

Excellent Youth Youth — Melkam Wetat

Raising a generation of disciplined, purpose-driven, spiritually grounded, and nationally productive young leaders for the future of Ethiopia.

FOUNDED 2017

500,000+ YOUTH REACHED



Executive Summary

A Movement Built for Ethiopia's Future

Who We Are

Excellent Youth Youth, widely known as **Melkam Wetat**, is one of Ethiopia's most impactful and emerging youth transformation institutions. Founded by Pastor Yonatan Aklilu with a clear conviction: the future strength of Ethiopia depends greatly on the development of its youth.

What We've Built

Since launching in 2017, the movement has reached over **500,000+ young people** through leadership programs, mentorship systems, youth conferences, spiritual gatherings, camps, and practical development initiatives. Today, Excellent Youth Youth stands as a respected national movement with permanent infrastructure, strong leadership, and extraordinary growth potential.



Our Founding Story

Born from Conviction, Built for a Nation

Pastor Yonatan Aklilu established Excellent Youth not as a program, but as a practical, faith-rooted response to the pressing challenges facing Ethiopian youth. From a vision, it has grown into a nationally recognized institution — a movement that transforms lives one young person at a time.

Leadership

Founded by Pastor Yonatan Aklilu

The Visionary Behind the Movement

Pastor Yonatan Aklilu founded Excellent Youth Youth with a God-given conviction: that Ethiopia's transformation must begin with its youth. His leadership has been the driving force behind every program, every milestone, and every life changed since 2017.

His vision is pastoral and practical — deeply rooted in faith, yet acutely aware of the social, economic, and developmental realities facing Ethiopian young people today.

A Leader Who Builds Leaders

Pastor Yonatan's approach is personal, relational, and results-oriented. He has built not just an organization, but a **culture of Excellent Youth** — one that is reproducible, scalable, and deeply embedded in the lives of those the movement serves.

- Visionary founder and lead pastor
- Architect of the Excellent Youth Youth model
- Nationally recognized voice for youth development
- Committed to raising indigenous Ethiopian leadership

The Nine Pillars of Excellent Youth Youth

Excellence

quality, high standards



Integrity

honesty, ethical conduct



Discipline

habits, self-control



Leadership

responsibility, influence



Faith

hope, moral foundation



Responsibility

owning actions and outcomes



Service

using gifts to help others



Innovation

creative thinking, solution-building



Unity & Respect

working together with dignity



Background

The Crisis That Called Us Into Action

Excellent Youth Youth was founded in direct response to the growing and deeply felt challenges facing Ethiopian youth today. These are not abstract statistics — they are the lived realities of millions of young Ethiopians across every region.

Unemployment

Millions of young Ethiopians lack meaningful work and economic opportunity.

Lack of Mentorship

Young people are navigating life without the guidance of experienced leaders.

Identity Confusion

A generation searching for purpose, belonging, and a solid sense of self.

Substance Abuse

Rising rates of addiction are devastating individual potential and families.

A Generation Facing Real Obstacles



Weak Discipline

Without structure or accountability, many youth struggle to develop the habits needed for long-term success and stability.



Limited Opportunities

Access to quality education, skills training, and career pathways remains deeply unequal across Ethiopia's regions.



Emotional Struggles

Unaddressed trauma, anxiety, and mental health challenges leave youth vulnerable and without support systems.



Leadership Gaps

Ethiopia urgently needs a new generation of ethical, skilled leaders ready to serve communities, institutions, and the nation.



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Recognizing these realities, Pastor Yonatan Aklilu established Excellent Youth Youth as a practical, holistic solution — equipping youth through values, skills, leadership, and purpose. The movement has grown from a vision into a nationally recognized institution.

Vision

To Raise a Generation of Excellent Youth

Our vision is to raise up young people who lead with **wisdom, discipline, faith, integrity, and impact** — in every sphere of life, in every corner of Ethiopia, and beyond.

❏ Excellent Youth Youth believes this foundational truth: **When youth are transformed, nations are transformed.**

Vision — Spheres of Influence

Youth Who Will Shape Every Arena of Society

Excellent Youth Youth is not merely raising individuals — it is raising a generation positioned to lead and transform every critical sphere of Ethiopian life.



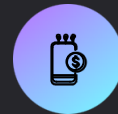
Government



Business



Education



Technology



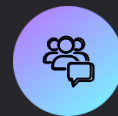
Ministry



Media



Entrepreneurship



Community

Mission

Transforming Young People — Holistically and Intentionally

Our mission is to help every young person discover their purpose, build unshakeable confidence, and become a productive, contributing citizen of Ethiopia and the world.



Seven Pillars of Youth Transformation

01

Leadership Development

Building the mindset, skills, and character needed to lead with Excellent Youth in every context.

02

Character Formation

Cultivating integrity, discipline, and moral strength as the foundation for a meaningful life.

03

Practical Skills Training

Equipping youth with tangible, marketable skills that open doors to opportunity and impact.

04

Mentorship Systems

Connecting youth with experienced leaders who invest in their growth through ongoing relationship.

05

Spiritual Growth

Grounding youth in faith, hope, and moral purpose as the compass for all decisions and direction.

06

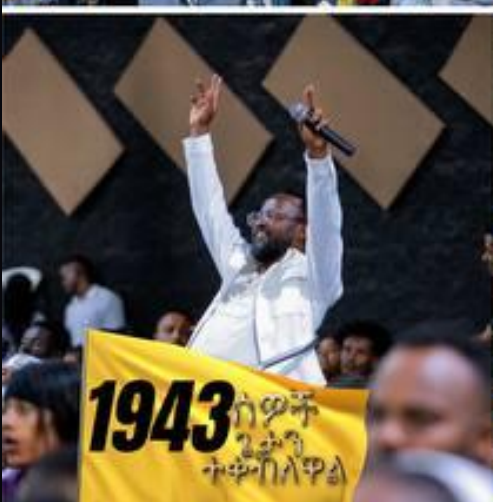
Community Engagement

Inspiring youth to serve and invest in the communities and neighborhoods around them.

07

Entrepreneurship Empowerment

Fostering innovative, solution-oriented thinking and economic agency in every young person.









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Core Values

What We Stand For

The institution of Excellent Youth Youth is not built on programs alone — it is built on a bedrock of shared values that shape everything we do, every relationship we build, and every young person we serve.



Core Values

Excellent Youth, Integrity & Discipline

Excellent Youth

We are committed to doing everything with the highest quality and standards. Excellent Youth is not reserved for the few — it is the calling of every young person we serve. Mediocrity has no place in our culture.

Integrity

We build a culture of honesty, trustworthiness, and ethical conduct. Our youth are trained not just to succeed, but to succeed with a clean conscience and an upright heart — in public and in private.

Discipline

Strong habits, consistency, and self-control are the engines of transformation. We believe that discipline is not restriction — it is freedom. We help youth build the inner architecture needed to accomplish great things.

Core Values

Leadership, Faith & Responsibility



Leadership

We cultivate a spirit of taking ownership, influencing others positively, and stepping up with courage. Every youth in our movement is trained to see themselves as a leader — wherever they are placed.

Faith

Living with hope, purpose, and a moral foundation rooted in faith gives our youth an unshakeable anchor in an unstable world. Faith drives vision. Vision drives transformation.

Responsibility

We teach youth to own their actions, their choices, and their future outcomes. Responsibility is the bridge between potential and results — and we cross that bridge together.

Core Values

Service, Innovation & Unity



Service

We believe that greatness is measured by how much you give, not how much you gain. Our youth are challenged to use their gifts, talents, and time to serve others and build a better society.



Innovation

We foster creative thinking and solution-building in every young person. Ethiopia's challenges require innovative minds — and we are committed to raising exactly that kind of generation.



Unity & Respect

We believe that Ethiopia's greatest strength lies in its diversity, and we are committed to cultivating a culture of dignity, collaboration, and deep respect — working together across all differences.

National Growth Potential

The Future of Ethiopia Begins with Its Youth

Excellent Youth Youth is not simply a program — it is a **national movement**. With permanent infrastructure, a proven model, strong leadership, and an ever-expanding network, the institution is positioned to reach every region of Ethiopia and beyond. The foundations have been laid. The impact is real. The potential is immeasurable.

- ✓ The movement has grown from a vision into a nationally recognized institution — and the best is still ahead.





National Impact & Statistics

Excellent Youth Youth (Melkam Wetat) — Proposal for Partnership & Support

Since 2017, Excellent Youth Youth has grown from a vision into a measurable national movement — transforming hundreds of thousands of young Ethiopians through leadership, mentorship, spiritual formation, and community engagement. This proposal presents our impact in numbers, our institutional strength, and the path forward.

Executive Impact Summary

Excellent Youth Youth has become Ethiopia's most recognized youth transformation platform — combining scale, infrastructure, and spiritual depth into a single, unified movement.

500K+

Youth Reached

Participants engaged across conferences, camps, summits, and mentorship programs nationwide

5

Residential Buildings

Five-floor accommodation buildings on the Hawassa campus, purpose-built for large-scale programming

3,500

Resident Capacity

Capacity to host approximately 3,500 residents and participants at any one time

7+

Regions Represented

Multi-city, multi-region participation from Addis Ababa, Hawassa, Oromia, Amhara, and beyond

Participant Reach & Growth

More than **500,000 young people** have engaged with Excellent Youth Youth through a wide variety of programs. This scale of reach demonstrates public trust, strong demand, and the power of effective mobilization.

Engagement Channels

- National conferences & leadership summits
- Seasonal camps and workshops
- Spiritual gatherings and retreats
- Mentorship and discipleship programs
- Community service campaigns

What This Growth Signals

- Deep public trust in the institution
- Strong demand for quality youth programming
- Effective national mobilization systems
- Relevant, life-changing content
- A sustainable and replicable model



Geographic Impact Across Ethiopia

Excellent Youth Youth is not limited to one city — it is a truly national movement. Participants have traveled from communities across Ethiopia to engage with the organization's programs and carry its values home.



Major Urban Centers

Addis Ababa and Hawassa serve as primary hubs, attracting the largest concentrations of participants and hosting flagship national events.



Regional Communities

Participants from Oromia, the Southern region, and Amhara region reflect broad cross-cultural and cross-regional engagement beyond urban centers.



University Networks

University communities across Ethiopia have become active participants, creating a pipeline of educated, purpose-driven young leaders.



Diaspora Connection

Diaspora-connected communities add an international dimension, linking the movement to global networks, perspectives, and partnership opportunities.

Leadership Development Impact

Thousands of participants have been equipped with practical leadership competencies and personal growth frameworks that translate directly into real-world impact — in their careers, families, churches, and communities.

Core Competencies Developed

Confidence

Public speaking and self-assurance

Decision-Making

Wisdom, discernment, and responsibility

Teamwork

Collaboration and communication skills

Vision Setting

Goal orientation and future thinking

Where Alumni Go

- Youth leaders and team coordinators
- Entrepreneurs and business founders
- Community volunteers and servants
- Ministry workers and faith leaders
- Professionals excelling in their workplaces

✔ Many graduates return to serve as mentors and coaches — multiplying the impact of every program cycle.



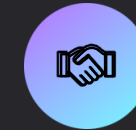
Character & Social Impact

Beyond skills and credentials, Excellent Youth Youth builds the kind of character that transforms communities. By promoting core values, the organization contributes directly to social stability and healthier Ethiopian society.



Integrity & Discipline

Participants leave with a stronger moral compass and personal accountability framework



Respect & Service

An ethic of service replaces a culture of self-centeredness and passive disengagement



Positive Lifestyle

Youth choose healthier alternatives, reducing destructive habits, violence, and dependency mindsets

Employment & Economic Impact

While Excellent Youth Youth is not solely an employment institution, it plays a critical role in preparing young Ethiopians to become economically productive and financially disciplined members of society.

Readiness Programs Offered

- Career coaching and guidance
- Entrepreneurship training modules
- Confidence and personal branding
- Networking and relationship-building
- Practical life skills sessions

Economic Outcomes for Graduates

- Better positioned to secure meaningful employment
- Equipped to start and sustain businesses
- Improved personal productivity and output
- Greater financial discipline and planning ability
- Creating opportunities for others in their communities

Institutional Infrastructure: The Hawassa Campus

The Hawassa campus is one of the most significant youth infrastructure assets in Ethiopia — a permanent, large-scale facility that enables year-round programming, national conferences, and international events.



Five Accommodation Buildings

Five residential towers, each standing five floors tall, providing capacity for approximately 3,500 residents and participants simultaneously.



Grand Multipurpose Hall & Arena

A large-scale hall and outdoor arena capable of hosting national conferences, worship gatherings, graduations, and public events of significant size.



Administration & Support Facilities

Dedicated administrative building, laundry facilities, and full participant support infrastructure — enabling smooth, professional operations at scale.

i Infrastructure of this scale enables national conferences, regional leadership academies, year-round camps, and international program hosting — transforming the movement into a permanent national institution.

Community Service & Volunteer Impact

Excellent Youth Youth actively cultivates a culture of volunteerism and civic responsibility. The result is a generation of young Ethiopians who are not passive spectators — but active contributors to their communities.

1

Awareness

Youth are equipped with knowledge on community needs, civic responsibility, and the call to serve

2

Engagement

Participants join city clean-up campaigns, peacebuilding events, mentoring in schools, and charity outreach

3

Transformation

Youth move from spectators to contributors — building stronger, more cohesive communities across Ethiopia

Reputation & Public Trust

The most reliable measure of an institution's credibility is not its own claims — it is the voluntary return of participants, the spread of word-of-mouth, and the consistent demand for its programs. Excellent Youth Youth has earned this trust.

Repeat Attendance

Participants return season after season, demonstrating deep satisfaction and continued relevance of programming

Word-of-Mouth Growth

Much of the organization's growth has been driven by personal referral — the most powerful and authentic form of endorsement

Leadership Credibility

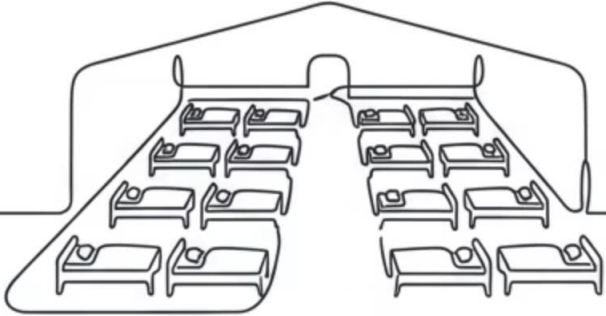
Strong, visible, and respected leadership gives stakeholders confidence in the institution's direction and integrity

Volunteer Engagement

A growing base of committed volunteers signals that people believe in the mission enough to give their time freely

Unique Strategic Position in Ethiopia

Very few youth institutions in Ethiopia — or in East Africa — combine all of the elements that Excellent Youth Youth brings together under one roof. This convergence creates a genuinely unique and strategic position.

 LARGE YOUTH REACH	 PERMANENT HAWASSA CAMPUS	 MASSIVE ACCOMMODATION SCALE
 LEADERSHIP TRAINING MODEL	 SPIRITUAL & MORAL FORMATION	 NATIONAL GROWTH POTENTIAL

This combination of scale, infrastructure, spiritual depth, and leadership expertise positions Excellent Youth Youth as a one-of-a-kind institution — with the potential to shape an entire generation of Ethiopian leaders.

Five-Year Forecasted Impact

With stronger partnerships and strategic investment, Excellent Youth Youth is positioned for exponential growth. The following targets are achievable within five years.



Key Performance Indicators (KPIs)

To ensure accountability and demonstrate measurable progress, Excellent Youth Youth will track a comprehensive set of performance indicators across program, social, and economic outcomes.

Program & Reach KPIs

- Total participants per year
- Number of regions represented
- Female participation ratio
- Digital engagement and online reach
- Partner organizations onboarded

Social & Economic KPIs

- Alumni employment rate
- Businesses started by program graduates
- Volunteer service hours logged
- Leadership placements in organizations
- Community service projects completed

Why This Impact Matters for Ethiopia

A country grows when its youth become skilled, ethical, productive, peaceful, visionary, and self-reliant. Excellent Youth Youth contributes directly to building that kind of generation.

Ethiopia's future is inseparable from the quality of its next generation of leaders. Every young person transformed by Excellent Youth Youth becomes a multiplying force — in their family, workplace, church, and community. The ripple effect of this transformation is both immeasurable and irreplaceable.



Strategic Partnership

A Natural Partnership with Safe Place Ministry

Excellent Youth Youth

- Large-scale youth transformation
- Leadership development programs
- Discipleship and mentorship
- National youth mobilization
- Conferences and community engagement

Safe Place Ministry

- Healing and emotional restoration
- Identity formation in Christ
- Mentoring Pastor's Kids & Missionary Kids
- Strengthening ministry families
- Long-term relational support

Together, these ministries share one **Kingdom vision**: raising healthy, Christ-centered sons and daughters who will impact their generation.

The Pathway of Transformation

This partnership is more than collaboration — it is a **shared covenant** to build a generation that is spiritually healthy, emotionally whole, and equipped to advance the Kingdom of God in Ethiopia and beyond.



The combined power of these two ministries creates an unbroken pathway — from personal healing all the way to national and global Kingdom impact.



Transformed Youth. Transformed Nation.

The vision of Excellent Youth Youth is bold, generational, and deeply rooted in faith. Every young leader developed today is a seed planted in the soil of Ethiopia's future.



✓ We invite donors, partner organizations, faith communities, and leaders to join us in this generational mission. **Together, we are raising Ethiopia's future.**

The Investment Case

Supporting Excellent Youth Youth is not a charitable gesture — it is a strategic investment in the human capital and long-term stability of a nation. Every contribution flows directly into outcomes that matter.

Human Capital

Building the skills, mindset, and character of Ethiopia's next generation workforce and leadership class

Social Stability

Reducing destructive behavior, promoting peacebuilding, and creating cohesive, values-driven communities

National Leadership Pipeline

Producing a continuous stream of ethical, capable, and visionary leaders for every sector of society

Future Economic Growth

Empowering youth to become entrepreneurs, employees, and contributors to Ethiopia's economic development

Areas Where Help is Needed

To expand its reach, improve program quality, and sustain national growth, Excellent Youth Youth needs committed partners across multiple areas. Every form of support creates direct, measurable impact.



Financial Support

Funding youth camps, conferences, scholarships, staff, campus maintenance, and program materials — the backbone of all operations



Infrastructure Support

Building completion, furniture, beds, classroom equipment, hall sound systems, solar power, and security systems



Food & Hospitality

Meals during large camps, water supply, kitchen equipment, and catering partnerships for 3,500+ participants



Educational Support

Computers, internet systems, projectors, books, training materials, library development, and certification sponsorship

Who Can Support & How

Excellent Youth Youth welcomes partners from every sector of society. There is a meaningful role for every type of supporter — financial, professional, or relational.

Who Can Support

- **Individuals** — sponsors, donors, and mentors
- **Businesses** — corporate sponsorship and CSR partnerships
- **Government** — policy support, grants, and collaboration
- **NGOs & Foundations** — program funding and technical support
- **Faith Communities** — volunteers, counseling, and spiritual support
- **Diaspora Communities** — international funding and networking

Partnership Models

- **Monthly Partnership** — recurring individual or corporate giving
- **Annual Sponsorship** — support key conferences and camps
- **Scholarship Fund** — sponsor selected youth participants
- **Building Partnership** — invest in campus infrastructure
- **Equipment Donation** — provide technology and furnishings
- **Skills Donation** — contribute training and professional expertise

Transparency & Accountability

Excellent Youth Youth is committed to earning and maintaining the full trust of every partner and supporter. Strong accountability systems are not a formality — they are the foundation of a lasting partnership.

01

Financial Reporting

Regular, clear financial reports detailing how every contribution is allocated and the outcomes it produces

02

Impact Reports

Documented program outcomes, participant testimonies, and measurable results shared with all stakeholders

03

Partner Recognition

Public acknowledgment of partners at events, in media, and across digital platforms to honor their investment

04

Monitoring & Review

Ongoing program monitoring, partner review meetings, and transparent communication at every stage of the relationship

Long-Term Impact of Your Support

With committed partners and sustained investment, Excellent Youth Youth will not simply grow — it will transform the trajectory of a generation and help shape the future of Ethiopia itself.

Reach Millions

Scale youth engagement from 500,000 to millions across all regions of Ethiopia and beyond

Build Branches Nationwide

Establish Excellent Youth Youth centers in key cities, bringing the movement closer to every community

Launch Scholarships

Create scholarship pathways that give disadvantaged youth access to world-class leadership development

Host International Conferences

Establish Hawassa as a continental hub for youth leadership — welcoming delegates from East Africa and beyond

Create Employment Pipelines

Connect graduates directly to internships, jobs, and entrepreneurship opportunities through partner networks

A Call to Stand With a Movement

When one generation is transformed, the statistics of a nation begin to change.

Excellent Youth Youth has the vision, the platform, the infrastructure, and the momentum. With 500,000+ youth already reached and a permanent national campus in place, this is not a small initiative — it is a growing national force.

This is an invitation to every faith leader, donor, organization, government partner, and community champion: **stand with Excellent Youth Youth**. Whether through finances, expertise, opportunities, or advocacy — your support multiplies beyond one person, one program, and one generation.

OFFICIAL PAYMENT ACCOUNTS

✦ Account Name: Melkam Wetat

🇺🇸 Zelle (USA): +1 (240) 472-6615

🏦 Berhan Bank (Ethiopia): 1130060098554

🏦 Commercial Bank of Ethiopia (CBE): 1000168695849

✔ Great visions need great partners. When you support youth transformation, you help shape the future of a nation.





EXCELLENT YOUTH
– MELKAM WETAT –

**United Youth,
Stronger Nation,
Brighter Future!**



EMPOWER



EDUCATE



ENGAGE



INNOVATE



IMPACT

**EXCELLENT
YOUTH**

MELKAM WETAT