

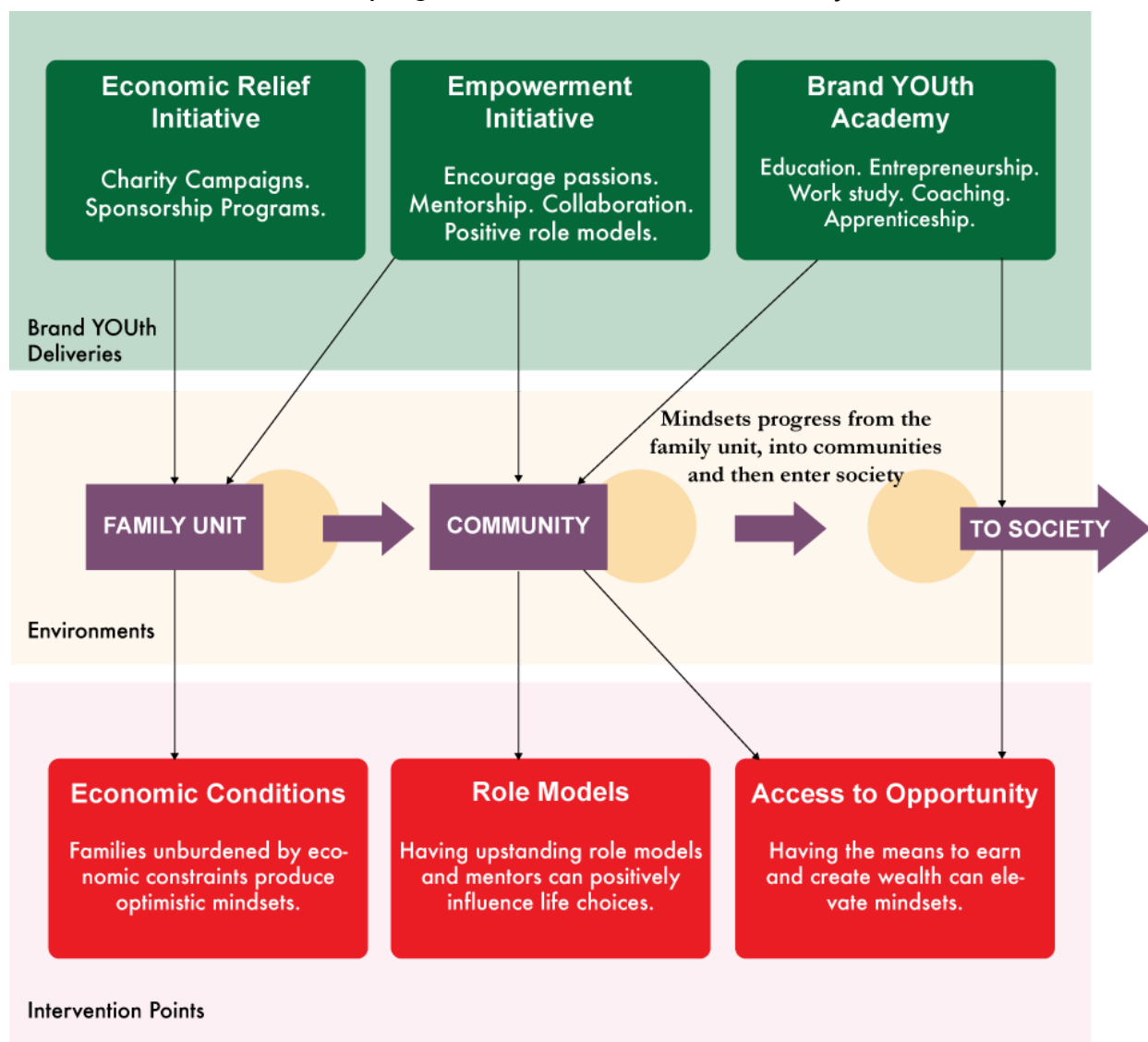
Brand YOUth

Impact Strategy 2021

Brand YOUth’s Economic Relief Initiative, Empowerment Initiative and the Brand YOUth Academy target mindsets, livelihoods, communities, and society through three intervention points – economic conditions, role models and access to opportunity.

The Brand YOUth Impact Strategy Model

Shaping Mindsets for a Better Society



Brand YOUth

Impact Strategy 2021

Economic Relief Initiative

Charity Campaigns. Sponsorship Programs.

Target those who are unable to access opportunities and can't earn a decent living to provide for their families. Inject economic relief to protect families from certain economic details. Protecting children from economic details can make a positive difference in their confidence and self-esteem.

Empowerment Initiative

Encourage passions. Collaboration. Role models. Mentorship. Target families who lack the skills to really engage, earn, and capitalize on opportunities.

Capitalize on Brand YOUth's entrepreneurial prowess to create benefactors out of beneficiaries. Create opportunities through community-level entrepreneurial endeavors.

Brand YOUth Academy

Education. Entrepreneurship. Work Study. Coaching. Apprenticeship.

Elevate mindsets by preparing young people for the job market, to be better citizens and leaders in their communities, and to become purpose-driven entrepreneurs.