



empowermefirst.college – A bridge to higher education

"Whoever is unwilling to help himself can be helped by no one."
Johann Heinrich Pestalozzi, Swiss educator

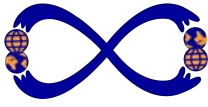
Are you looking for a unique marketing and sponsorship opportunity to meet your SDG-goals? - Sponsor education equity to empower your local community!

Become a VIP sponsor for education and community development and get international recognition while celebrating Swiss-Zimbabwean collaboration in providing education equity!

empowermefirst.college, a Swiss organisation offering free upper secondary school education to vulnerable school dropouts in Zimbabwe, is celebrating Swiss-Zimbabwean cultural and educational collaboration on 1st of August, the Swiss national day, at Malonga village, right opposite the entrance to the Victoria Falls allowing our poster, thus your sponsorship, to be very attractively placed.

Find out more of how we can partner!

<u>INTRODUCTION.....</u>	<u>2</u>
<u>BACKGROUND.....</u>	<u>2</u>
<u>ABOUT EMPOWERMEFIRST</u>	<u>3</u>
<u>FINANCIAL.....</u>	<u>5</u>
<u>EXPECTED OUTCOMES</u>	<u>5</u>
<u>YOUR SPONSORSHIP OPPORTUNITIES</u>	<u>7</u>
<u>MORE INFORMATION AND PROGRAM.....</u>	<u>7</u>
<u>CONTACTS.....</u>	<u>7</u>



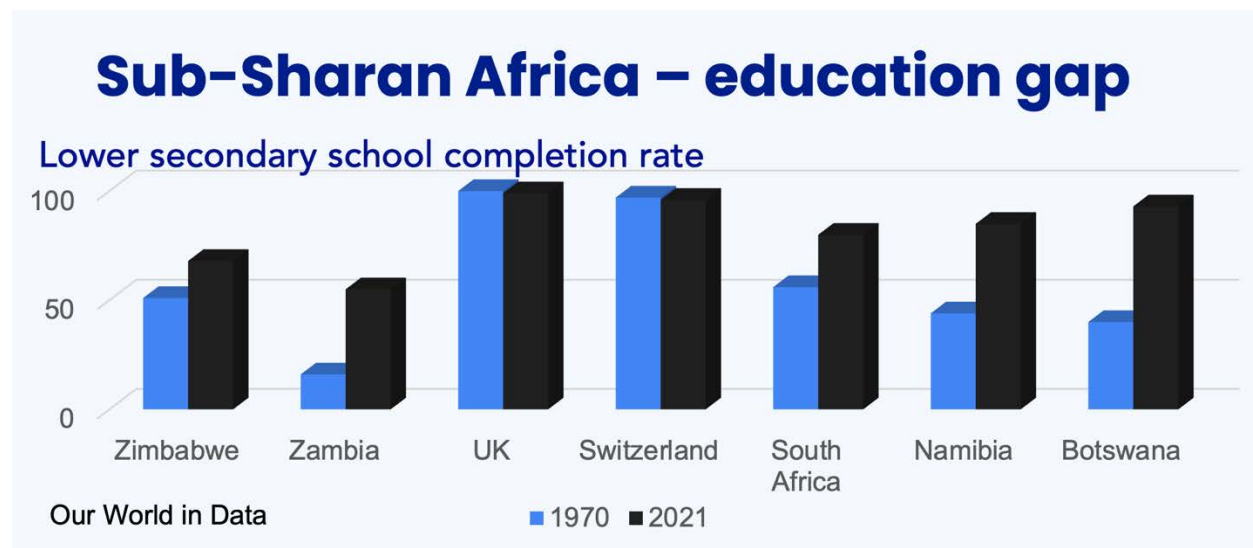
Introduction

The Swiss National Day is coming up on the 1st of August, a day when people come together to celebrate Switzerland's independence and values.

At empowermefirst.college we live Swiss values by doing our share to create equal access to quality education for vulnerable school dropouts and other vulnerable groups, find innovative solutions to local challenges and teach our students how to be successful in the work place with high levels of work ethics. We view our 1st August event in Victoria Falls as a great opportunity to raise awareness and funds for our cause and seek partners who want to reach their SDG-goals by supporting our cause.

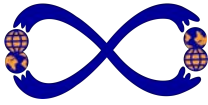
Background

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 and thus can't find employment, because they have dropped out of school.



In Zimbabwe a majority of 70% of youths finish 9 years of school¹, yet 60% of 15-to-17-year-olds are out of school and without employment, 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 or distances to secondary school. This has become even more urgent

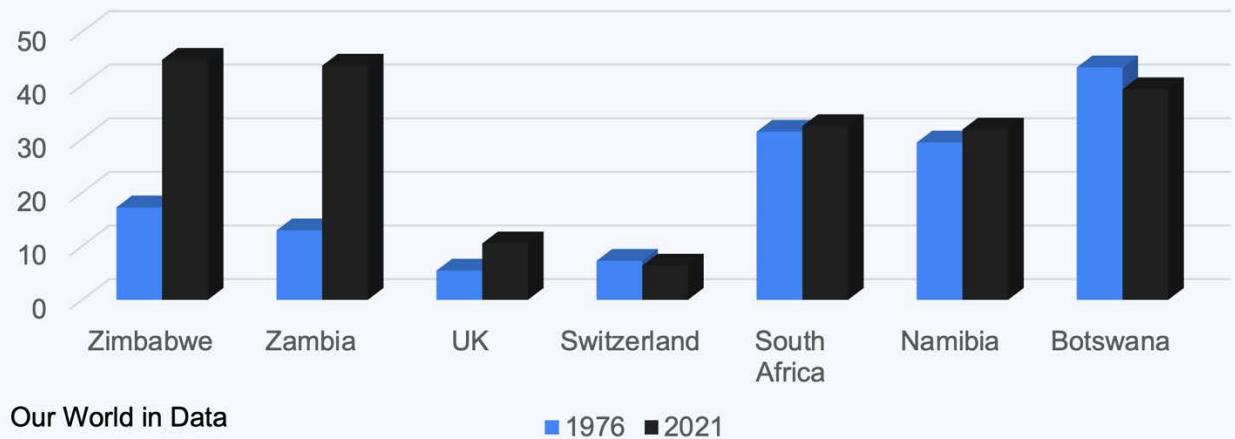
¹ Due to Covid-19 and increased school fees, this number has currently dropped to less than 60%.



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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!

Rate of youth out of education, training or work



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.

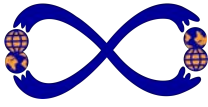
It is upon this background that we have established centers in Zimbabwe to support those in need of education as a basic human right.

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, while we collaborate with local schools and ministries and don't accept students who are able to attend government schools.

About empowermefirst

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.



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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

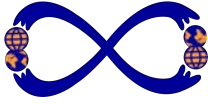
Mentorship will be provided to help students to achieve success in their careers. The program will nurture and empower students with the knowledge and skills required to achieve their dreams.

3. Life Skills Training

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

Event

We are organizing a fundraising event to celebrate Swiss National Day on the 1st of August with a dinner, dance, raffle, celebrating the achievements of this Swiss-Zimbabwean collaboration with cultural activities and 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.



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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. We will also have a raffle for some amazing prizes, and the money raised 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, international and local business community, we can achieve this goal of supporting 40 students for one year with a budget given below.

Financial

Budget

Wifi installation and Data	\$ 3,500
Solar system	\$ 1,500
Tablets / Smartphones	\$ 4,000
Coaching	\$ 3,500
Learning content, staff training, exams	\$ 4,500
Operational Costs	\$ 2,500
Technical support and maintenance	\$ 500
Total	 \$ 20,000

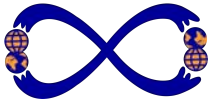
Marketing Plan

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

Expected outcomes

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, inclusivity, 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.



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The expected outcomes of this project for the communities are

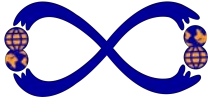
1. Increased access to online learning and improved ICT-skills for vulnerable students. The provision of laptops, computers, and Wi-Fi hotspots to disadvantaged students will increase their access to online learning and help bridge the digital divide.
2. Enhancement of students' educational outcomes. 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. Internships and work experience through semester projects will bring employability to the youth of Victoria Falls and Hwange district.

Conclusion

In conclusion, education is a fundamental aspect of human development and sustainable 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 organisations, we can provide a conducive environment, Laptops/Tablets, Wi-Fi hotspots, and other educational resources, enabling vulnerable students to access online education and give them opportunities for internships. 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.





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Your sponsorship opportunities

VIP sponsorship

Your company will feature on our posters and flyers around town, in tourist venues, safari tours, hotels restaurants and on our social media platforms as well as our website. With your VIP-sponsorship of at least \$/CHF 1'000.- you will be celebrated on stage and featured in our video of the event. We will also share the original recording with you and you'll get a report on what the funds are used for with original video and photo footage.

Prizes, presents and make an impact with your products

Furthermore, we are looking for partners to celebrate who will offer sponsorship for prizes in our raffle and to our most successful students and members.

How about a dinner or free night for two in your hotel? A two for one voucher for a day tour or any of your attractive services and products?

We will share the video of the raffle draw respectively of presenting your products on stage.

Partnerships for internships

Amongst giving our students the education they need to enter university we also are strongly focused on giving them employability skills. They're strong in ICT and problem solving, learn about entrepreneurship and about work ethics. We are also starting a French course. An important part of their learning path are internships, in which they can apply their knowledge.

Do you need a part time assistant? Why not give one of our students a chance and become a partner in our training program?

We will announce this partnership on stage.

More information and Program

https://empowermefirst.college/1_august/

Youtube: <https://www.youtube.com/@empowermefirst>

LinkedIn: <https://www.linkedin.com/company/empowermefirst/>

Facebook: <https://www.facebook.com/empowermefirst>

Contacts

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