



Everything rises and falls on leadership- John C. Maxwell

Emerging Leaders Foundation (ELF) is an African youth centered non-profit organization that provides practical, values-based leadership development, mentorship, governance and livelihoods training to promising young Africans, so that they can become positive agents of sustainable social, economic and political transformation in society.

Leadership is pegged on the ability to influence individuals, families, organizations, communities and even nations. Everything, we believe, rises and falls on leadership. That is why at ELF we are obsessed with adding tools to the toolbox of young emerging leaders to prepare them for sustainable development of their societies.

Since 2012 to date, we have passionately been churning out values-based leaders across the country, deploying them in their spheres of influence to cause impact.



Our purpose is to build agency within every youth who comes into our program, to capacitate them to look at their environment and become solution providers

MILESTONES

07
YEARS

461
YOUNG PEOPLE

180
INITIATIVES

*Businesses, CBO's, NGO's,
community empowerment
projects and pressure groups*

A NEW DAWN

Kenya is very youthful country. The median age is 19 years, and about 80% of the population is below 35 years. To a large extent, this youthful population will determine the shape of the country's future.

According to a survey by the Aga Khan University; 50% of the youth believe it doesn't matter how one makes money as long as one does not end up in jail. 47% admire those who make money through hook and crook, 30% believe corruption is profitable, 73% fear to stand up for what is right for fear of retribution, while 35% of the youth would readily take or give a bribe.

That is the bad news, but here is the good news; in our 7 years of existence, and 461 directly trained, we have reached 16,000 youths. Each of our fellows is assigned a mentor who walks with them in their journey of leadership. 84% of our alumni have organized or participated in community service initiatives, taking responsibility of their communities. 61% of our alumni who joined the program while employed, took up new leadership roles during or after the program. Our program has the potential of scalability, as 78% of our alumni are currently mentoring at least 5 other young people. And of those who go through the program, 98% recommend others to join the program.



We are doing something about Kenya's future

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BUILDING THE FUTURE

We foresee a future where young people everywhere take charge of their society, starting their own initiatives, being responsible and sustainably responding to the challenges around them. We see youth taking over leadership and leading with values, young people who can be trusted to keep their promise, who approach leadership as a service to the people, young people who embrace team work, are proud of their African identity and believe that only the best is good enough for Africa. In short, we dream of dignified societies with values-based leaders.

Our proven theory of change is; Discover, Connect and Impact.

DISCOVER

To lead others, you must first discover and master yourself. We guide participants through sessions of self-awareness.; life mapping and story telling where they get to share narratives from their personal life journeys. This process enables the young leaders to know their purpose in life.

CONNECT

Establishing a connection with people is the first step to having influence in many communities. We impart our young leaders with communication, debating and personal branding skills for a good first impression. We also help the leaders to connect to fellow leaders, creating a critical mass of change makers.

IMPACT

Leadership is about results. We guide our mentees to develop individual and collective agency i.e. the ability to take purposeful initiative, each of them becomes a solution in their societies.

SUPPORT OUR CAUSE



How can you take part in the Ongoza Campaign?

You can make this possible by taking any one of our sponsorship packages.



Diamond: Ksh. 10.5M

- *Adopt a Cohort: 9-month training, mentorship and coaching of 150 young people in county of choosing*
- *Naming rights of the cohort*
- *Full access to the fellows*
- *Participate in curriculum development for the program*
- *Online activations by fellows on sponsor's product/services*
- *Logo on gala website, brochure, soft proceedings, at the venue within the gala area*
- *Exhibition space*
- *5-minute presentation during the main session*
- *8 complimentary gala registration*
- *30% discount for additional registrations.*
- *Social media promotion through ELF social media channels during the event*
- *¼ page presentation in the official gala brochure*
- *VIP table for 3 at the main gala event*
- *Company description on website*
- *Opportunity for small brochure inserts in attendees' bags*



Platinum: Kshs. 6M

- *Co-Adopt a cohort: 9-month training, mentorship and coaching of 150 young people*
- *Full access to the fellows*
- *Online activations during the sessions*
- *Logo on conference website, brochure, soft proceedings, at the venue within the gala area*
- *Exhibition space*
- *5-minute presentation during the kick off session*
- *4 complimentary conference registration*
- *VIP table for 2 at the main gala event*
15% discount for additional registrations.
- *Social media promotion through ELF social media channels*
- *1/8-page presentation in the official gala brochure*
- *Promo materials in conference bags:*

GOLD**1.75M****Gold: Adopt a session: 1.75M**

- Adopt a day-long session in a cohort of choice.
- Full branding during the session
- Online activations during the session
- Direct access to the fellows
- 2 complimentary conference registration
- VIP table for 1 at the main gala event
- 10% discount for additional registrations.
- Logo on conference website, brochure, soft proceedings, at the venue within the gala area
- Exhibition space
- Social media promotion through ELF social media channels

SILVER**300K****Silver: Kshs. 300,000**

- Exhibition space
- Sponsor 2 fellows through one session
- Logo on conference website, brochure, soft proceedings, at the venue within the gala area
- Social media promotion through ELF social media channels
- 1 complimentary ticket
- Recognition in ELF website
- Fellow's progress reporting.

BRONZE**70K****Bronze: Kshs. 70,000**

- Exhibition space
- 1 complimentary ticket
- Sponsor a fellow through one session.
- Fellow's progress reporting.



"This world demands the qualities of youth: not a time of life but a state of mind, a temper of the will, a quality of imagination, a predominance of courage over timidity, of the appetite for adventure over the love of ease." — Robert Kennedy.



SCHOOLS PROGRAMME

School Diamond: Ksh. 2,000,000

- Adopt a high school of choosing for an annual ELF schools programme
 - Logo on conference website, brochure, soft proceedings, at the venue within the gala area
 - Exhibition space
 - 5-minute presentation during the kick off session
 - 3 complimentary conference registration
 - VIP table for 2 at the main gala event
 - 10% discount for additional registrations.
 - Social media promotion through ELF social media channels
 - 1/8-page presentation in the official gala brochure
- Promo materials in conference bags:



School Platinum: Ksh. 500,000

- Adopt a school of choosing for a 3-day ELF leadership and personal development one-off training
- 2 complimentary conference registration
- VIP table for 1 at the main gala event
- 10% discount for additional registrations.
- Logo on conference website, brochure, soft proceedings, at the venue within the gala area
- Social media promotion through ELF social media channels

IN-KIND SUPPORT

Venue: For a full cohort

- Online activations during the sessions
- Logo on conference website, brochure, soft proceedings, at the venue within the gala area
- Exhibition space
- 5-minute presentation during the kick off session
- 2 complimentary conference registration
- VIP table for 1 at the main gala event
- 15% discount for additional registrations.
- Social media promotion through ELF social media channels
- 1/8-page presentation in the official gala brochure
- Promo materials in conference bags:

EVENT-BASED PARTNERSHIP

- a. Interactive art installations
- b. Sponsored livestreams: Facebook and YouTube
- c. Wi-Fi and phone charging stations
- d. Food & drink brand activation
- e. Unique giveaways
- f. Sound and entertainment
- g. Exhibitions
- h. Media



The board, management, staff of ELF cordially invites you to a fundraiser gala for Ongoza campaign, to raise resources to enable us scale up and reach more youth across the country. We will also graduate ELF class of 2019 emerging leaders (cohort 6,7 & 8).

SAFARI PARK HOTEL

06.12.2019

1800hrs

Alumni/Early Bird: Kes. 4,000

General: Kes 5,000

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Emerging Leaders Foundation

Bank Details:

Bank: Stanbic Bank

Branch: Warwick

Acc. Name: Emerging Leaders Foundation

Acc. No: 0100005068589

Mpesa:

Paybill No. 528823

Acc. No. : Ongoza

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