

MENTOR
A BOY CHILD



MENTOR A BOY CHILD

1. Background

Founded two years ago (2017), Mentor a Boy Child's purpose is to help transform the lives of young men [middle adolescence boys: 14 - 18yrs] to make better life decisions and to become better men in society. We are inspired by the notion of building responsible and healthy masculinity in our society, amid the high prevalence of social ills (crime, gender-based violence, dysfunctional families etc.). The idling minds primarily due to the scourge of unemployment, lack positive father figures, role models, character-building programmes and other appropriate extra-curricular activities, is also contributing to these vices primarily perpetrated by men.

We believe that the boy child has been neglected over the years, hence we find ourselves here as a society. Mentor a Boy Child will provide access, guidance and support using structured mentorship; delivered through workshops, one-on-one mentorship and over time also through digital platforms and tools, to uplift, upskill and empower young men. We aim to deliver effective and fit-for-purpose role modelling, life-skills development as part of our programme, in order to break the cycle of generational destruction.

Mentor a Boy Child is registered as a Section 21 Company and as a Public Benefit Organisation (PBO) Section 18A.

2. Our Purpose

Our purpose is to create a world in which young men [*middle adolescence boys: 14 – 18yrs*] are making better life decisions for 'healthy masculinity' (for the purpose of being better men for society)

What is 'Healthy Masculinity'? (in the Mentor-A-Boy-Child Way)

/ 'hɛlθi/maskjʊ 'lɪnɪti/

Adjective (healthy) – in a good physical and mental condition

Noun (masculinity) - qualities or attributes regarded as good characteristics for men

- Responsible (conscientious, disciplined & accountable)
- Continuously empower themselves (always seek to be better – they are consciously incompetent – aware that they are lacking a collective positive contribution in society)
- Inspired to lead in society (committed to seek a better life for themselves and for others)

- Seek to positively change the world we live in (they do not divorce themselves from challenging societal ills)
- Ambitious (they want to succeed in their chosen fields)

The above attributes are effectively our organisational VALUES

3. Our Mission

- To provide access, guidance and support for 'healthy masculinity' through structured platforms, activities and tools; that deliver effective and fit-for-purpose role modelling, life-skills development & mentorship
- To be a lighthouse for boychildren to be inspired & empowered, to take ownership of/to own their development and future
- To encourage young men to lead [appropriately] in society

4. Programme design (for the 1st 18 months - 2019/2020)

Overview

This document breaks down in detail the programme design at inception for Mentor a Boy Child over the next 18 months (mid 2019/2020). This will remain a living and evolving model and design, shaped by capacity, resources and learnings.

In this 18-month initiation/pilot phase, we will be implementing a focussed, structured but ambitious nodal programme that allows us to test and refine our existing methodology and theory of change, and to induct and deliver initial cohorts of mentees and mentors within a programme spanning +- 100 boys (from one school for ease of administration, logistics and measurement).

Successful delivery of this programme will allow us to scale up and build into other schools and locations with a tried, tested and replicable methodology or model. The process allows us to test the various elements of our programme and refine the offering in real time as we impart the learnings.

Most importantly, it allows us to get started, in a manageable and organic way, and begin the work of making a meaningful impact in our targeted beneficiaries.

Recommendations and rationale

- The epicentre of the programme will be primarily in the middle adolescence (14 - 18 years old), where we will effectively support them with appropriate life-skills to survive high school, and to prepare them for tertiary education or alternative choices
- Primary focus for this pilot phase will be Grade 9s (14/15 years old) in high schools as a captive audience, at an early phase of middle adolescence
- Initial focus will be on one school (+-100 boys) in one of the previously disadvantaged areas to test the effectiveness and impact of our program.
- (In the next phase of the project, we will expand to include more schools from diverse communities)
- This will allow for a relatively small number of mentee-mentor relationships in the pilot phase to make delivery manageable within limited current resources
- We will commence in mid 2019 to allow for a runway to develop necessary resources, processes, fundraising and partnership development

Expected outcomes of pilot

- +-100 x mentees recruited, inducted and put through a 6-12 month programme in phase one with another additional 100 in phase 2
- Each mentee to improve one or all of the measurable indicators of progress: from social skills and mental wellbeing, to physical health and academic performance
- Minimum of 50 mentors recruited and inducted and managed successfully through the phase 1 process, with at least 75% maintained beyond phase 1
- One successful partnerships with the chosen school
- Develop a working pilot model for replication and scaling

MABC pilot programme approach

MABC's programme for 2019/2020 will deliver the following:

Exposure & role modelling

Establishing a safe, supportive and effective process for creating contact with, and exposure to, role models [professional / personal / relatable (primarily) men] for our recruits

Connection and programme management

MABC will manage a structured programme for the boys to be matched to a suitable mentor for face-to-face sessions (and remote support where relevant) including recruitment, induction and ongoing management support of both mentors and mentees.

Partnerships

- Building a working relationship with the chosen school/s in the pilot phase to ensure buy in, endorsement, and channels for recruitment
- Partner with like-minded projects (e.g. Dreamgirlz & Fathers and Sons) to leverage each other where possible for mutual benefit

Pilot Phase timelines

Phase	Timing	Activity	Outcome
1. Pre-launch	March-May 2019	Partner mapping and resource development	<ul style="list-style-type: none"> - Establishing relationships with the pilot schools - Developing mentor and mentee documentation <i>Mentor guidelines</i> <i>Mentor induction pack</i> <i>Mentor & Mentee MOU</i> <i>Mentee guidelines & induction pack</i> - Recruitment and selection of first MABC cohort & Mentors
2. Media, Donor & Partner Launch Event	June 19th	Launching the project, website and establishing partner opportunities	Media Donors Partners Representative boys from the school/s

3. Pilot phase part 1	July-December 2019	Cohort 1 (MABC2019) begins	<ul style="list-style-type: none"> - Onboarding of first MABC cohort (Mentors & Mentees) - 6 month initial phase [1.1 module] programme activity (see activity calendar below) - Assessment of first pilot phase at end of 2019
4. Pilot phase part 2	January-December 2020	MABC2019 continues / MABC2020 begins	<ul style="list-style-type: none"> - MABC2019, where still active, continues to module 2.1 (as they complete an 18 month cycle that combines module 1.1 & 2.1) - MABC2020 – begins 12 month cycle - Assessment of full first year for MABC2020 and impact measurement/reporting conducted

5. The basic format for MABC

5.1. Quarterly Workshops (hosted on Saturdays)

- Inspiration Talks [2 speakers]
- Working session – Curriculum driven facilitated topic/theme of the day and group work e.g. Self-esteem/Leading upwards in families/Choosing the right friends etc.
- Feedback from boys on what hot? Use listening tools
- One-on-one session with mentor/mentee
- Close with Lunch

The above programme is merely an example, and is likely to change depending on the theme as advised by our experts and curriculum (see curriculum topics below)

5.2. E-learning modules (phase 3: 2021 onwards) from our digital platforms (mainly website)

- Self-navigation and learning on the primary topics of growth and critical importance for growing teens

5.3. MABC App (phase 3: 2021 onwards)

Key topics & themes that underpin the curriculum

- Intrapersonal
 - Character focussed
 - Self-confidence, esteem & dignity
 - Wellness
 - Social, emotional, physical and spiritual
 - Stress management
- Interpersonal
 - Social & life enablers
 - Choosing the right friends and eco-system
 - Leading our families upwards
 - Avoiding societal vices
- Skills Development (priority to digital)
 - Career guidance & entrepreneurship
 - Leadership
 - Financial literacy

See management and board members below:

6. The basic format for MABC

The Advisory Board:

Chairman:

Sydney Nhlanhla Mbhele

Sydney Mbhele is the Co-founder of Mentor a Boy Child, and a marketer with a proven track record of building brands and markets. His experience stretches to Fast Moving Consumer Goods (FMCG, Telecoms and Financial Services (Banking, Insurance and Investment). Sydney is currently Chief Executive: Brand at Sanlam Group, and is a Board Member of the Marketing Association of South Africa.

Board Members:

Chris Botha

Chris Botha is a media and communications expert who is passionate about building and developing the potential of the youth of South Africa. Chris is the Group Managing Director of Park Advertising – the owner of two of South Africa's most prominent media agencies – The MediaShop and Meta Media.

Candice Janks

Candice Janks is a Counselling Psychologist in Private Practice. She has a special interest in working with adolescents and views this as a crucial time in one's development. She believes that there is a need to better understand our youth and offer them the support and guidance they require so as to empower them to live fulfilling and meaningful lives.

Andile Khumalo

Andile Khumalo is a seasoned entrepreneur and Chartered Accountant (SA). He runs investment firm, khumalo.co and is also the CEO of The Brodcast Group. Khumalo is also the founder of I AM AN ENTREPRENEUR, a national Summit designed to help entrepreneurs better lead their businesses, Chairman of Brave Group, a full-service marketing agency, and a fellow of The Centre for African Management and Markets at The Gordon Institute of Business Science.

Mpho Masondo

She lives by the term 'Ubuntu'. Incredibly passionate about the arts, education & leadership in Africa. Christian | Introvert | Academia | Mother of 3| Philanthropist | Former Lecturer | Mentor a

Boy Child Co-Founder | Businesswoman who believes in the development of the African continent.

Gugu Nkabinde

With over 12yrs experience in marketing and strategy with various companies (local & multinational) as well as within the advertising industry, Gugu is passionate about the growth of women and them taking a firm place in building a shared African economy. Gugu is the Founder and CEO of Gugu Intimates.

Monwabisi Thethe

Monwabisi is a serial entrepreneur and has business interests in advertising, media, restaurants, events, publishing and transport. His most well-known brainchild is Blaque Magazine which has been in print for ten years. Bisi has established himself as an authority in the media industry and, addition to running several businesses, consults for various brands as a Brand Marketing Specialist.

Gavin Weale

An award-winning social entrepreneur and publisher originally from the UK, in 2010 Gavin won the UK Young Publishing Entrepreneur Award for his work on Live Magazine UK, which brought him to South Africa, leading to the development of the idea to replicate the youth-run magazine in South Africa. Gavin is currently a Managing Director of Digify Africa a digital skill organization.

Management:

Program Administrator:

Ditiro Madiseng

ditiro@mentoraboychild.org

+27 79 848 7797

Contact us:

info@mentoraboychild.org

Our address:

The Main Straight Office Park

Main Road cnr Portman Road

Bryanston, Sandton