



Building Bridges, Passing Batons

WHY?

Brand **YOUTH**

from ME to WE

TRANSFORMING GUYANA BY ALL FOR ALL



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Transforming Guyana by All for All

*“To be the cover on the **Regional Book of Excellence**, we set out to be more than just a Bookmark, to give more, collaborate and innovate more, and dare to be better than our best.” ~ Selwyn Collins*

Brand YOUth Global Inc. came out of a vision to see gender equality become the norm in Guyana, the end of hunger and poverty, and that Guyana rises to its full potential to become the bread-basket, financial epicenter, and the 'Silicon Valley' of the Region.

Our mission is to elevate mindsets and empower individuals for sustainable socio-economic upliftment. At the core of our **mission** is to **help eradicate poverty and reduce hunger in Guyana** through education, entrepreneurship, and inclusive wealth building. The resulting economic growth will help to provide sustainable jobs and **promote equality**.

Brand YOUth embraces three of the United Nations' Sustainable Development Goals (SDG) **to end poverty, reduce hunger, and accomplish gender equality everywhere by 2030.**

With a **vision** of a more developed and sustainable Guyana, economic prosperity for all, and national unity, we realize that Guyana can only achieve these sustainable development goals if there is a **national movement of inclusiveness, sustainable development, and leaving no one behind**. If we are to achieve the **UN's number one SDG to end poverty in all its forms everywhere by 2030**, then we must encourage young people to make a habit of self-improvement and helping others.

Rooted in Conversations, Collaboration, Community, Capital, and Celebration, Brand YOUth stands on four core values: **integrity, diversity, respect, and drive**. Our values define our interactions within Brand YOUth and radiate outwards. This means we foster a culture that determines how we function as an organization, how we govern ourselves, and our approach to community development, and solving community issues.

Brand YOUth Global Inc.

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Imagine a Guyana where young people are motivated to interact with those who are different in beliefs, gender, politics, ethnicity, sexual orientation, and/or religion.

How do we work?

“Build, Activate, Deliver.” - Our mantra sits at the core of the Brand YOUTH movement. We support the idea of developing and maintaining networks of good relationships, strengthening those bonds, and working together for the benefit of all. It also represents Brand YOUTH’s commitment to transforming Guyana by building inter-generational bridges, uniting the experience and wisdom of age with the agility and energy of youth.

Where did it begin?

It began in 2016 when I created a special program on Sunday afternoons and started inviting young people on my webTV broadcast to share their stories, and their failures and triumphs. I had become angry that members of the Diaspora were denigrating Guyanese youths at home.

Where did you go from there?

Commit to elevating young minds and encouraging youths to be purpose-driven and service oriented. We believe that if we inspire young people to develop their personal and professional brand, be committed and innovative, and aim for excellence, they will fulfill their highest and most authentic expression of themselves and give back to their communities and country.

- On January 19, 2018 Brand YOUTH hosted its inaugural event, **‘Emerging Through Generations,’** a Women's Empowerment Forum at the National Cultural Centre.
- On March 8, 2018, Brand YOUTH hosted International Women’s Day (IWD) Forum.
- On April 25, 2019, Brand YOUTH hosted its inaugural Forty Under Forty Entrepreneurial Awards event, **‘Building Bridges, Passing Batons.’**
- On November 9, 2019, Brand YOUTH hosted our first Tax Forum. A conversation on taxation with the aim of influencing tax reform to further drive the economy.

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What we want most of all is to push an innovative-based economic agenda to help bring an end to poverty in Guyana.



Why these young people? Why bother?

Young people in business deserve respect and recognition for their efforts in entrepreneurship, but we must give them the tools and encourage them to make sure Guyana gains global recognition through sports, music, technology, and innovations. They will transform this nation if given the support.

Brand YOUTH sees an opportunity to revolutionize how we collaborate and partner, and to create an **inter-generational bridge** by bringing together the agility of young achievers with the reach of leading influencers. This kind of action can unlock entrepreneurial talent and unleash the innovative power necessary to tackle some of Guyana's huge problems.

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“When we come together in a spirit of love to celebrate others, creativity and unity happen, opening up the potential for everyone to benefit and grow.”

How do you build a One Guyana without poverty or hunger?

Brand YOUth intends to leverage all available resources to promote community development by adopting problems to solve as Brand YOUth projects, and developing meaningful initiatives to encourage businesses, civil societies, non-profit organizations, and private citizens to help create and nurture Youth leaders. Our efforts can help spread youth entrepreneurship and unite resources with ideas.

How does Brand YOUth relate to Diversity?

Diversity is of huge importance. This is why it is one of our core values that informs how Brand YOUth conducts itself, especially how we recruit and accept members into our community. We do not care about gender, ethnicity, religion, sexual orientation, or political affiliation. We look for a person’s patriotic quotient. *Where are they on the Patriotic Index? Are they service-minded? Do they believe in a Guyana for ALL its citizens?* If they check all those boxes then they are welcome to join Brand YOUth.

YOUth Matters?

Young people bring about sweeping change when they decide they have had enough and dare to try what has never been tried.

It’s worthy of mention that young people don’t need to wait for an opportunity or idea to hit them, but start building their future now. While it is true that after graduating, young Guyanese have fewer opportunities in the job market, some have taken the ‘jaguar by the jaw’ and gone on to become successful entrepreneurs.

The reality that confronts many young people is that competition is tough, capital is scarce, and education is expensive. So, recognizing them for their accomplishments and innovation is paramount. Believing that young people are our future is meaningless if we do not make concrete efforts to give them the tools.

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“A nation's true power comes from merging the agility of youth with the experience of the mature.”

Diversity and Inclusion

One Guyana

We affirm diversity and inclusive excellence to be integral to the development of Guyana. It is important that we find ways to build cultural, generational and socioeconomic bridges. Equally important, is to encourage young people to make a habit of excellence, integrity, self-improvement and empowering each other. Guyana's future lies in people who put country first and place a high value in each other.

Leave no one behind

Brand YOUth is committed to building a platform upon which a solution to the culture of polarization, poverty, and racism can be agreed upon and implemented. We are building a culture of inclusiveness.

Imagine a Guyana

Imagine a Guyana where young people are motivated to interact with those who are different in beliefs, gender, politics, ethnicity, sexual orientation, or religion. **Imagine** a Nation whose young people are determined to make a difference and committed to Guyana, community, and excellence. **Imagine** if they have more resources, are taught and encouraged to be more resourceful. Let's encourage them to reject [cannot-ism], pessimism and racism, and embrace [Guyana-ism].

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Women Of Brand YOUTH (W.O.B.Y.)

W.O.B.Y. is a leadership empowerment platform to promote girls' and women's leadership, build confidence, provide valuable exposure, and teach them the skills to achieve personal growth. Our focus is developing **HER** capacity with the aim of being successful entrepreneurs or working women.

We intend to lead by example by mobilizing women's leadership, develop a sustainable economic strategy, and promote dignity and justice for all.

This is a group of purpose-driven individuals who are willing to serve. They believe in the Brand YOUTH's vision and, in some way, have contributed to their communities, their families, places of work, or studies. Committed, driven, and respectful, they understand it's not only about personal benefits but using their knowledge and skills to empower others and fulfill needs.



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International Women's Forum 2022

Uniting Purpose with Experience, Knowledge, and Influence



Having created W.O.B.Y. to foster a women's empowerment movement within Brand YOUth, we realized we needed to encourage deeper discussions on women's issues. It meant going beyond the usual topics, so we decided to host an International Women's Forum. A series of conversations on women leading the way for economic empowerment, development, and inclusive leadership.

This forum aims at attracting empowering speakers and thought-leaders to highlight women's voices and visions, ensure

meaningful and impactful engagements, stimulate intergenerational conversations, and create relationship opportunities.

Brand YOUth hopes these conversations will provide a pathway to educate and empower women and girls, encourage the exchange of ideas and provide partnership opportunities for the Women Of Brand YOUth (W.O.B.Y.).



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“Constantly, it must be asked, ‘what are the skills required here and now to build Guyana’s future?’ ” ~ Evie Kanhai-Gurchuran

*“The ideas of a single person can revolutionize the advancement of civilization. There is a certain dynamic that rewards that value.”
~ Eldon Marks*

Entrepreneurship is all about spotting opportunities and developing appropriate solutions that people appreciate and are willing to profitably reward you for. ~ Dr. Vishnu Doerga

*“Whilst each of us requires individual growth in aspects of our lives, no one is an island. Generally we are stronger together than apart.”
~ Dr. Samantha Tross*

"Look around you. Ask: what does Guyana need? Find that need. Fill that need. Remember to empower others along the way. Don't chase money: money is the by product of the value that we create. Business must be about profits but profits must have a purpose." ~ Dr. Rosh Khan

*“Greatness finds us when we come together in unity for the benefit of all.”
~ Mr. Selwyn Collins*

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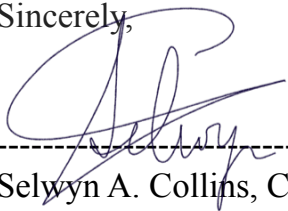
Dear Friend of Brand YOUth Global,

*I see young Guyanese **purpose-driven** entrepreneurs today, and it strengthens me. They are creative, community minded, committed, and resourceful. This attitude of getting things done and their action-oriented mindset convinced me that there is a way to help eradicate **the poverty mindset** and develop Guyana for ALL its citizens. Leveraging the collective potential of the **purpose-driven** entrepreneur to solve some of society's problems became the mission.*

Our objective is to build a community of these like-minded young people, activate their potential, and deliver the value of that potential to society in the form of transformative movements.

A single purpose-driven entrepreneur can change the world. Imagine what a community of them can do. This is Brand YOUth!

Sincerely,



Selwyn A. Collins, CEO
Brand Youth Global, Inc.



Brand YOUth
supports the SDGs



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