and are highly vulnerable to social vices.

In Nigeria, most youth programs are theoretical in approach, thus, this project creatively adopts a learning-by-doing approach to educate, engage and equip young people with practical and real life skills and experiences that they can never get in the classroom or formal schools.

## **How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?**

Given the high rate of youth unemployment, idleness and lack of skills, the YouthLEAD project seeks to tackle these issues by promoting and encouraging entrepreneurship and skill acquisition. The objectives are to help young people;

- Build their capacity in leadership, personal development and ethics to become valued members of our society
- Learn by doing through volunteering and internships activities
- Gain entrepreneurial and vocational skills
- Establish small business ventures

We hope to see the following changes:

1. High sense of responsibility among young people and involvement in volunteer and internship activities
2. Increased number of highly skilled young people
3. Reduction in social vices
4. Improvement in the number and attitude of organizations willing to take and absorb interns
5. Change in the attitude of young school leavers towards personal development programs
6. Increase in the number of young people starting their own businesses
7. Better support system for young entrepreneurs

[\[remove from project\]](#)

[Daberechi Okedurum](#)  
[Nigeria](#)  
[Study of the U.S. Institutes](#)  
[\[remove from project\]](#)

[Mahmoud Suliman](#)  
[Israel](#)  
[Fulbright Student Program](#)  
[\[remove from project\]](#)

[Precious Umo](#)  
[Nigeria](#)  
[Youth Leadership Program](#)  
[\[remove from project\]](#)

[Samuel Igbokwue Jr.](#)  
[Nigeria](#)  
[Study of the U.S. Institutes](#)  
[\[remove from project\]](#)

[Ijeoma Idika-Chima](#)  
[Nigeria](#)  
[Mandela Washington Fellowship for Young African Leaders](#)  
[\[remove from project\]](#)

[Ann Mesembe](#)  
[Nigeria](#)  
[International Visitor Leadership Program \(IVLP\)](#)  
[\[remove from project\]](#)

[Bernard Ogabo](#)  
[Nigeria](#)  
[Youth Leadership Program](#)  
[\[remove from project\]](#)

## WHO WILL BE INVOLVED?

### **Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?**

Young people between 16 and 24 years, who are out of secondary school and awaiting admission into college, make up the target group for the YouthLEAD project.

The number of direct beneficiaries is 90, which includes 60 young school leavers, 15 students and 15 youth leaders.

As statistics show, these set of people who make up more than 35%-50% of the Nigerian population (according to Economy Watch, 2010) are mostly found to be idle, unemployed, less engaged and thus vulnerable to various social vices.

### **Local partners**

Our partners include:

1. iKapture Networks - iKapture is a social enterprise strategically focused on providing youth and education development solutions. They will provide assistance in the area of project management and provide support in the area of training, monitoring and evaluation.
2. American Corner Calabar (AC Calabar) - AC Calabar is an educational advising and information resource center with interest in community development. This project will be run in partnership with them to attract community, local government and media support to the project.
3. Opportunitydesk.org - Opportunity Desk will be the official media partner for the Youth LEAD Project, playing an assisting role in the dissemination of information about the project including call for application, report publishing and social media coverage.
4. Sparkz Shop - Host Company for Internship
5. Emeralds Cafeteria - Host Company for Internship
6. Cornerstone Lead.Inspire.Transform (LIT) - Host Company for Internship
7. Rita's Beauty Solutions - Host Company for Internship
8. La Shakara - Host Company for Internship
9. Multimida - Host Company for Internship
10. Eddy-Liz Photo Studio - Host Company for Internship
11. MINE Teenagers Minstry - Youth Mobilization

## 12. Ebony Life TV - Media Coverage

### **Alumni team**

1. Project Implementer: Grace Ihejiamazu is a social entrepreneur with many years of project management experience. She will coordinate all project activities, project documents and reports and manage finances.
2. Administrative Officer: Ann Mesembe has several years of experience working with youth in communities and will also bring her training, administrative and mobilization expertise to the project.
3. Finance/Account Officer: Bernard Ogabo is a Chartered Accountant with youth development experience and will therefore perform this task effectively
4. Media Outreach and Promotion Officer. Juliet Ufot will serve in this capacity as a professional Marketer
5. Technical Support: Samuel Igbokwe and Precious Umo will be responsible for the logistics and operations of the project
6. Advisor. Daberechi Okedurum will play this role. He has over six years of consulting experience in project development, research and training.

**Proposed Project Dates:** June 15, 2015 - March 31, 2016

## **HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?**

### **Implementing Plan and Timeline**

Steps for Project Implementation

Please note: The 60 young school leavers will undergo the YouthLEAD Training Program in 3 batches of 20 each.

Key Activities

1. Needs Assessment and preparation of detailed report (June 15 - June 20, 2015)
2. Publicity, Call for Applications and Recruitment of 60 young secondary school leavers (June 22 - July 12, 2015)

3. Preparation and Printing of Training Manual (July 13 - July 19, 2015)
4. First Batch three-week training on leadership and entrepreneurship (July 20 - August 7, 2015)
5. First Batch two-week internship activity (August 10 - August 21, 2015)
6. First Batch one week mentoring, feedback and refresher program (August 24 - August 28, 2015)
7. Second Batch three-week training on leadership and entrepreneurship for first batch (September 7 - September 25, 2015)
8. Second Batch two-week internship activity (September 28 - October 9, 2015)
9. Second Batch one week mentoring, feedback and refresher program (October 12 - October 16, 2015)
10. Third Batch three-week training on leadership and entrepreneurship for first batch (October 26 - November 13, 2015)
11. Third Batch two-week internship activity (November 16 - November 27, 2015)
12. Third Batch one week mentoring, feedback and refresher program (November 30 - December 4, 2015)
13. Small Business Grant Competition for participants from all batches (December 11 - December 12, 2015)
14. Attach winners to business mentors and assist them to set up their businesses (January 15, 2015)
15. Preparation and Publishing of Reports (January 2015)
16. Monitoring and Evaluation (January to March 2015)

## **Communication Plan**

1. Social Media and Mobile - We will launch a massive social media campaign to promote the Youth LEAD Project. Using SMS, Facebook, Twitter, WhatsApp and existing platforms such as the Opportunity Desk blog and Facebook page, iKapture Network's Facebook page and website, RYPE Initiative's Facebook page, we would share press releases, promotional messages and other information about the project.
2. Local Media - We also plan to leverage on the available local media platforms such as TV adverts and interviews, Radio jingles and Newspaper publications to advertise the project, share reports on our activities and reach out to young people.
3. Print News - Part of the plan would also be to publish a newsletter at the end of the

project.

## **Evaluation**

The immediate outcomes of the project include the following;

1. Build the capacity of out-of-school youth between 15 and 25 years from disadvantaged backgrounds by training them in leadership, personal development and entrepreneurship
2. Engage and build the experiences of youth by linking them with individuals and organizations or private enterprises for mentoring and internships.
3. Improve livelihood and create job opportunities for youth by teaching them vocational skills and helping them set up small businesses.

Impact and success will be evaluated based on the following Indicators

1. How many survey forms are completed and returned?
2. How many media and partner organizations are involved?
3. The level of interest via social media?
4. How many people (both men and women) applied?
5. The number of volunteers involved
6. The amount of in-kind support received
7. How many people are participating in the project activities?
8. The new knowledge added to participants?
9. The number of businesses set up
10. How many jobs are created?

## **Sustainability**

After the initial funding year, we plan to repackage the YouthLEAD project into a full-time afterschool program that allows students pay a minimal tuition/registration fee. Other students who lack the financial capability would be offered scholarships through partners and donors.

Beyond the Alumni Engagement Innovation Fund, we shall seek partnership and sponsorship from local and international organizations and collaborate with local government bodies and private entities for the continuity of the project's activities.

Beneficiaries from the YouthLEAD project will be integrated into the alumni network for further engagement. Through this network, we shall contact, mentor and provide support and advise to our youth. It will also serve as a platform for monthly youth meetings, mentoring, interaction, learning, volunteering, problem solving and discussions.

We will also follow up through phone calls and emails to provide counseling or referral services as the need arises.

## **TOTAL FUNDING REQUESTED**

\$22,000.00

## **PROPOSAL DOCUMENT:**

[Download budget](#)

**Youth Leadership, Entrepreneurship and Development (YLEAD) Program**

