



**S**ound - **M**inds - **A**ccepting - **R**eal - **T**ruth  
making **WISE** and **INFORMED** choices, **TRANSFORMING** lives



**S-M-A-R-T** Girls  
**S-M-A-R-T** Boys

making **S-M-A-R-T** choices



Transform Smart NPC  
2015/169766/08

**YOUTH**

**TRANSFORMING** lives  
Embracing the **GIFT** of **LIFE**  
Living **PURPOSEFUL** lives

**EMPOWERMENT & DEVELOPMENT** Program

**S-M-A-R-T** Youth Transformation

Empowering, Equipping, Educating, Mentoring & Motivating **YOUNG** People  
[www.smartyouth.co.za](http://www.smartyouth.co.za)



# Establish an ENVIRONMENT of transforming

lives of youth, men and women, as well as education, communities, business, and government



IS  
GOVERNMENT  
HERE TO SERVE  
MAN  
OR IS MAN HERE  
TO SERVE  
GOVERNMENT?



Transformation SA,  
extending to Africa  
Incorporating  
S-M-A-R-T Youth

## VISION

To EMPOWER people, especially Young people - Equipping, Educating, Developing, Mentoring and Guiding them across racial and cultural barriers - transforming their respective environments to a educated, skilled, healthy, and peaceful society for all members of the family and community.

## MISSION

Enable TRANSFORMATION in people's minds and hearts - by accepting and loving one another, caring for one another, assisting one another to reach their full potential, enabling people to successfully overcome all moral, social, and life issues that confront them and their families on a daily basis.



# The terrible **REALITY** that confronts **Young People** in Schools/Colleges/Universities

**Negative Peer Pressure** causes much harm and destruction in Schools, Colleges, Universities, & communities across SA - **destroying YOUNG people's lives every day.**

- Anger, Gang Violence, and all forms of Abuse
- Rejection, Racism, Xenophobia, and Bullying
- Manipulation and the Need to "FIT-IN"
- Tobacco Addiction/Dependency
- Alcohol Addiction/Dependency
- Drug Addiction/Dependency - as well as Drug Runners selling drugs
- Promiscuous Sexual Behaviour - including Rape, Prostitution & Sex Trafficking
- STD's, STI's and HIV/AIDS
- Teenage Pregnancies
- Risky Abortions and Self-Harm
- Harmful and angry Music
- Dysfunctional Families and Communities
- Depression, Hopelessness and Suicide
- Destruction and Death
- Drop-Outs

**2 IN 3 SEXUALLY ACTIVE YOUNG PEOPLE WILL GET AN STD BY THE AGE OF 25 MOST WILL NOT KNOW IT**

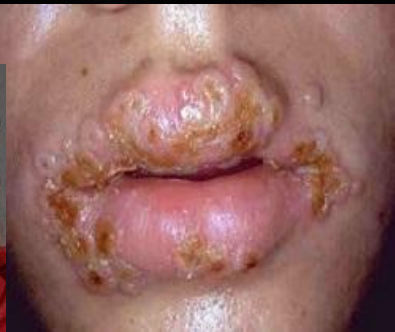
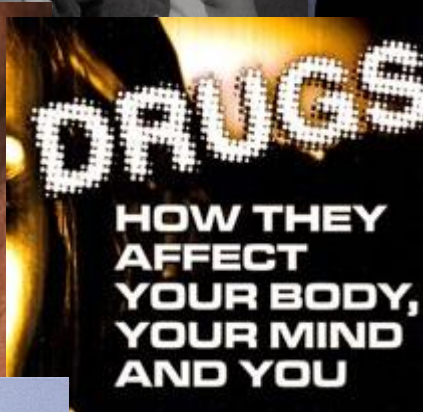
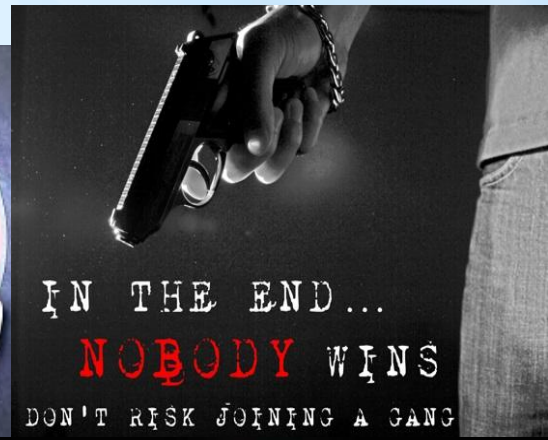


**YOU can help us to MAKE a DIFFERENCE!**



# We have the SOLUTION to address the challenges that confront our YOUTH every day

And you didn't even want to go out last night.





# Some ALARMING STATISTICS

A survey published this week claimed that a third of South African adults are regular drug users, dagga use has risen by 11% in the past year and the use of methamphetamines by a staggering 88% ([Africa Check 28/03/2013](#)). [Let's remember that drug abuse normally starts at a very young age - at school].

The National Council on Alcoholism and Drug Dependence says statistics show that drug abuse is on the rise particularly among youngsters in South Africa. Marijuana and alcohol are among the most commonly used drugs in South Africa ([SABC 26/06/2013](#)).

1 in 10 in SA has addiction problem ([health24.com 19/06/2013](#))

Half of SA teens drink alcohol ([news24 Feb. 2012](#)) - closer to 2 out of 3 teens drink alcohol (in 2015).

“in developing countries, STDs and their complications are amongst the top five disease categories for which adults seek health care. In women of childbearing age, STDs (excluding HIV) are second only to maternal factors as causes of disease, death and healthy life lost” ([avert.org](#)).

“South Africa has a huge teen pregnancy problem - one in three girls has had a baby by the age of 20,” David Harrison, Chief Executive Officer of [LoveLife](#), South Africa's largest youth-targeted HIV/AIDS campaign, told IRIN.

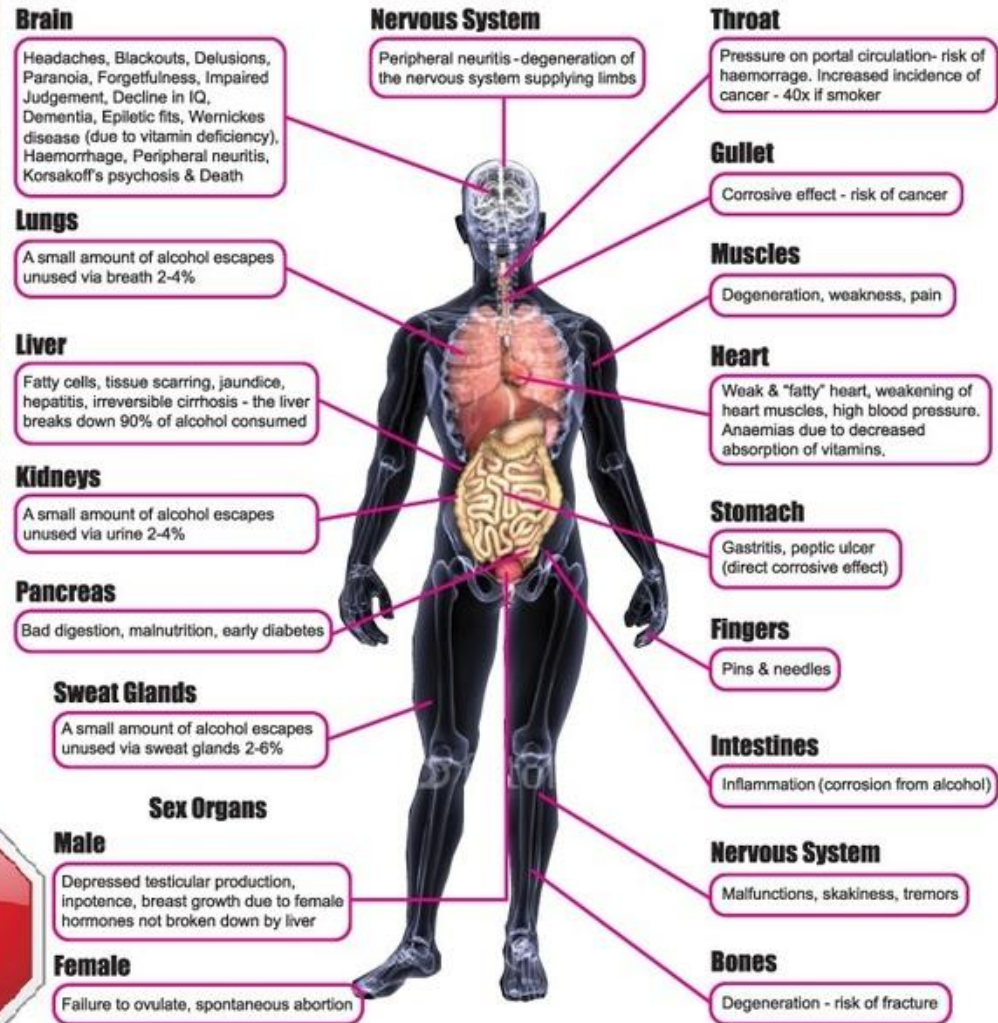
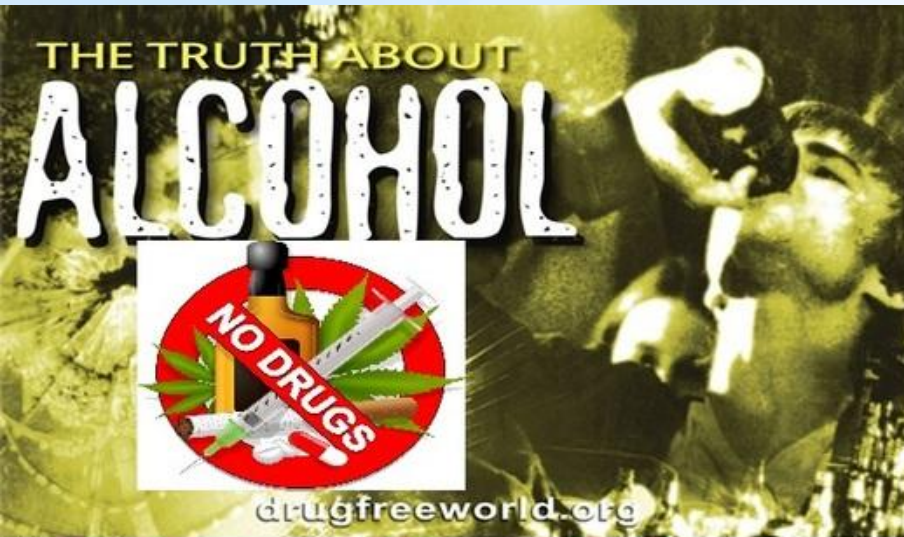
According to the ([Mail and Guardian](#)) weekly newspaper, 40% of all pregnancies in the country are girls younger than the age of 19. It cites reasons for this ranging from unavailable contraceptives, to lack of sex education at school and home.

The ([Department of Health](#)) on Thursday said it is alarmed at the number of abortions in South Africa during the 2012/2013 financial year. Speaking in Parliament, Minister Aaron Motsoaledi said 89,000 abortions took place at public hospitals alone.

Based on its sample of 36,000 women attending 1,445 antenatal clinics across all nine provinces, the Survey estimates that 29.5% of pregnant women (aged 15-49) were living with HIV in 2011.



# ALCOHOL is a MIND-ALTERING, DEPRESSANT DRUG, which adversely affects the brain development of YOUNG PEOPLE - involving MEMORY, LANGUAGE SKILLS, PROBLEM SOLVING and CONCENTRATION (University of California) . . .





## Common STIs in Teens



Up to 40% of women with untreated chlamydia will develop pelvic inflammatory disease. **Chlamydia** can also cause prematurity, eye disease, and pneumonia in infants.

**HPV** causes genital warts and subclinical infection with no symptoms. There is currently no treatment for subclinical HPV and the disease can lead to cervical, penile, and anal cancer.



**Gonorrhea** is a major cause of pelvic inflammatory disease, infertility and tubal pregnancies in women.



## Effects of Marijuana Use

### Immediate Effects of Marijuana Use

- Inability to think or speak clearly
- Difficulty paying attention
- Loss of short-term memory
- Lack of coordination, slowed reaction time
- Increased heart rate and appetite
- Unusual sensitivity to sights and sounds
- Sadness or fearfulness

### Long-Term Effects of Marijuana Use

- Problems with normal body development in young users
- Damage to lung tissue and the immune cells that fight cancer
- Feelings of anxiety and panic
- Possible psychological dependence
- Possible inability to have children

**THE TRUTH ABOUT DRUGS**

Drugs destroy and ruin millions of lives every year. What should YOU know about them?

Ecstasy  
LSD Speed  
Cocaine  
Marijuana

[drugfreeworld.org](http://drugfreeworld.org)



# Transformation SA



S-M-A-R-T



Girls / Young Ladies

S-M-A-R-T



Boys / Young Men



Pierre started working with Youth in 1999. In mid-2002, he got involved in community transformation, working with people from all walks of life - from the poorest of the poor - to churches - businesses - NGO's - schools, and the Mayoral offices. He counselled, reached out to, and inspired thousands of youth across many schools, also reaching out to many of their families. He mentored many youth, as well as some of their parents. He has been involved in many community upliftment initiatives since 2002, reaching out to the destitute and hopeless, working alongside many Schools, NGO's, the SAPS, Correctional Services, Child Welfare, Child Protection, and the Dept. of Justice. He assisted the Dept. of Justice and the SAPS with counselling of family members who were traumatized by domestic violence. He was actively involved in the Drug-Child Programme in Mogale - counselling, inspiring, and mentoring hundreds of youth, abusing substances. In 2008, he initiated and formed a regional school prayer & support group. During 2008, he co-founded Transformation SA Mogale - a community transformation initiative (NPO), focussed on social transformation and moral regeneration - in communities across South Africa. They organized several projects, including among others a "Kids Olympic Games", and "Heartlines-comes-to-town". They approached the Dept. of Education with a life-skills program in 2010, and 1000 previously-disadvantaged individuals were equipped with life-skills. Since then, Pierre has founded Transformation SA & Smart Youth. He has been involved in rolling-out and managing life-skills programs, in partnership with several stakeholders. He is also a part-time Educator @ ABET.



# Phase 1

## Intervention and Prevention [Life-Skills] Program

**YOUTH** Life-Skills  
COPYRIGHT  
EMBRACE the GIFT of LIFE

**S-M-A-R-T**  
TRANSFORMATION  
COPYRIGHT  
PROTECTED  
[www.smartyouth.co.za](http://www.smartyouth.co.za)  
[www.transformationsa.co.za](http://www.transformationsa.co.za)

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**S-M-A-R-T** YOUTH  
Making **WISE** choices

**Transformation SA**, and **S-M-A-R-T Youth** aim to empower schools/colleges/universities and other Youth Institutions, by equipping learners through the most comprehensive Life-Skills Program for **YOUNG PEOPLE** in South Africa.

Our program is backed by 16 years+ experience - working with young people from all walks of life. Our dedicated team of well-equipped individuals are committed to love and serve our precious youth - guiding them to \*living\* lives of purpose, empowering them to transform their respective peer groups.

Our proposed services are **NOT** presented from a religious perspective, and are **OPEN** to **ALL LEARNERS** from the age of twelve (12) - irrespective of their background, culture, race, gender, or religious orientation. Our services can be presented in both English & Afrikaans. We will **ADDRESS ALL** the **CORE ISSUES** that **CONFRONT** our **YOUTH** every day, including: **Peer Pressure > Rejection > Anger > Racism > Xenophobia > Divorce & Absent Parents > Rebellion > Gangsterism > Crime & Violence > Dating & Rape > All forms of Abuse > Smoking > Alcohol Abuse > Substance Abuse > Boredom > Sex, STD's, STI's & HIV/Aids > Eating Disorders > Pregnancy & Abortion > Self-Harm > Music & its effects > Sport Education > Depression & Suicide > Drop-Outs > Moral Values > Pursuing their Purpose.**



# Recruit, Interview, Screen, Train, and Appoint LIFE-COACHES - to present **Life-Skills Program** to YOUTH



## YOUTH with PURPOSE



- LIFE-COACHES, who live a CLEAN moral life, will be TRAINED and ASSESSED. All Life-Coaches will continually be MENTORED by Pierre Eksteen (Founder and CEO). Pierre has 16 years+ experience working with Young People on ALL levels of society. Pierre is a trained Life-Coach, Motivational Speaker, Educator, Mentor, Counsellor, Trauma Debriefers, Project Leader, and has a international Bth degree.
- Our Program is COST-EFFECTIVE to implement - NO COST to Youth Institutions.
- Supporting Documentation will be made AVAILABLE.
- Assignments, i.e. Assessment Tasks will ensure ongoing success of the program.
- Implement as part of LO curriculum, or as per requirement (Mondays to Fridays).
- Life-Coaches to assist with phases 2-5 of Empowerment / Development Program.



# **SPONSOR a LIFE-COACH(es) or SCHOOL(s)**

**Your possible sponsorship** will enable a trained Life-Coach(es), to present the most comprehensive LIFE-SKILLS PROGRAM in SA to our precious YOUNG PEOPLE.

**Strict Book-keeping of all incoming funds - (18A) status in progress.**

**PROGRESS REPORTS** of Life-Coaches to be presented to sponsors monthly.

**Quarterly School/College PROGRESS REPORTS** will also be made available.

- Life-Coaches to be recruited, screened, and interviewed by Management.
- Training, plus several assessment tasks - to ensure **SUCCESS** of program.
- Strict selection process - to ensure **INTEGRITY and SUSTAINABILITY** of program.
- Life-Coaches must live a clean moral life - to ensure **EFFECTIVENESS** of program.
- Life-Coaches must be stable - mentally, emotionally, physiologically & socially.
- NO alcohol, tobacco, or drug use, or dependency.
- NO sexual promiscuity - NO SEX outside of marriage.
- NO criminal record.
- SA citizen, with a valid Grade 12 Certificate.
- Valid South African Driver's License.
- Life-Coaches will be trained, monitored and mentored - to ensure **effective service delivery, and project sustainability.**

**INTEGRITY, RESPECT, PATIENCE, COMPASSION, RELIABILITY and EMPATHY are NON-NEGOTIABLE(S) for all Life-Coaches.**

Junior Life-Coaches will start with a salary of R5, 000 - R6, 500 per/month.

Senior Life-Coaches will receive [market-related] salaries (based on qualifications & experience).

**SEE COSTING at the end of this presentation.**



# Phase 2

## Mentorship Program



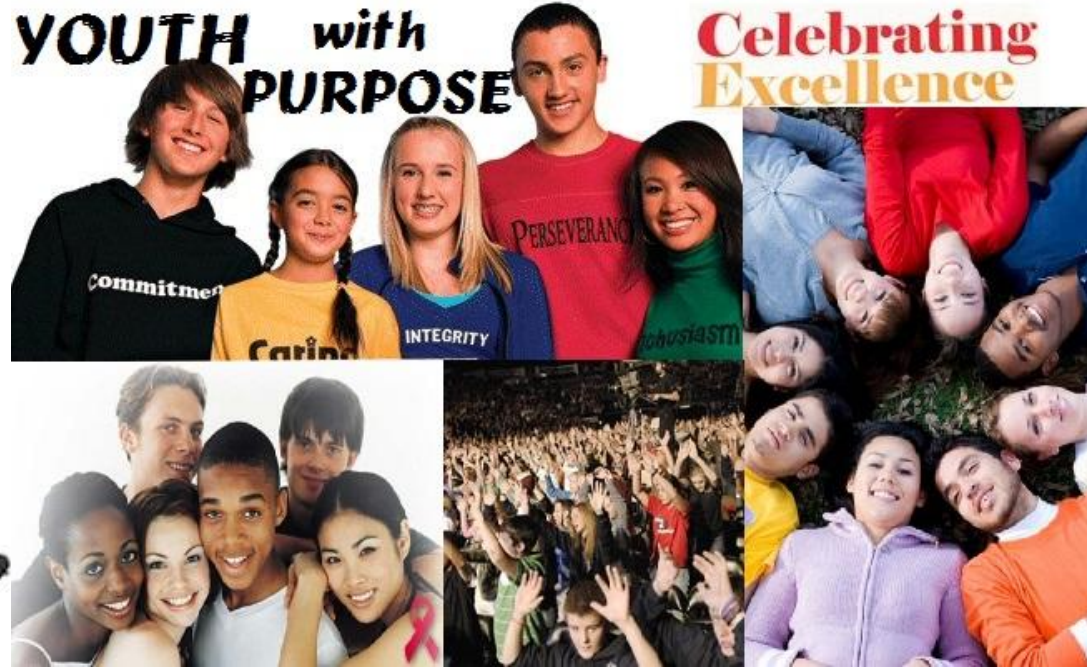
**15-20% of Learners influence the other 80-85% of Learners**

- Start with a Mentorship Program with **SELECTED LEADERS** of the school/college/youth institution, in partnership with the respective school.
- Our AIM (through this Program) is to train and equip selected Leaders to POSITIVELY IMPACT all other Learners across their peer groups, leading to a complete change in the environment and value system of the school/college - which will also POSITIVELY impact the broader community.



# Phase 3

## Motivational Sessions Workshops/Seminars/Conferences



- Motivational Sessions every 1 - 3 months, motivating and encouraging YOUTH
- Organise and Present Workshops and Seminars (2-4 hours), as well as Conferences (1 day), to EQUIP YOUTH with the necessary SKILLS, KNOWLEDGE, and ABILITY to CONFRONT and RESOLVE all the issues, which affect their lives.

**\*Boys Only \*Girls Only \*Boys & Girls \*Parent & Child \*Families**



# Phase 4

## Camps



**Educating, Training, Equipping, Mentoring and Guiding  
our PRECIOUS, VALUABLE and BELOVED YOUTH**

**Organise and Present Camps - to train and equip YOUTH with necessary SKILLS, KNOWLEDGE, and ABILITY to actively pursue their purpose in LIFE. Challenge and Guide YOUTH to work together in Groups, identifying needs in their respective communities, which will IMPACT and TRANSFORM lives in the broader community.**

**\*Boys Only \*Girls Only \*Boys & Girls \*Parent & Child \*Families**



# Phase 5

## Finishing Workshops

# FINISHING WORKSHOPS

A UNIQUE TRAINING EXPERIENCE WITH YOURS



Organize and Present **FINISHING WORKSHOPS** for all Grade 7 and Grade 12 Learners, towards the end of the year - **EQUIPPING** and **PREPARING** Learners for the next important phase of their developing lives.





# PROPOSED COSTING for Roll-Out

Head Office of **Transform Smart NPC** are currently in Gauteng, South Africa.

**Head Office proposed cost** (will escalate as time progresses & more schools come on board).

R15, 000 - R20, 000 per month (varying cost, based on operational requirements).

Includes all **ADMIN Costs**, including: office space, printing, internet, telephone, other variable costs, and a salary. **STRICT ACCOUNTING policy will be MAINTAINED at ALL TIMES!**

**Direct COST to Schools / Colleges / Youth Institutions / Groups . . .**

NIL, but Institution to provide facilities for life-skills program and related services.

**COST for Life-Coach(es). We seek Funding / Sponsorship to pay these Life-Coaches.**

R5, 000+ p.m. for Junior, and R10, 000+ for Senior Life-Coaches (based on qualifications & experience).

**Direct COST to Learners / Students . . .**

Quality 210 page A5 full-colour (Life-Skills) Book, as well as assessment task(s).

(Once-off price of book will depend on \*printing\* volumes and cost of printing).

**Head Office and Support Staff** to manage prospective program and all related services.

**We aim to implement this program in ALL Provinces.**

**Transform S-M-A-R-T Team** (Other Members "in training", including African members).



**Committed to serving IN LOVE, with HUMILITY & by INTEGRITY**



# Conferences, Conventions & Events

Young Women  
Young Men  
Mother/Daughter  
Father/Son  
Parents/Children



Mixed Youth  
Mixed Adults  
Father/Children  
Mother/Children  
Communities  
Life-Skills

Make it one to remember.

## Pierre Eksteen

Bth 2005

Founder / CEO / Servant

084-320 2289

## WEBSITES

[www.smartyouth.co.za](http://www.smartyouth.co.za)

[www.transformationsa.co.za](http://www.transformationsa.co.za)

## E-MAIL

[transformationsa@gmail.com](mailto:transformationsa@gmail.com)

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Thank you and bless you.

# Seminars, Workshops Motivational Sessions Camps/Mentorship



## Youth, Women, Men, Mixed GROUPS

# Our PARTNERS and WE will align to your INDIVIDUAL NEEDS



Pierre Eksteen  
(Bth 2005)  
Servant

