



kefeta

ELEVATING ETHIOPIAN YOUTH



what is Kefeta?

Kefeta is a timely new youth development program in Ethiopia that is positioning young Ethiopians to lead their country to a peaceful and prosperous future.

Kefeta - which means “to elevate” in Ethiopia’s Amharic language – is creating a nation-wide network of supportive services that **empower young Ethiopians to build a new era of opportunity** in their country.

Launching as the country struggles to restore peace and create jobs at a fast enough rate to offer its young population a better quality of life, Kefeta’s emphasis on giving young people the tools and support to shape a better future for themselves offers this generation **an alternative to the fear and frustration** of the prevailing times.

The program is led by Amref Health Africa and a consortium of 19 leading local and international partners with funding from the United States Agency for International Development (USAID).



what are the challenges facing Ethiopia's youth?

A NEED FOR EDUCATION

In 2019, only 29% young people finished secondary school and 13% joined tertiary education. 2.6M youth are out of school.

CONCERN FOR GIRLS SAFETY

24% of girls report experiencing some form of physical violence and 30% report being victims to rape.

LOW YOUTH EMPLOYMENT

In 2020, urban youth employment was 25%, leading to youth on the street, adolescent girls and young women getting involved in sex work, and youth substance abuse.

HIGH RURAL TO URBAN MIGRATION:

There's a 40% increase in rural-to-urban migration and some youth have limited transferable skills, among other business environment constraints. Addis Ababa alone has 1.3M youth of which 19% are unemployed.

HARDSHIPS FOR MARGINALIZED GROUPS

Retrogressive gender and societal biases hinder young women's participation in the labor force and limit opportunities for disabled and marginalized youth.

COMMUNITY - STATE DISCONNECT

Ethiopia currently faces increasing ethnic and ideological polarization, significant violence, destruction of property, displacement, and preventable loss of lives among youth.

BUT, ETHIOPIAN YOUTH ARE GAME-CHANGERS!

Nearly 67% of the country's urban population is under 29, and 40% of the country as a whole is under 15!
Readying the youth ecosystem to accommodate this growth is paramount for the country's socioeconomic and political transformation.

**Given the opportunity, youth can lead the country to
a peaceful and prosperous future.**

why Amref Health Africa (Amref)?

With headquarters in Nairobi, Kenya, Amref Health Africa is the largest Africa-based healthcare nonprofit, serving millions of people every year across 35 countries in sub-Saharan Africa. Our priorities include strengthening health systems and training African health workers to respond to the continent's most critical health challenges.

Our approach is community-based and makes the people we reach partners, rather than just beneficiaries. Over 97% of our global staff are Africans, so we are always tackling African health challenges with African expertise.

Given Amref's longstanding partnerships in Ethiopia, we see firsthand how the exceptionally large population of youth is impacted by limited economic prospects, which are exacerbated by COVID-19 and civil war.

As Africa's largest international health NGO, we are uniquely positioned to implement Kefeta through our contextual knowledge, multi-sectoral partnerships, and approaches to position youth, youth-led, and youth-serving organizations as catalysts for systemic changes.

For this reason, we partnered with USAID to develop Kefeta to work hand-in-hand with Ethiopia's youth in amplifying young voices, especially marginalized voices, and their role in community development to create new economic opportunities that allow youth to take control of their economic futures.

Kefeta is 100% Ethiopian led by experts with rich experience in youth health, education, civic engagement, and business development and engages all sectors of Ethiopia society, including the private sector, universities, government, and civil society.

It's designed to offer supportive pathways to young people of all profiles and various experience levels (in school, unemployed, newly in the workforce, etc.).

Youth will not be mere recipients of Kefeta – they will be its co-creators, implementers, decision-makers, and leaders, allowing them to create the change they want to see.



x



what we're doing

Youth-Focused Career Services:

- Establishing **youth hubs in 18 cities** that provide social service referrals, trainings, and career and entrepreneur services.
- Launching **Career Development Centers** in partnership with Higher-Education Institutions to provide students with ongoing work readiness assistance, life skills training, coaching, and exchange forums.
- Building and supporting connections for **internship/fellowship/mentorship programs for youth** to find meaningful jobs in business.

Youth-Friendly Health Services:

- Improving **access to comprehensive, youth-friendly, and gender-sensitive health services** in the areas of sexual and reproductive health, menstrual hygiene management, family planning counseling, psycho-social support, and sexual and gender-based violence support.

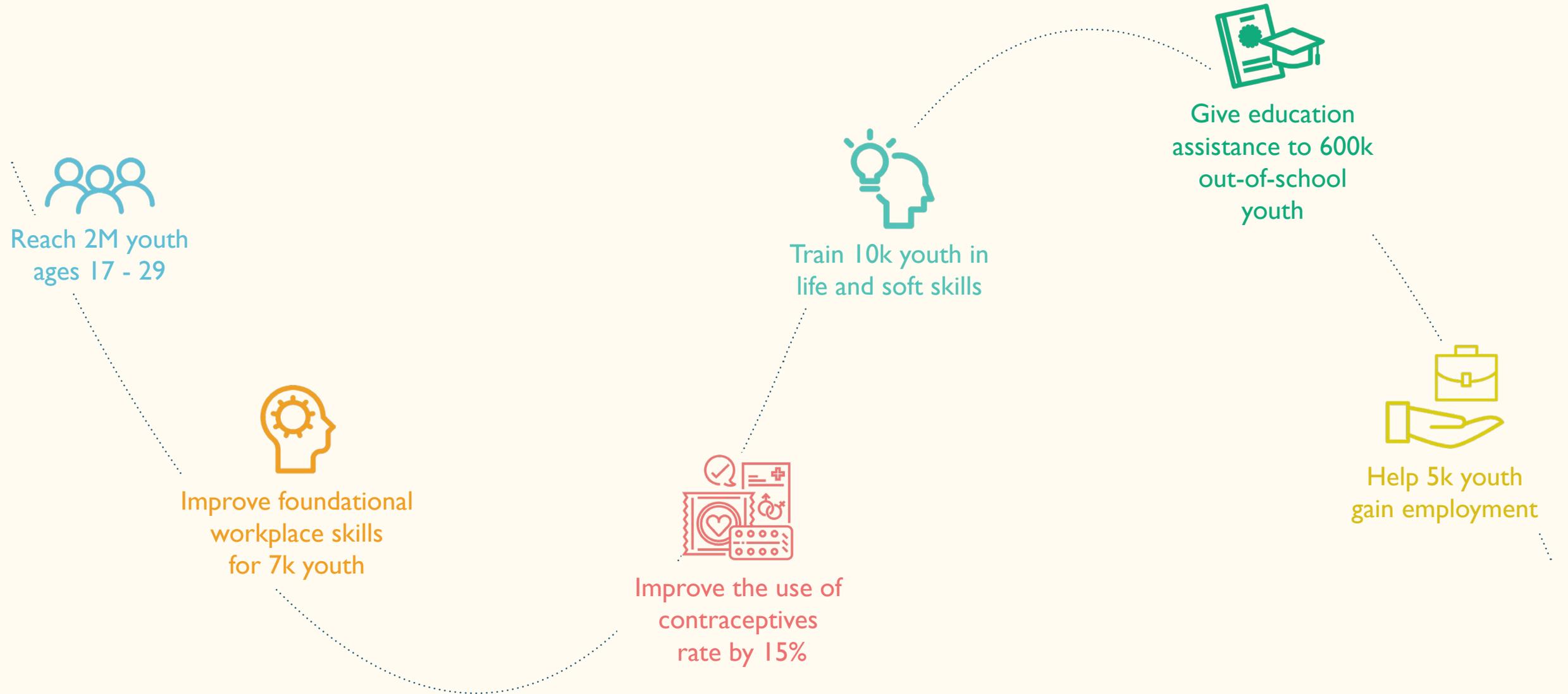
Youth-Accessible Financial Services:

- Co-creating with youth a **Youth Savings and Credit Cooperative (SACCO)** to develop attractive loan packages.
- Ensuring young women and other disadvantaged young people are **equally given financial opportunities**.
- Establishing a **youth empowerment fund** that will provide social impact grants to young people.

Youth-Led Enterprises

- Turning selected interventions and **end products into enterprises** to ensure the **development of permanent platforms**.
- Incorporating a **built-in business incubation arm** that will support potential entrepreneurs.
- Mentoring youth coalitions to **accelerate and scale up successful models**, through training programs at youth community centers.

anticipated results



SOCIAL IMPACT INVESTMENT OPPORTUNITY

Youth Empowerment Fund (YEF)

Kefeta's Youth Empowerment Fund drives youth leadership, ownership, and innovation. It is the first Fund in the country that specifically targets grants and loans to spur youth advocacy and job creation, and is co-owned, led and directed by young leaders.

Grant-Making

The Fund's grant-making arm awards **seed grants, ranging from \$5,000 - \$50,000**, to create new youth groups, build youth hubs and expand their services. It also offers **matching grants** to support youth groups backed by local partners to launch initiatives in their communities.

Loan-Making

The YEF's loan-making arm is a **Savings and Credit Cooperative (SACCO)** that provides young entrepreneurs low-interest loans to start or grow their businesses. Young people buy and own shares in the SACCO and their equity contribution and mandatory savings help to sustain the Fund over time. The SACCO offers loan options designed to account for the varied growth and development needs of youth-led businesses across the country and are linked to existing Ethiopian mobile banking services, providing easy to access across the country.

At least **half of all loan recipients will be young women and vulnerable youth** who have great potential to drive local business growth but have historically had limited access to capital. SACCO loans are projected to benefit up to 150,000 young Ethiopians by 2025.

Youth Empowerment Fund (YEF)

Amref seeks to raise \$1 million from donors to unlock a 10 to 1 match of \$10 million from USAID.

\$1,000,000 WILL HELP US:

Set a healthy foundation, allowing the Fund to reach nearly **15,000 young leaders** with financing in its opening year.



Leverage the **long-term funding stream** needed to establish the Fund as a game-changing nation-wide lender promoting quality jobs and resilience for youth.

The YEF will support a wide array of ideas and initiatives. Illustrative examples include:

Formation of a new multi-ethnic youth peace-building club

Youth drives to rehabilitate local schools and clinics

Financing to launch youth apprenticeship programs

Expanded vocational training programming

Micro-loans for young entrepreneurs to add capacity and create jobs

why support Kefeta's Youth Empowerment Fund?

INVESTING IN YOUTH DEVELOPMENT IS ONE OF THE MOST
POWERFUL WAYS DONORS CAN RESTORE HOPE AND
IGNITE CHANGE FOR THIS GENERATION.

learn more at: amrefusa.org/kefeta





kefeta

ELEVATING ETHIOPIAN YOUTH

TO LEARN MORE OR FOR WAYS TO DONATE

kefeta@amrefusa.org

