

Golden Future Information Brief



GOLDEN FUTURE

“Empowerment Today for a Brighter Tomorrow”

ABOUT THE SOUTH AFRICA PROJECT

Golden Future is an outreach project aimed at improving the lives of youth and vulnerable communities in Cape Town, South Africa. Student volunteers travel to impoverished communities promoting entrepreneurship and self-sustainability and create awareness of government initiatives and business laws. The project also discusses issues including HIV and AIDS, life skills, post-secondary education, and the importance of community engagement. Recognizing the enormous and prevalent needs of diverse communities in Cape Town, Golden Future collaborated with students from University of Windsor, University of Alberta and University of Cape Town to launch this project.

The project continued to evolve into 2010 and 2011 where more than 30 executives worldwide joined Golden Future in its goal of establishing a sustainable program and focused plan. In May 2010 and again in 2011, the group of student volunteers from the University of Windsor and University of Alberta worked with Usasazo high school, a local high school in the impoverished community of Khayelitsha and volunteered at a local mobile health clinic. Student volunteers prepared materials and developed workshops for various health awareness and life skills workshops. These workshops engaged students in valuable discussions and encouraged examination of some of the challenges they face within their communities. The student volunteers implemented workshops through interactive physical activities, intellectual discussions, training sessions, and mentoring. Student volunteers also conducted research and development to further enhance the project and engage with the larger communities around Cape Town. In 2012, bringing a full group of student volunteers from the University of Alberta, Golden Future was able to permanently expand to a second high school in need: Sizimisele. During this trip, professionals from Toronto were also incorporated so as to broaden the scope of reach and effectiveness of the Golden Future team. Progressing forward, relationships have been set up with a local HIV clinic, daycares, and mobile medical clinics to supplement the volunteer work being done in the high schools.

CURRENT SITUATION

Incorporating the values of Golden Future and enabling all students to reach their full potential are of paramount importance to this project. As our student volunteers and the youth aspire to motivate and be inspired, it is with great enthusiasm that they hope to extend such values to communities globally. Through the Golden Future project, students from various walks of life are coming together to foster friendships and relationships that emphasize self-worth, self-improvement, and excellence. Golden Future aims to nurture and support various communities in South Africa by creating sustainable projects, which will provide student volunteers the opportunity to become community leaders of tomorrow globally.

Currently, student volunteers are already actively planning and building the fourth phase of this project. They are developing fundraising initiatives and reshaping program modules to be implemented in South Africa. They are planning on expanding the project beyond the Khayelitsha community and engaging in further research and development of the needs of vulnerable communities in South Africa.

OVERALL AIMS OF GOLDEN FUTURE

- Help foster and promote sustainable change in Cape Town by emphasizing:
 - Personal health awareness
 - Self-esteem
 - Self-empowerment
 - Economic sustainability and growth
 - Entrepreneurial thinking and providing information on South African Federal grants and loans
 - Raise awareness about HIV/AIDs in the hopes of decreasing spread of HIV/AIDs, unwanted pregnancies and instances of children left in orphanages.
 - Foster social responsibility and community development initiatives.
 - Expand the project to other cities in South Africa including Durban & Johannesburg.

THE INVESTMENT

BUILDING RELATIONSHIPS

The Golden Future project has started many loyal and long lasting relationships that will continue to be built upon. The efforts of sponsors, students, South Africans, and those touched by this project, will culminate into lifelong special relationships and memories. Sponsorship provides the unique opportunity to involve current and prospective clients and other stakeholders.

SOCIAL AND CORPORATE RESPONSIBILITY

Social and corporate responsibility is a rising concern among many consumers. The Golden Future project is dedicated to encourage organizations to set themselves apart from competitors and become global leaders by supporting change and innovation in diverse communities. Sponsorship in the Golden Future project provides you with the opportunity to enhance your organization's public image and positioning by affiliating it with community fostering events and associated media coverage.

FUTURE GENERATIONS

It is today's youth that will lead the world of tomorrow. It is each generation's responsibility to develop, train, and invest in the leaders of tomorrow, creating a promising and brighter future. The Golden Future project allows today's youth to build strong leadership skills and set a global example of social responsibility, humanitarianism, and positive change.



ABOVE: Pictures taken in Khayelitsha (outside of Cape Town), South Africa
Top to Bottom (left to right):

1. Impoverished settlements stretch out for miles outside the city of Cape Town.
2. Young children in town of Khayelitsha.
3. Students playing a game taught by the students of Usasazo high school.
4. A new laser printer, paper, and toner cartridge for Usasazo High School, purchased through donations from Canadian donors.
5. The micro-enterprise group in the community of Khayelitsha (at a daycare), providing information and feedback on business practices.
6. Donated T-Shirts (among many other donated supplies) given to Usasazo students.

BELOW: Student volunteers at Usasazo High School,
Cape Town, South Africa



“I was given from this project the opportunity to learn from and about a different culture and group of students. It truly opened my eyes to the challenges that these students face not only in their community but within their educational system. This project opened my eyes to what a group of volunteers can give to a group of learners as well as what they can give to us.”

“This project has reminded me of my purpose and my desire to pursue the journey that I am on. It has reminded me that the impossible doesn’t exist; only merely possibilities and opportunities for growth.”

“This opportunity reaffirmed all of my reasons for being a part of this project this year as well as for many more years to come. I feel very privileged to have met these students and to be part of such an amazing project that/whose main focus is the learners in the high school; and which is trying to reach them in any ways that we can.”

BELOW: Student volunteers at Usasazo High School, Cape Town, South Africa.



“By talking to the learners I felt I have empowered a portion of their lives.”

“I have learned so much about South Africa and Khayelitsha and how the people live. I have been inspired and empowered to continue to work with Golden Future because of my experiences.”

“I believe that because of the project, systematic changes will take effect, the results of which will manifest in time and certainly in our absence.”

“The Golden Future experience has changed the way I think about my life and has made me a more selfless person and I am eager to continue helping.”

“Golden Future has opened my eyes to world issues and has changed my life for the better. I would love to do this next year with more motivation and emotion.”

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