



Emerging Leaders Foundation (ELF)

About us

We are an African non-profit organisation that provides practical, values based leadership and mentorship to promising young Africans so that they can become positive agents of change in the society.

We envision a dignified society driven by values-based leaders

Our mission is to promote values-based leadership through training, mentorship, coaching and exchange programs for young people

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Play a short video clip about ELF followed by the story of the journey
of ELF

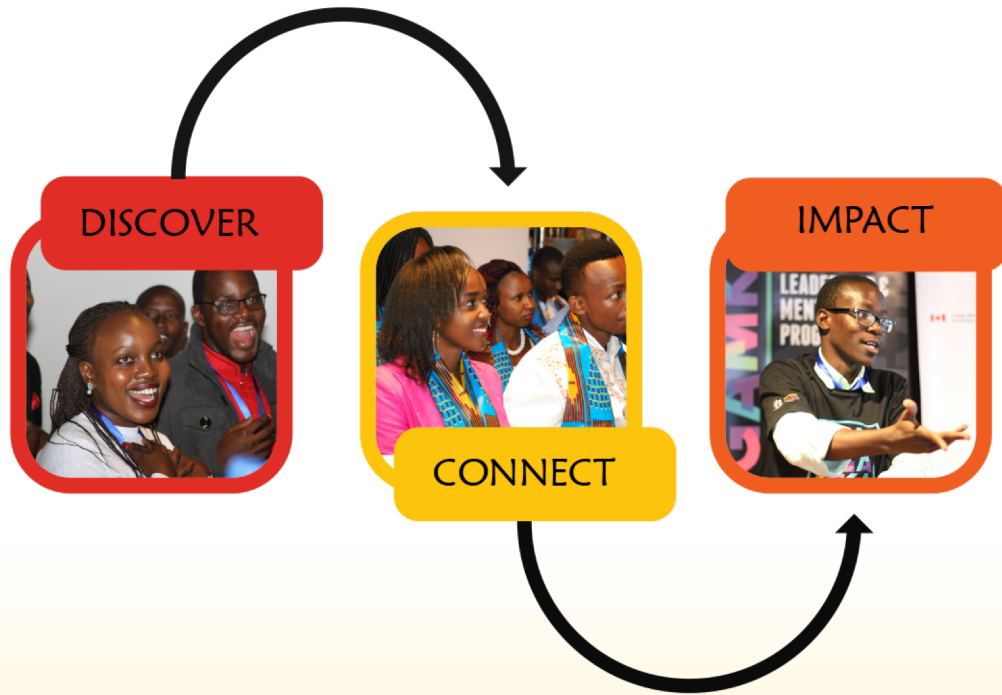
Why We Exist

- Almost half of Africa's population is under 25; about 75% is under the age of 35. It is estimated that by 2050, Africa will account for 29% of all people aged 15 to 24.
- Despite their numerical superiority in the continent, only 37% of the young are employed, mostly, under vulnerable forms of employment.
- Other connected problems include: weak links between education and work, drug and alcohol abuse, crime, extreme poverty.
- Moreover, the reality is that majority of young people in Kenya and Africa at large are in the periphery of decision making and policy processes.

Core Values

- **African Dignity:** We are proud of our African identity
- **Integrity:** We can be trusted to keep our promise
- **Servant Leadership:** We approach leadership as a service
- **Teamwork:** Together we achieve more
- **Excellence:** Only the best is good enough for Africa

Our Approach



- ELF is in the business of identifying polishing and supporting Africa's Young leaders. The goal is to improve their agency: independent capability to take purposeful initiatives.
- We prepare them to shape the future of the continent through our three step model:
 1. Self Discovery,
 2. People Connection,
 3. Community Impact.

Our Programmes

1. Leadership Development
2. Governance
3. Socio-Economic Empowerment



LEADERSHIP DEVELOPMENT PROGRAMME

ELF'S Flagship Programme

ELF Fellowship

- A high-impact program that seeks to equip youth and young adults with transformative leadership skills through training, mentorship and coaching.
- **The program starts with a multi-staged recruitment process**
 - A call for application is sent out 3 months before commencement
 - An aptitude test is sent to applicants to test mainly on their agency and reasoning.
 - Successful applicants (**70**) are shortlisted and invited for a physical interview
 - An interview guide and a rating system, focusing on ability to reflect on their leadership journeys and articulation, is used during the interviews to cut the number down to **50**.
 - An acceptance letter is sent to the 50 shortly after the interviews

ELF Fellowship

- **Duration: Total of 9 months**
 - Training sessions: 7 sessions spread across 3 months
 - Mentorship: Starts midway through the training sessions and runs for 8 months. This involves fellows being paired with mentors in areas of their interest and passion.

Our Successes

- **Uptake of leadership roles:** 70% of our alumni have reported uptake/contesting for leadership positions in various fields, including politics. Majority of these are women.
- **Individual Agency:** Many of our alumni have started initiatives across the country and the continent.
- **Collective Agency:** The alumni network has been engaged in regular community service work. They are also part of trainers and mentors in ELF programmes.
- **Narrative Change:** There has been marked change in the private and public lives of both our fellows and alumni.
- **Awards and Recognition:** ELF has received a number of awards related to its transformational programmes.



1. Revenue Model

The revenue model has not been sustainable at this point mainly due to the economic ability of our target market

Ksh.
20,000

Amount currently paid per fellow for the programme

Ksh.
70,000

Actual cost of the programme per fellow

The main challenge

- The leadership development program (mentorship program) is not financially sustainable yet growing fast in popularity.
- Our target audience (youth aged 15 – 35) are all not able to afford the USD 200 too go through the program, some default on payment and some young high impact young people with greater potential are therefore not able to join the program.
- In the past, some mentors have come through to support their mentees
- **Note**: All our trainers/facilitators/mentors offer their services probono. We only take care of their fuel (USD 30)

Proposed solutions

- Partner with like-minded organizations that have big training rooms and have an agreement to use their facility
- Segment the target audience i.e. working class and young people; and charge more for those working to take care of those who cant pay
- Find our own training space within the office premises that we pay for.

NOTE: So far, none has worked

THE END: Thank You.

Emerging Leaders Foundation

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