



## **Briefing Document**

The Better Tomorrow Movement (TBTM) is an award-winning international social startup that **assists in building and scaling social impact projects**. It has built a presence in 42+ countries and has longitudinally trained 350+ young people and attracts an average of 1000+ visits p/m to its website.

**What is a social impact project?** These projects aim to create a positive impact in their communities and are often sustainable in their means. Examples of social impact project areas include: Environmental Planning, Poverty Alleviation, Public Health, Climate Change, Gender Relations, Human Rights.

**Vision:** To provide young people with the tools to be impactful change agents in their communities and thereby create solutions and innovations that are truly sustainable models for development.

**Mission:** To provide direct assistance to 500+ young people on building and scaling a social impact project by 2021. Thereby assisting the development and growth of 500+ social projects committed to creating a better tomorrow.

**Target Demographic:** Young men and women below the age of 30

### **Programs:**

- **Good Human Series:** Launched in 2017, but restructured in 2019 to be a series of interactive offline workshops aimed to equip young people with the tools and knowledge necessary to start or scale social impact projects. [\(Offline Program\)](#)
- **Hand-up Program:** This tailored peer-peer mentorship program sources mentors from a range of highly prestigious leadership networks (e.g., One Young World, Queen's Young Leaders, Global Changemakers) from across the world to provide problem specific mentorship to our mentees. [\(Online Program\)](#)
- **Comms4Change:** This pilot program collaborates with industry professionals, academics, and practitioners to create and deliver interactive learning modules around the topics of building an online presence, communications, and public relations in the context of launching a social start up. [\(Online Program\)](#)

**Our Global Ambassadors Team:** Our Global Ambassadors are country representatives from across the world who use social media as a way to creatively share stories of inspirational change-makers to our platforms to inspire our growing audience. This team functions as our awareness building pillar.