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*Empowering Youth. Transforming Lives. Building Futures.*

## WORLDLINK YOUTH EMPOWERMENT SERVICES TRUST (Worldlink-YES) PROFILE

### 1. Who We Are

Worldlink Youth Empowerment Services Trust (Worldlink-YES) is a registered nonprofit organization dedicated to empowering young people through **skills development, entrepreneurship, leadership training, and community engagement**. We believe that investing in youth is key to **socio-economic transformation and sustainable development**. By equipping young people with relevant skills, resources, and opportunities, we foster self-reliance, innovation, and active participation in community and national development.

### 2. Our Vision

*A society where young people are empowered to lead, innovate, and drive sustainable development.*

### 3. Our Mission

To inspire, equip, and empower young people through **skills development, entrepreneurship support, mentorship, and community engagement** for sustainable socio-economic transformation.

### 4. Our Core Values

- Empowerment:** Enabling youth to shape their futures.
- Integrity:** Upholding honesty, transparency, and accountability.
- Innovation:** Promoting creativity and problem-solving.
- Collaboration:** Working with partners to amplify impact.
- Sustainability:** Advocating eco-friendly and community-centered initiatives.
- Inclusion:** Embracing diversity and ensuring equitable opportunities

### 5. Key Focus Areas & Flagship Programs

#### a) Youth Entrepreneurship & Financial Inclusion

- **Business Skills Training** – Equipping youth with knowledge in business management, marketing, and financial literacy.
- **Access to Funding** – Facilitating connections with microfinance institutions, cooperatives, and startup funding opportunities.
- **Agribusiness Development** – Training in modern farming techniques, agribusiness management, and digital marketing.

## b) Climate Action & Sustainability

- **Environmental Stewardship** – Engaging youth in climate action projects such as afforestation and conservation.
- **Eco-friendly Innovations** – Supporting green startups through mentorship, funding, and incubation hubs.
- **Sustainable Agriculture** – Promoting organic farming, regenerative agriculture, and climate-adaptation techniques

## c) Leadership, Civic Engagement & Governance

- **Youth Leadership Training** – Building confident and responsible young leaders through mentorship programmes.
- **Civic Education & Policy Advocacy** – Empowering youth to participate in governance, elections, and policy discussions.
- **Community Engagement** – Encouraging youth to take active roles in local development and decision-making processes.

## d) Creative & Sports Development

- **Creative Incubation Hubs** – Supporting young creatives in film, music, visual arts, and digital entrepreneurship.
- **Talent Development Programs** – Organizing talent search events, artistic showcases, and sports tournaments and leagues.
- **Community Sports Academies** – Establishing centers to nurture young sports talents and promote career development in athletics.

## 5. Target Groups

Our programs are designed for:

- Youth aged 15–35 years
- Young girls and women
- Persons with disabilities (PWDs)
- Youth-led startups, cooperatives, and community-based organizations

## 6. Partners & Stakeholders

We work with:

- **Government:** National and county agencies supporting youth programs.
- **NGOs & Civil Society:** Organizations focused on climate action, economic empowerment, and youth advocacy.
- **Private Sector:** Agritech firms, financial institutions, and creative industry players.
- **Educational Institutions:** Universities, vocational centers, and research institutions
- **International Development Partners:** UN agencies, donor organizations, and global youth networks
- **Sports & Creative Economy:** Sports federations, talent academies, digital platforms, and creative associations

## 7. Organizational Structure

- **Board of Trustees** – Provides strategic oversight and governance
- **Advisory Council** - Provides strategic advice, technical support, and networking opportunities
- **Executive Director** – Leads the organization and oversees implementation.

- **Programme Manager** – Leads program development, implementation, and evaluation.
- **Finance & Administration Manager** – Oversees budgeting, financial reporting, and administrative functions
- **Partnerships & Resource Mobilization Manager** – Leads donor engagement, fundraising, and sponsorships.
- **Communications & PR Officer** – Manages branding, public relations, and media engagement
- **Monitoring & Evaluation (M&E) Officer** – Tracks the impact and effectiveness of programs
- **Youth Leaders & Volunteers** – Engage in grassroots mobilization and outreach initiatives.

## 8. Why Partner with Us?

Worldlink-YES is committed to **scaling impact through strategic partnerships**. By working with us, you contribute to:

- Empowering young entrepreneurs and job creators.
- Driving sustainable development through youth-led innovation.
- Enhancing youth participation in governance and leadership.
- Building climate resilience and promoting eco-friendly initiatives.
- Strengthening financial inclusion for youth and underserved groups.

## 9. Contact Us

- **Office Location:** Santa Plaza, Suite 101, Ngong Rd., Nairobi
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*Join us in empowering youth, transforming lives, and building sustainable futures!*