Stay hopeful - millennials are not the lost generation

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Young people face multiple challenges - from crime and poverty to school dropout, teen pregnancy, substance abuse and unemployment. These problems are all interconnected and require solutions involving multiple stakeholders. This is what Youth Masters captures young people's energy and creativity, and calls on government, business and civil society to step up support for youth development.

Stay hopeful - we matter.

Be our mentors, our motivators.

To the drug dealers, enough is enough! Stop destroying us. How would you feel if someone sold the most dangerous drug to your child?

To the police, we know it’s not easy for you out there, we know what it costs, but we expect you to take action. We ask those of you who are unable to implement the change to submit your resignation.

To the businesspeople, if you really care about us, please take us seriously and respect our efforts to make a difference in society.

The YouthMasters Academy was developed by the Children’s Institute in partnership with Soweto Diversity and Development Services (SDDS) and AIA (African Institute of Animal Studies). The academy is funded by the Department of Social Development and the National Department of Youth Development and Sports. The focus is on providing young people with skills and training to help them become economically independent and productive members of society.