



YALI REGIONAL LEADERSHIP CENTER

EAST AFRICA • NAIROBI



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Partnership Prospectus



Deloitte.





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What is YALI?

The Young African Leaders Initiative (YALI) was launched by President of the United States Barack Obama as a signature effort to invest in the next generation of African leaders. The need to invest in grooming strong, results-oriented leaders comes out of the statistics: 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 35.¹

Who will empower and lead these young Africans? Who will shape the future of business and entrepreneurship, civic leadership, and public management? In order to answer these questions, YALI promotes three models designed to identify and empower young leaders: the YALI Mandela Washington Fellowship, YALI Network, and now the establishment of Regional Leadership Centers across Africa. In July 2014, U.S. President Obama announced the creation of four Regional Leadership Centers (RLCs) in Ghana, Kenya, Senegal, and South Africa. These RLCs are physical footprints across the continent which will serve as hubs to encourage transformational learning and enhancing leadership skills. 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 will provide an innovative platform for youth leaders from fourteen 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 is located at the Chandaria Business Innovation and Incubation Center at Kenyatta University in Nairobi, Kenya, in a state-of-the-art space purposely built to inspire young people to experience practical leadership training and dream of the Africa they wish to lead. It is overseen by Deloitte-East Africa and funded by USAID, with significant support from the MasterCard Foundation. The Center is also supported by a growing group of local and international private sector partners.

The YALI Regional Leadership Center East Africa is a catalyst for transformational learning and leadership through interactive, experiential education, group projects and simulations, and mentored individual project development. Selected participants age 18-35 will engage in innovative leadership training across three tracks of study **(1) Business and Entrepreneurship, (2) Civic Leadership, and (3) Public Management** by immersing themselves in a three week residential, eight week virtual, and a one week residential wrap up and presentation session for a total of a 12 week program. During the program, participants in each track will contribute to an interactive and experiential education through project-based development and achievement, both individually and in teams.

¹ Source: White House Press Release announcing the YALI initiative, June 29, 2013, Washington D. C.

What are the Specifics of the Three Tracks of Study?

- **Business and Entrepreneurship:** This track caters to 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.
- **Civic Leadership:** This track is 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:** This track is 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.

Why Partner with the YALI Regional Leadership Center East Africa?

The Regional Leadership Center East Africa is a Public Private Partnership, both regional and international. Our partners bring funding, expertise and thought leadership needed to transform youth leadership on the continent. A challenge and opportunity to transform youth leadership in Central and East Africa can only be achieved through extensive collaboration and partnerships with diverse stakeholders. The Center is deliberately designed to be inclusive, allowing each partner to find its unique role to support this program. As such, the Center's leadership is looking for highly engaged and enthusiastic partners to provide financial support, event sponsorships, mentorship and internship opportunities for our youth leaders. The Center is seeking to build a wide-ranging alliance that will bring together multiple and diverse stakeholders interested in being part of this exciting initiative.

What Partnerships are Available?

There are many ways to partner with the YALI Regional Leadership Center East Africa. It is our desire to 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, but its leadership is open to discussing other options with potential partners.

The first type of support is through being a **Sustaining Partner**, which is designed primarily for philanthropic donors, corporations, and individuals who wish to provide financial support. Sustaining Partners want to make a significant and strategic investment in the Center's growth and development. We are looking for partners who seek to play a role and assume responsibility in addressing complex challenges, essentially, going beyond teaching a person to how to fish, to transforming the entire fishing industry. The funding could be for general support or earmarked for program support such as:

- Purchase of technology
- Purchase/licensing of curriculum
- Advertising/media support
- Providing visiting experts/scholars

We have developed a tiered approach for Sustaining Partners based on level of investment as follows: ²

Table 1

Category Name	Contribution over 4 years	Benefits
Presidential Circle	\$1 million and above	<ul style="list-style-type: none"> • 6 VIP tickets to all Center events ³ • Recognition as a Presidential Circle Partner on all center publications • Logo displayed on all Center publications • Visibility at all Center events • Presentation of a YALI Regional Leadership Center East Africa Presidential Circle plaque • Listing as Presidential Circle donor on permanent signage that will be on display in the Center
Legacy Circle	\$500,000 - \$999,999	<ul style="list-style-type: none"> • 4 VIP tickets to all Center events • Recognition as a Legacy Partner on all Center publications and banners • Presentation of a YALI Regional Leadership Center East Africa Legacy Circle plaque • Listing as Legacy Circle Partner on permanent signage that will be on display in the Center
Visionary Circle	\$250,000-\$499,999	<ul style="list-style-type: none"> • 3 VIP tickets to all Center events • Recognition as a Visionary partner on all Center publications • Listing as Visionary Circle donor on permanent signage that will be on display in the Center
Mentor Circle	\$ 100,000-\$249,999	<ul style="list-style-type: none"> • 2 VIP ticket to all Center events • Recognition as a Mentor's Circle partner on all Center publications • Listing as Mentor Circle donor on permanent signage that will be on display in the Center

² The contribution will be based on cash or verifiable cash-equivalent of in-kind contributions.

³ The Center will have multiple events including an annual gala, speaker series and participant receptions.

Category Name	Contribution over 4 years	Benefits
Patron Circle	\$50,000-\$99,999	<ul style="list-style-type: none"> • 1 VIP ticket to all Center events • Recognition as a Visionary Circle partner on all Center publications • Listing as Patron Circle donor on permanent signage that will be on display in the Center
Partner Circle	\$25,000-\$49,999	<ul style="list-style-type: none"> • 2 VIP tickets to 2 Center events • Recognition as Partner Circle supporter on all Center publications • Listing as Partner Circle donor on permanent signage that will be on display in the Center
Supporter Circle	\$5000-\$24,999	<ul style="list-style-type: none"> • 2 VIP tickets to 2 Center events • Recognition as Supporter Circle Partner all Center publications

Another type of partnership opportunity is **Room Sponsorship**. This sponsorship allows organizations to “sponsor” particular rooms at the YALI Regional Leadership Center East Africa. The sponsorship is 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. This commitment level would receive the Mentor Circle benefits described above.

Event Sponsorships⁴ provide another opportunity to partner on this initiative. The Center will have multiple events such as an annual gala, speaker series, participant receptions and graduation ceremonies. These events provide excellent opportunities for partners to sponsor and showcase their companies. Sponsors will be allowed to co-brand such events. A list of events and sponsorships fees is described below :⁵

⁴ All contribution going towards events will be tiered based on the amount contributed as described on Table 1

⁵ Event sponsorships may be in cash or the sponsor may elect simply to plan and pay for the event. In case of the latter, however, specific branding and quality guidelines stipulated by the Center must be met.

Table 2

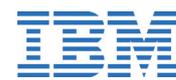
Event/ Program	Sponsorship Fee	Number Available	Description
Documentary Film	\$20,000	1	This documentary will highlight the Center's creation and tell the human story of its impact. It will be utilized around the world to support the Center's programs.
Partnership Gala	Amounts noted below		This is a high visibility annual event that features an international keynote speaker, participant profiles, entertainment, and media opportunities. The gala will have two sponsorship opportunities: 1) Headline Sponsor; and 2) Table Sponsor.
Headline Sponsor	\$20,000	1	The headline sponsor will have signage at the sponsored event; receive acknowledgement during opening remarks; have a five minute onstage speaking opportunity during the event; and will be listed as the headline event sponsor on the event brochure. The sponsor will also receive six VIP tickets to the event.
Table Sponsor	\$1000/table	24	Table sponsors will be listed on the signage at the partnership gala as sponsors; will have signage with their logo on each sponsored table and will be included on the event brochure. They will also receive 1 VIP ticket for each table sponsored.
Speakers Series	\$12,000/per event	4 events per year	The speakers series will be held quarterly and will be anchored by a regional or international keynote speaker in a "Ted Talk" style format. It will be simulcast to all fourteen countries in the YALI Regional Leadership Center East Africa region, providing unparalleled visibility for the sponsor.
Participant Welcome Event	\$10,000	8 per year	This event will be held the first night of each cohort to welcome the participants. The sponsor will co-brand the event and will have the chance to address and interact with the participants and invited guests.
Participant Networking Event	\$2,000	24 per year	This event will be held once a week during each residential week of each cohort to promote participant interaction and networking. The sponsor will receive branding and will have the chance to address and interact with the participants and invited guests.
Graduation Ceremony	\$10,000	8 per year	This event will be held on the last night of each cohort to celebrate participants' achievement. The sponsor will receive branding and will have the chance to make a 10 minute presentation; interact with the participants and invited guests.

Another type of support is participation in the **YALI East Africa Regional Leadership Center Endowment Fund**. We are looking for partners who wish to invest in long term sustainability of the Center. This fund is critical in ensuring the Center's sustainability beyond the current four year funding.

Beyond financial support we are looking for partners willing to dedicate their time and organizations' resources as **mentors and coaches/advisors** to our participants. Our leadership program encompasses exposure of our participants to hands-on tools in the workplace through modeling and mentorship. We have developed a mentorship program that is agile and flexible enough to accommodate the diversity of partnerships that we envision engaging. We will also seek internships and career placement opportunities for our youth leaders. Our Alumni Relations Director will work with each partner to design a mentorship program that is mutually beneficial to the partner and to the students.

Do any of these partnership opportunities appeal to you? It is our desire to work with you to explore the best opportunity for your organization to participate in the YALI Regional Leadership Center East Africa's programs. Our Partnership Director, Maggie Kamau-Biruri and her team are ready to meet with you to discuss options and to plan a customized strategy for your support. Her contact information is provided below.

Who are Our Supporters?



If you need additional information, please reach out to us:

Partnerships/Sponsorships

Maggie Kamau-Biruri

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Mentorships/Internships

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