



COMPANY PROFILE

A youth-led movement for a more dignified, sweeter life across Ethiopia

WHO WE ARE

A movement for youth, children, and a positive mindset

Sweet Life for All is a youth-led civil society organization dedicated to empowering youth, children, and communities by fostering positive mindsets, nurturing solution-makers and creating a generation that embraces gratitude through education, advocacy, and community engagement.



EST.

Founded January 8, 2024



National reach

Active across 5+ major Ethiopian cities



Youth-led

Grassroots programs designed with the people we serve



Board-led

Governed by a dedicated board of members



OUR VISION

To build a generation of solution-makers, visionary leaders, positive thinkers, and grateful citizens who create lasting change in their communities and beyond.

OUR MISSION

Four commitments that guide everything we do



Solution Maker

Equipping young people to see themselves as the answer to the challenges around them.



Visioner

Cultivating the foresight to imagine and work toward a better collective future.



Positive Thinker Generation

Building a generation grounded in a resilient, constructive mindset.



Gratitude

Nurturing thankfulness as a daily practice that strengthens community bonds.



“Excellence, compassion, and sweetness the standard we hold ourselves to in every program.”

Sweet Life for All believes that when young people are equipped with the right mindset, tools, and community support, they become the driving force behind lasting, dignified change for themselves and everyone around them.



OUR CORE VALUES

What we stand on



Respect

Honoring the dignity of every person we work with and for.



Cooperation

Achieving more together than we ever could alone.



Support

Standing beside our communities through every stage of change.



THE PROBLEM WE ADDRESS

Too many young people and children are missing out on a sweet life

Access to a quality, dignified life a “sweet life” remains out of reach for many youth and children in Ethiopia, especially those affected by displacement, migration and economic hardship. We work to close that gap.



Displacement & Migration

Irregular migration separates families and exposes youth to serious risk.



Economic Hardship

Limited access to opportunity keeps young people from a dignified life.



Mindset Gaps

Many communities lack the tools to see themselves as agents of change.

OUR COMMITMENT

Through mindset training, civic leadership, and direct community support, Sweet Life for All works to close the gap between the life young Ethiopians deserve and the life they currently have access to.



Our target groups

The communities and individuals our programs are built around.



Youth & Adults

The core of our programs mindset, skills, and civic leadership.



Persons with Disabilities

Inclusive programming designed to reach and support disabled community members.



Refugees & Migrants

Families affected by displacement and irregular migration.



Children

Early investment in the next generation of solution-makers.

INCLUSIVE BY DESIGN

From mindset training and civic leadership programs for youth, to accessibility-first event planning for persons with disabilities, to dedicated migration and mental-health support for displaced families every initiative starts with the people who will use it.



OUR FOCUS AREAS

Seven areas of impact



Climate



Peacebuilding



Education



**Capacity
Building &
Training**



Migrants & Refugees



Digital Skills

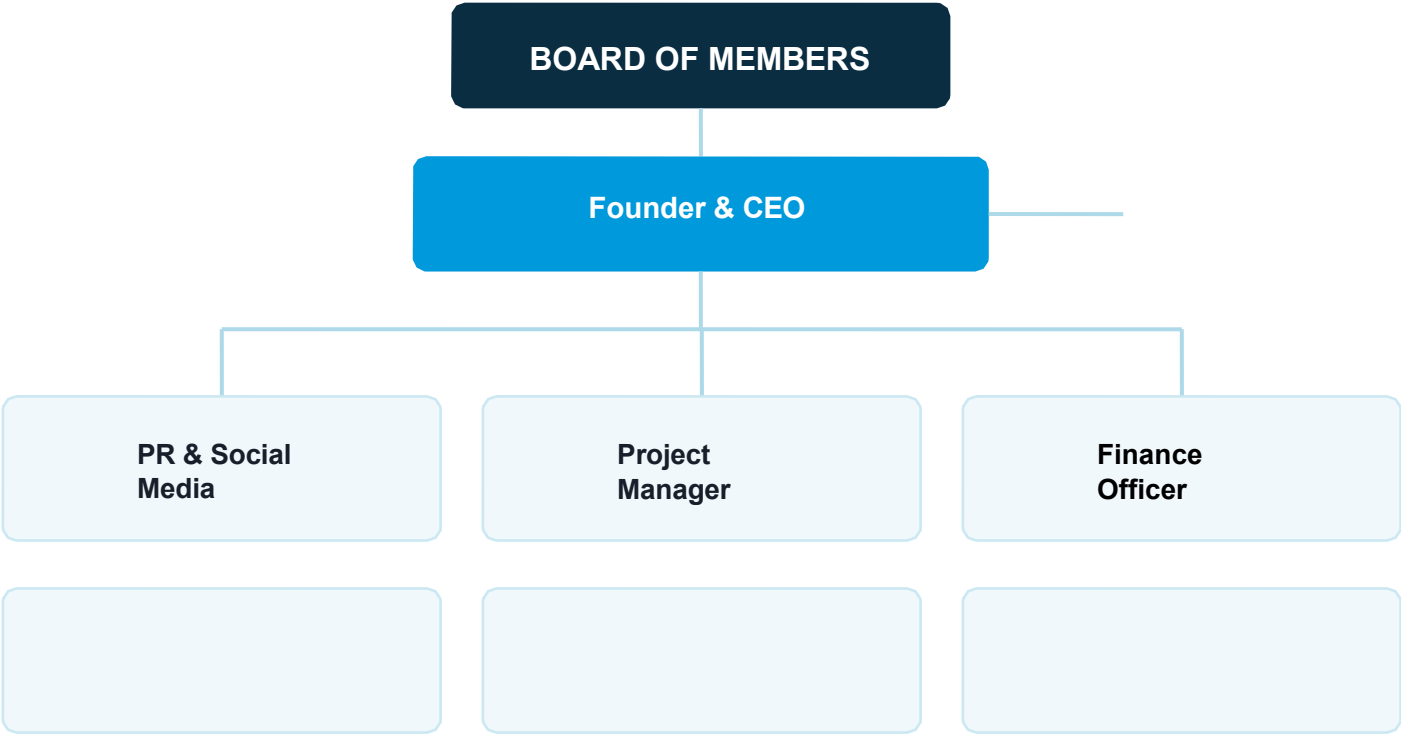


Youth Empowerment

From climate action and peacebuilding to digital skills and youth empowerment, our programs are designed to meet communities where the need is greatest.

ORGANIZATIONAL STRUCTURE

Sweet Life for All operates under a structured leadership team, ensuring efficiency and impact. Department names are being finalized as the organization scales.



Department names to be finalized placeholder structure shown above.

PROGRAM AREAS SUPPORTED

- Peacebuilding & Civic Leadership
- Youth & Women Empowerment
- Humanitarian & Migration Support
- Digital Empowerment
- Climate Action





ACHIEVEMENTS & MILESTONES

A journey measured in real impact



10,000+

Beneficiaries reached through the Gratitude program



4,000+

Blood donations coordinated nationwide



3,500+

Direct beneficiaries reached through our radio program



5

Cities with active programs and chapters

National awarding ceremony, honoring everyday heroes



2022 UN SDG ACTION AWARD — LEAVE NO ONE BEHIND

Honored in the “Leave No One Behind” category for our dedication to creating inclusive opportunities for marginalized communities.



ADDIS ABABA CITY ADMINISTRATION RECOGNITION

Recognized for outstanding contributions to volunteerism and community engagement across the city.



Our departments



Department 1 (TBD)



Department 2 (TBD)



Department 3 (TBD)



Department 4 (TBD)



Three flagship programs, in order

Launch dates to be confirmed — shown here in program sequence.

01



I Am the Solution

Civic Responsibility & Active Leadership

4,000+ blood donations coordinated

02



It Concerns Me

Migration awareness & mental health support

3,500+ beneficiaries reached via radio

03



Gratitude Celebration

Yemisgana Ken building a thankful generation

5 cities celebrating nationwide



I Am the Solution

Civic Responsibility & Active Leadership

A mindset-first program that trains individuals to act as first-responders to challenges in their own communities rather than waiting for outside help.



Mindset Training

Building the belief and skillset to be the solution.



Climate Plogging

Combining community fitness with environmental cleanup.



Charity Blood Donation

Mobilizing communities for lifesaving support.



Pad Donation

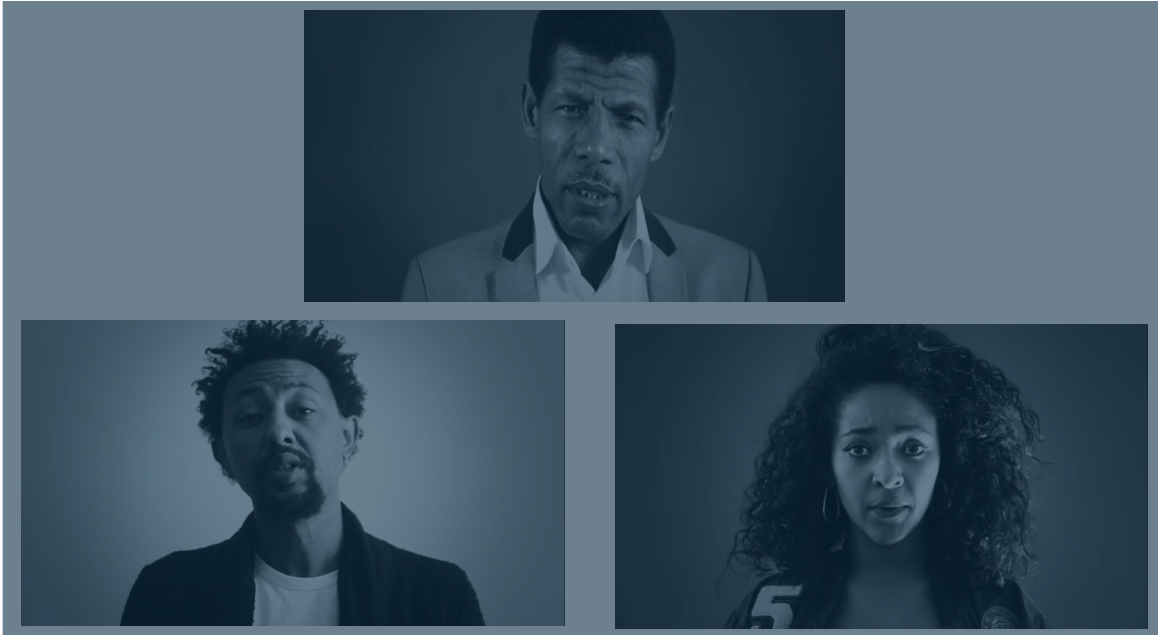
Removing barriers to dignity for young women.

4,000+ blood donations coordinated across Ethiopia



It Concerns Me

Migration awareness & mental health support



A multi-channel campaign addressing the risks of irregular migration and its toll on mental health, reaching refugees and their families across Addis Ababa.



Media Campaign



Panel Discussion



Radio Campaign & Webinars



Training



Mental Health Support

3,500+

direct beneficiaries reached through the radio show



Gratitude Celebration

Yemisgana Ken — building a thankful generation

A national awarding ceremony paired with a year-round awareness campaign that spreads a culture of thankfulness across schools, hospitals, and every sector of society.



Awarding Ceremony

Honoring everyday heroes.



National Awareness

Campaigns reaching schools, hospitals, and institutions across the sector.



Ginbot 30 (June 7)

An annual day of celebration, working toward national recognition.

10,000+

direct beneficiaries reached through the Gratitude program
in schools, hospitals, and communities



PRESENCE ACROSS ETHIOPIA

A 5-city footprint across the country



Addis Ababa



Harar



Hawassa



Adama



Bahir Dar

Active across 5+ major Ethiopian cities and growing.



LEADERSHIP & TEAM

A board-led organization

Sweet Life for All is guided by a board of members providing strategic oversight across programs, partnerships, and community engagement. Additional board and team profiles will be added as the organization grows.



Governed by a Dedicated Board

Strategic oversight across programs, partnerships, and community engagement.



Board & Team Profiles: TBD

Additional leadership profiles to be added as the team grows.

BOARD OF MEMBERS



Sweet Life for All is overseen by a Board Chairman and board members who provide governance and strategic direction. Full board profiles will be published as they are confirmed.

OUR PARTNERS

Trusted by government, media and civil society

GOVERNMENT

MOWSA · MOLS · MINT · Addis Ababa Youth & Sport Bureau

MEDIA

EBC · TH Group

CIVIL SOCIETY

Sigma East Africa · Bego Liboch (Hawassa) · Biruh Tewlid Le Ethiopia

TRAINING

Addis Eyita Training Center

TECHNOLOGY

Tewos Technology

HEALTH

Lifeline Addis

ENTERTAINMENT

Zagol (Harar)

Interested in partnering with us?

We collaborate with government, civil society, media, and the private sector to expand our reach across Ethiopia.





Let's Make Life Sweet, Together

Partner with us to expand youth mindset training, migration support, and gratitude programs across Ethiopia.



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LOCATION

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