

## Introduction

Health and fitness are important factors for success. Our life skills course not only teaches health education, but also other life skills with which students can develop a fulfilled life such as financial responsibility, work ethics, dealing with stressful situations.

At empowermefirst.college we lead by example. Founder of empowermefirst.college, Brigit Koch, will challenge herself to cycle the 800 km long garden route from Port Elizabeth to Cape Town in 8 to 10 days to raise funds to educate 50 vulnerable school dropouts for a year. Watch her impressions on our social media and this page. She'll cover all the costs of her trip and has also donated \$ 5'000.- starting funds.

Everyone donating can enter their name in the form below to take part in our raffle for great prizes from our sponsors. New prizes are announced daily.

## Background

Education is a fundamental right that everyone should have access to, regardless of their economic or social background. Unfortunately, a significant portion of individuals across the globe do not have access to proper education, either because they have dropped out of school due to various reasons, live in rural or remote areas, cannot afford traditional education or they have other physical constraints. In Zimbabwe a majority of 70% of youths finish 9 years of school, yet 60% of 15-to-17-year-olds are out of school and without employment, most of them from vulnerable backgrounds, meaning that the dropouts occur during or after lower secondary. Most of these school dropouts are girls from vulnerable backgrounds. Reasons are young marriages, pregnancies or simply lack of funds for fees and uniforms. This has become even more urgent considering the rise in school and examination fees in the country, pushing many underprivileged into unemployment. With no skills they are left to sit at home or sell goods by the roadside. Yet, a number of them have a smartphone!

Hundreds of millions of youths in developing and emerging countries may not continue school beyond grade 9, because of lack of financial resources, need to make a living during the day or family life, thanks to their smartphones and our educational system, they can access education wherever they are, whenever they want.

It is upon this background that we have established centers in Zimbabwe to support those in need of education as a basic human right.

## Main Objective

The objective of empowermefirst is to provide free online education to people who cannot afford to attend traditional educational institutions. The aim is to bridge the education divide and increase access to education for those who are economically or physically disadvantaged.

## Project Description

empowermefirst seeks to provide free online education to all individuals, regardless of their geographical location or economic background. Through this project, we have created a user-friendly online learning platform that includes various subjects and courses, ranging from basic literacy to advanced professional skills.



The platform is accessible through desktop and mobile devices and hosts free of charge courses. We are also collaborating with existing educational institutions and subject matter experts to provide high-quality course content. Additionally, we offer mentorship and guidance to learners through digital channels and onsite coaches to ensure the learners receive adequate support throughout their learning journey and to successfully complete their assignments which focus on student-driven, interdisciplinary knowledge application, research and innovation methods and entrepreneurship to tackle the challenges in their communities such as waste, food security, health and adverse effects of climate change. We have centers in Victoria Falls, Hwange District and Bulawayo where our students gather to access wifi.

This project aims to provide support for 50 vulnerable school dropouts to attain their educational goals. The project will support the students in the following ways:

#### 1. Access to Education

We will provide free education and educational materials to our students from marginalized communities who are unable to afford education.

#### 2. Mentorship and Support

Mentorship will be provided to help students to achieve success in their careers. The program will nurture and empower students with the knowledge and skills required to achieve their dreams.

#### 3. Life Skills Training

Students will be provided with education on life skills such as health, entrepreneurship, communication, leadership, problem-solving, and teamwork.

### **Proposal**

Our proposal is to organize a fundraising event to celebrate Swiss National Day on the 1st of August. We are organizing a dinner, dance, celebrate the achievements of this Swiss-Zimbabwean collaboration with a number of cultural activities, student performances to attract the Swiss community, Swiss and global tourists and other members of the community and raise funds for 50 of our students.

The event will feature Swiss and Zimbabwean music, local artists. Visitors can learn a traditional dance and there will be an open mike and dancefloor for those who want to dance. We will also have a raffle for some amazing prizes, and the money raised from the raffle will go towards the charity.

Our goal is to raise USD\$20,000 from this event, and we believe that with the support of the Swiss and business community, we can achieve this goal of supporting 50 students for one year with a budget given below.



## **Budget**

|   |                   |
|---|-------------------|
| Wifi installation and Data                            | I \$3,000         |
| Solar system  | I \$1,500         |
| Tablets / Smartphones                                 | I \$5,000         |
| Coaching  | I \$4,500         |
| Learning content, staff training, accreditation exams | I \$6,000         |
| Partnerships, marketing                               | I \$1,500         |
| Operational Costs, rent, staff                        | I \$3,000         |
| Technical support and maintenance                     | I \$500           |
| <b>Total</b>  | <b>I \$25,000</b> |

## **Marketing Plan**

We will promote the event through social media platforms, our tourism partners in Zimbabwe, posters and flyers, emails to potential partners, Swiss and Zimabwean media. We will also reach out to Swiss organizations and companies in the area and ask them to promote the event to their members.

### **The expected outcomes of this project for our partners are**

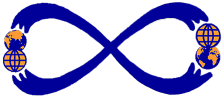
1. Positive image in the media, the community and with Swiss and international visitors.
2. Options to raise awareness of their engagement in all SDGs, especially access to quality education, improved economic and health standards, tackling organic and plastic waste and the effects of climate change.
3. Exclusive video and photo materials to use in their social media and website.

### **The expected outcomes of this project for the communities are**

1. Increased access to online learning and improved ICT-skills for vulnerable students. The provision of laptops, computers, and Wi-Fi hotspots to disadvantaged students will increase their access to online learning and help bridge the digital divide.
2. Enhancement of students' educational outcomes. The provision of additional educational resources such as software and online tools will supplement students' learning, increasing their educational outcomes.
3. Positive impact on communities. Education plays a vital role in positively transforming communities. The proposal will create a ripple effect of equitable education, improving the overall community's education standard and promoting sustainable growth.

## **Conclusion**

In conclusion, education is a fundamental aspect of human development and sustainable



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economic growth. The COVID-19 pandemic has revealed the disparities within our education system, leaving millions of students, especially the vulnerable, at a disadvantage. By partnering with different companies and charity organisations, we can provide a conducive environment, Laptops/Tablets, Wi-Fi hotspots, and other educational resources, enabling vulnerable students to access online education. This project will have a significant, positive impact on the education sector, enhancing educational outcomes, and promoting equitable access to education.

Swiss National Day is an important day for the Swiss community, and we believe that it's an excellent opportunity to raise funds for our charity. The fundraising event will provide an atmosphere of celebration and a sense of community to all the attendees. We hope to have your support in this venture, and we look forward to a successful event.