

First Fifth Institute; a Mama Hope Fellowship



Introduction

Mama Hope's Global Advocate Program is now called the First Fifth Institute (First Fifth).

First Fifth is a reference to the continent of Africa. As a geographical land mass, it accounts for 1/5 of all the land in the world. Within its borders, it can fit the United States, China, all of Western Europe, and Japan with room to spare. This huge part of the world has been undervalued and we are committed to starting here, with the first fifth, before we take on the world.

Over 5 years, SF-based Mama Hope has developed an innovative [model](#) for international development, transforming lives and communities in Africa. We see the First Fifth Institute as the bridge that will close the gap between important resources and community driven projects. We feel that well-trained Advocates are a crucial step to giving communities the outlet and tools to advocate and achieve their own solutions.

About

Do you have a passion to make a meaningful difference in the world; To travel to distant places not as a tourist but as a global citizen? Do you want to leave a huge mark on the world and to be able to look back and see that YOU made a positive impact? Are you willing to give your time, your attention and your dedication to something that incites your passion? If so then the First Fifth might be right for you.

The First Fifth is unlike any other program of its' kind. It is a competitive, professional job training corps that achieves the mission of Mama Hope through first-hand project development. Global Advocates (First Fifth members) participate in a carefully constructed program that provides instructional career training, real leadership opportunity, hands-on experience, project management, and real job expertise that organizations across the public and private sector find incredibly valuable. Upon completion, Global Advocate Alumni have gained the necessary tools to jump-start their careers while making a true impact on a community in Africa.

The program lasts nine months and is built around three, 3 month phases:

- (1) US Training, Fundraising, and Project Design
- (2) In-Country Field Experience and Project Execution
- (3) US Program Management, Evaluation, and Reporting.



Prepare yourself for the most fast-paced, educational, rewarding, fun and impactful 9 months of your life!

Dual Mission

Grow emerging leaders across all industries and sectors.

To provide young professionals with real-life experiences and the support system needed to make a meaningful impact in their careers, their communities, and the world.

Directly impact hundreds of impoverished communities across the globe.

Change the face of development work by building up and expanding the capacity of Mama Hope and its' Community Based Organizations to complete high-impact projects that meet fundamental needs in food, water, education and health care.

Program Overview

The First Fifth will allow you to add years worth of work experience, training and education to your résumé in just 9 months. Not to mention, you will change lives for generations to come in communities in Africa.

Each advocate will leave with lifelong friendships and join an exclusive professional network of Global Advocate alumni, mentors, field experts and partner NGOs. This world class community will provide on-going support and invaluable relationships in the years to come.

Timeline and Training

The nine month program is built around three, 3 month phases:

• (Month 1, 2 and 3) US Training:

The first 3 months of the program will include sessions on project development and human centered design, fundraising, marketing, storytelling, Connected Development, and more. Additionally our training includes a 3 day orientation in San Francisco. At this workshop advocates will take part in compelling symposiums lead by highly acclaimed consultants, nonprofit directors and business professionals.

Right away, you will also be paired with a project in Africa focused on one of Mama Hope's six program areas: clean water, agriculture and food security, health care, education, or youth development. Projects currently take place in Kenya, Tanzania or Ghana.

During the first three months of the program, an Advocates primary focus is a fundraising campaign to raise a minimum of \$20,000 towards their project in Africa. This may sound like a challenge, but believe us, it can be done! Additionally, Global Advocates communicate with CBO (Community Based Organization) leadership to formulate a detailed work plan and participate in a 10-week



training curriculum covering essential topics like asset-based assessment and servant leadership.

• **(Month 4, 5 and 6) Globally: Field Experience and Project Execution**

For the first 3 weeks in-country, you will participate in language and cultural training. During your whole stay, you will be working alongside community leaders to oversee project implementation, document the progress of your program objectives and broadcast your life-changing experiences to your friends, family and the First Fifth with blogs, updates, photos, and videos.

• **(Month 7,8 and 9) US Training: Career Development, Mentorship and Evaluation**

The last 3 months include mentoring a new advocate, professional development and evaluation. As you return from your stay in Africa, you will be paired with a new advocate who has just joined the program. By sharing your successful techniques in reaching your goals you facilitate a smooth transition and provide the constant contact your mentee needs to successfully achieve their objectives. At the end of the program, after submitting a project capstone of your choosing, you will be asked to present a final project report qualifying your experience and demonstrating your competency in project management and assessment. You will leave with an attractive resume, complete with your recent training, skills, and accomplishments, as well as a project portfolio and letter of recommendation. This is sure to impress any NGO, graduate school, or corporation that you will apply to in the future.

At the end of the program you will have:

ACTION	Completed 9 months of comprehensive professional training.
EXPERIENCE	Benefited from cross-cultural living while working in a developing community
IMPACT	Implemented a project in Africa impacting thousands of lives.

Cost and Scholarship

Mama Hope will provide each Global Advocate with a \$10,000 pay-it-forward scholarship.

Why? Because Mama Hope wants this incredible opportunity to be open to anyone. Bottom line, a Mama Hope donor funds your \$10,000 tuition for the program. In turn, you are required to fundraise a minimum of \$20,000 towards your specific project.

This new pay-it-forward funding model allows our donors to leverage their impact. Instead of giving \$10,000 to a project in Africa, they give a \$10,000 scholarship and in return an Advocate double, triple or quadruples the money going to projects.

Does fundraising 20k+ seem daunting? Don't let it fool you, you'll be surprised what you can accomplish. Many of our Advocates actually surpass their funding goals.

What does my Mama Hope scholarship cover?

Included

- Tuition
- Plane Flight to Africa
- 3 month stay in Africa including housing, meals, transportation, etc
- In country training including language and cultural lessons and excursions



- 3 month U.S. training program including all materials, seminars and 4 day training workshop in San Francisco

Not Included

- Vaccinations
- Visa
- Travel Insurance
- Plane ticket to San Francisco for 4 day orientation/training
- Personal communication and souvenirs
- Passport

Why is fundraising a requirement?

Fundraising is required because it is the most powerful way to have a direct impact on hundreds of lives in Africa. We want advocates that are going to create long-term infrastructure and that requires funding.

Fundraising is also the best way to bring awareness of the progress in Africa right to the doorstep of your home community. Your advocacy will turn your friends, family, and acquaintances into socially conscious and compassionate philanthropists. Fundraising is also a valued skill and essential requirement to be successful in almost every public, private, and non-profit field.

How the Global Advocates Program is unique

- **Short-term Apprenticeship, Long Term Impact:** 9 months total, 6 months working remotely and 3 months spent abroad. This allows graduate students or working professionals to do great things in the world over a summer break or short leave of absence.
- **Fundraising:** While an Advocate gains the cross cultural experience of living and working in a developing community in Africa, they also remain confident knowing they have raised money that will directly impact their project in that community.
- **Project Implementation:** This is an action oriented program that leads to carrying out a project that will provide service to a community for generations to come. You are not volunteering to teach at a school, rather you are building the school!
- **Leadership:** The Advocate will be a community leader, play an active role in the project execution as a project manager and will be the primary facilitator between Mama Hope and the African community.

What type of Advocates are we looking for?

We are looking for highly motivated applicants who are set on changing the world. We aren't looking for people who want to make a ripple, we are looking for those who will make a wave!



We have high expectations for our candidates and hold them accountable for their community project. We want individuals who treat this as not only an opportunity to change lives but as a professional building block. Being an Advocate is a big responsibility and we want candidates that are self-motivated, dedicated, open-minded and action oriented. Does that describe you?

First Fifth 2013 Application?

Start dates are subject to change. See the most up-to-date timeline at www.firstfifth.org/apply/

