



## The Better Tomorrow Movement

INSPIRE    EMPOWER    SUPPORT

### Testimonials

#### Good Human Series:

“After The Better Tomorrow Movement session on mental health awareness, I started looking at ways in which I can contribute to help. It was only a matter of time when I co-founded Project Bloom where we visit the adolescent unit of the National Institute of Mental Health weekly to conduct sessions on healthy cognitive growth. We have successfully completed 2 months of Project Bloom. The little project we started with three volunteers and a bag of stationary has turned into a much better project with a dozen volunteers and better sessions. We have team training every month and we conduct youth empowerment sessions for our volunteers as well. Your inspiration played a big role in us getting this far, we plan to keep growing so that we can make an even greater change! I'm truly grateful to you.” -

**Lahiruni Poddalgoda, Sri Lanka**

“Today TBTM conducted a session on stress management and coping at the Sri Yoga Shala in Unawatuna. Today a lot of people took part, especially young females. Everyone is extremely happy with TBTM and its program. We learnt what stress management is and in what instances it would occur and how we should face it. Thank you very much” -

**Kalpa Ghandhari**

“We had a large group, and I think that's very good which helps young people in managing stress and I think it's a brilliant idea”-

**Olivia**

“It was nice that we could ask questions and not be afraid. It was a very engaging talk by Nivendra. I liked how he approached it through his journey but also taught us in the process”-

**Manavee and Shamara**

#### Hand Up Program:

“As a refugee from the Democratic Republic of Congo, I dedicate my work to helping fellow refugees in the Nakivale Refugee Settlement. Experiencing the moral and practical hardships of the refugee camps on a daily basis, I desired to improve our conditions on a social and educational basis. Along with my mentor at TBTM, we educate refugees in the art of visual storytelling and film-making, aiming to give them a concrete skill which they can creatively develop throughout their journey. With international filmmakers selectively passing on

knowledge to the refugees in Uganda, both the youth and the aged have found good reason to fight for their future and to believe in it." - **Cedrick Zelotte, Refugee/ DRC**

**(Bonus)**

"I was afraid to fail and I was in need of someone to hold my hand and show me how to do it. the journey was not simple but they always say : "A person who fail is someone who don't try. One day on a social media i saw the link about The better tomorrow Movement, the opportunity i've been waiting for so long. seeing the progress and achievement and the good testimony people are having about me in the community, people are asking me how did i make it? what is my secret. i use to answer : " we just need passion, courage and love!" everyone has started calling me a Changemaker yet i am just at the beginning." - **Cedrick Zelotte, Refugee/ DRC**

"I hope that more people will apply for The Hand-Up Programme (HUP) because HUP really is a great avenue to have a mentor that will talk to you and advise you. My mentor, Siya, is very professional, and she has been through similar challenges in terms of creating a foundation, so it's really great that I have a guide and a fellow changemaker whose role is to listen and guide me on the right track. I am extremely grateful to TBTM for creating the this Program." - **Colleen Caryl Leslie Torres, Philippines**

"I am thankful for the fact that my mentor and I are a perfect match. it's not only about me learning from her, she also gives me an opportunity to express myself and listens to my views and opinions. I could say we both learn from each other. This program has not only helped me develop as a person but also develop my skills as a volunteer worker. Through weekly discussions with my mentor, we have found ways improve my current projects. It is wonderful to be able to connect and communicate with someone in a different part of the world with different background, environment, and system of doing things. Aside from being a mentorship program, it is also a cultural exchange!" - **Ndulamo Kuli, Botswana**

**Comms4Change**

"The program was challenging but rewarding. I have learnt a lot from the modules. The themes are well selected to suit the needs of changemakers. Effective communication is a great way to sell our ideas, businesses or community projects to our target audiences. I recommend the course 100%." - **Joel Odota, Uganda/China**

"I learned many things in this program, starting from how to introduce any social projects that I did, up to how can I expand the influence I have by doing these projects to inspire every people that I can reach, whether be it directly in the field here in Indonesia and also on online platforms for anyone abroad. I also learned how to use content to showcase my thoughts and professional experience to all my weblog visitors. Furthermore, I already started my campaign on Twitter and other online platforms as the part of our lessons in this course to show how we, Indonesian youths, are striving for a better future to our society by doing works to fulfill their basic needs. In the context of myself and what I'm doing, my works are related to improve their access to basic legal assistance, rights to education for children from poor families, rights of persons with disabilities (PwDs) and ending modern slavery here in Indonesia.

Not only was the course both fun and challenging, but Rut's, Navo's and even Mr. Robi Brooks' direct feedbacks for improving my assignment submissions was invaluable. They have logical method of assessment that truly connected and inspired me. I cannot hold myself back to promote this course to the next potential participants, since they are lucky enough to be chosen in this program, they have to use this opportunity to develop themselves to be better and professional persons while learning in the course. To conclude, all that I can say is terima kasih banyak (thank you so much, in Bahasa Indonesia) for giving me all the invaluable lessons to help my professional capacity developed this far." - **Fauzan Cakra Dermawan, Indonesia**

This program really helped me to better understand what I wanted to do to make the world a better place and gave me a way to express that easily and compellingly to the world. The viewership of my personal blog (boldwinner.com) grew to over 100,000 following the applications of some of the lessons learnt here. You should give this a shot if you really want to make the world a better place. - **Ikechukwu Nigel Ogbuchi, Nigeria**

"This program serves as a stepping stone into acquiring social media advocacy skills. The power of social media cannot be underestimated. Social media is an easy way to target your customers or audience. But the most awesome part of this program is the diversity of people involved, people from different backgrounds all over the world coming together to achieve a goal and share ideas on ways to improve communities." - **Ahmed Salau, Nigeria**

My understanding of how to use social media to create significant change both in business and for advocacy was limited before joining this program. I gained a lot from it and I still consult the materials before taking any online campaign. The personal branding and elevator pitch module was also very useful to me. I love the feedback I get from tutors after completing each assignments. It is a great program and lessons learnt will be useful in your day to day activities therefore, I recommend it for anyone. - **Ayodeji Awe, Nigeria/UK**

It was really an eye opening program. I learned and joined a community of changemakers. The highlight for me was Robert Brooks class. He taught us the secrets of using social media to build our brands with a zero budget. Ever since, I have enjoyed using the skills and knowledge acquired expressively. I will recommend anyone interested for the program as it is indeed worthwhile. - **Oluwaseun Dosunmu, Nigeria**

"I had a wonderful experience as a participant in the communication for change program. It was an excellent opportunity which exposed me to a wide range of ways of effectively presenting ideas on social media. It enabled me to meet and share my thoughts with other young people from across the world and above all I learnt how to remain genuine in my creativity." - **Onigbo Sandra, Nigeria**

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"It's an honor for me to be chosen as one of the participants in the Communications for Change course. Hoping to improve my personal skills at the beginning, but the best part of my participation upon this program is that I left with vastly more than what I expected as the results." - **Joel Odota**

### **Comms4Change 2020 Cohort**

Over the past few months, I was introduced to a wide range of techniques on how to create a presence online. I really enjoyed the very first assignment on writing out our personal story and connecting it with our purpose. I penned down my story with the title 'sea to cities' where I explained my desire to share information on sustainability and create long term behavioral change.

Overall, I struggled with finding a clear direction and juggled between too many similar ideas. My initial plan was to build a sustainable travel initiative which would be a good way to engage with people in my city. I started building my Twitter account as per Robert Brooks advice and now have over 200 followers since last year :) Also, I have been using my social media channels - LinkedIn and Twitter to share news articles on sustainability issues in India and the world.

For the website development exercise I thought I could diversify and talk about circular economy concept for entrepreneurs and young people looking to start in this area. That is when I created my first Wix website - the Zero Edge with your suggestions and feedback. [https://rjaindelhi.wixsite.com/thezeroedge?fbclid=IwAR2\\_4a1Xb8vC62V1sdHhV67yR7jylvmTqk4ZiScV1gAuq-RyXAlrALU2bZw](https://rjaindelhi.wixsite.com/thezeroedge?fbclid=IwAR2_4a1Xb8vC62V1sdHhV67yR7jylvmTqk4ZiScV1gAuq-RyXAlrALU2bZw) Unfortunately, it did not look very appealing, without a clear offering. Therefore, I was unable to come up with a good project description and pitch for it.

Finally, I have used this program to create my personal website after going through feedback comments and reading blogs. My website will house a blog, my projects and a job forum called 'windows to sustainability' or young professionals in India. I plan to do more research on similar websites and carve out a niche space for myself!

<https://rjaindelhi.wixsite.com/ritikajain>

Once again I am thankful for the wonderful content curated by the Comms4change TBTM team. I wish I had had more opportunity to engage with all my wonderful peers and mentors, but could not find enough time due to this roller coaster of a virus-ridden year! - **Rikita Jain, India**

My journey with The Better Tomorrow Moment was very exciting and full of learning from module 1 to final assignment. The entire journey was very interactive and supportive in terms of gaining feedback from peers and experts.

Final Assignment was to build a website on my social impact project (<https://ecofriendly-us.myshopify.com/>

Password: praizu)

The process was a roller coaster ride because I never worked on any of the website building platforms before, Thanks to the learning from module 1 to module 3, In which I was taught how effectively I can present my story. In the First module where we were asked to document our story and prepare a resume, I received a lot of good feedback regarding the construction of story, colour combinations and how effectively I can represent my work with fewer words. By developing this strong digital storytelling and content creating skills I am confident to now pitch my work to stakeholders, customers, partners and collaborators. I have a good resume and linked in profile ready now.

I used the same learning here in my Website and tried to use less words and more pictures to present my social impact project. This Program was really helpful to me in many aspects of digital skill enrichment and presenting myself in public. - **Ranu Kala, India**

The Comms4Change program has significantly helped me boost my digital and branding skills over the course of the last few months.

The first assignment focusing on my story and my CV helped me to succinctly capture my journey and accomplishments so that I could easily write about my passions and strengths in the 'About Me' part of my website. Thinking about my own story is also a powerful way of practicing my introduction to others.

The elevator pitch assignment was useful to learn how to express only what is necessary in order to capture the attention of your audience and clearly communicate what you intend to. This refined a skill of being concise but impactful with my words and content as information overload is a serious problem in the digital era.

When this site launches it will be a way to sell the skills I have gained over the years to those who can benefit from them as a way of making an impact but also making some money. I think the C4C program has equipped me to better understand my digital presence, particularly on LinkedIn, and what is possible with the correct toolkit for online engagement. The Covid-19 pandemic has really highlighted the importance of being digitally savvy as young leaders and activists if we want to broaden our reach and have an online presence beyond our immediate social circle. I will create another website for the mental health for doctors project I am working on in the near future.

Getting and giving peer feedback was helpful to refine what works and what doesn't with our assignments as often our digital content goes unchecked and so the first round of comments on the website were useful to guide me into what needs to be done for the final version. Whilst there is still much refining that will need to happen on the site in the future, C4C has really pushed me to learn how to create a website and master a new skill set. Being in the medical field, my knowledge on digital tools was limited before this program but now that I've dived in I will continue watching more tutorial videos and trying new digital communication methods with my website and LinkedIn pages!

My final page is here and I would love your feedback: <https://cyanbrown10.wixsite.com/thrive>  
Thank you very much for allowing me to be a part of this program and journey! - **Cyan Brown, South Africa**

Comms4Change gave me an incredible opportunity to learn important new branding and communications skills that are extremely relevant to the social impact projects I work with. The diverse global team of instructors and participants make the interactive learning environment very valuable. Through this program I have grown as a creative content designer. I have been able to use my newly acquired skills to help strengthen the organization I co-founded, as well as to help other social impact projects around me develop their brands. I am grateful to The Better Tomorrow Movement for affording me this catalytic opportunity, and I would recommend Comms4Change to anyone who wants to learn to build a brand with zero budget. - **Daniel Thomae, USA**

## **Global Ambassador Program**

“The GA Program was just the right program I needed to start my journey of digital content creation. During this program, I have learned to turn basic interviews into inspiring stories using creative online tools. I have learned to use social media, storytelling techniques and digital branding to bring visibility to young aspiring people making positive social changes in my community.” - **Maroua Nouira, Tunisia**

The program is simply beautiful, not only does it highlight the most inspirational and hopeful stories of young people working to make a positive change in the world, but it also help the ambassadors make their contribution and cause an impact through social media. Celebrate others, be an influence and make friends from all over he world. Be a part of TBTM Global Ambassadors Program - **María Agustina Biritos, Argentina**

I believe of the power and the action of young people making change in their community. For a lot of them we do not hear about their projects and the social impact they make. I became a Global Ambassador when I was working in Egypt and I really feel it was a great opportunity to share, exchanges and communicate on an international level the differents tools and aims of the projects in their community. - **Emma Deweirdt, France**

TBTM is using the stories of young social innovators around the globe, with their ups and downs, to inspire more young people to take action and start effecting positive change in their communities. - **Maria Villela, Costa Rica**

I was able to meet so many inspiring change-makers in my local community through serving as the global ambassador with the Better Tomorrow Movement. Be ready to be inspired and also be a changemaker yourself! - **Dong Uk Shin, Korea**

The Global Ambassador Program was just the right program I needed to start my journey of digital content creation. During this program, I have learned to turn basic interviews into inspiring stories using creative online tools. I have learned to use social media, storytelling techniques and digital branding to bring visibility to young aspiring people making positive social changes in my community. I am very grateful for all the skills I have acquired in such a short period of time that I believe would continue to serve me in my future endeavours. I immensely appreciate all the constructive feedback I received and the valuable interactions I had with the Global Ambassadors. I am very grateful for this incredible opportunity to challenge myself and to be part of such an amazing community! - **Maroua Nouira, Tunisia**

Through TBTM, I was able to invest my time and energy in meeting various local social innovators and be inspired by their impressive projects. I would recommend TBTM, as you will get the unique chance to not only meet local social change-makers but also be inspired by the works of other change-makers across the world. - **Kunalsing Narain, Mauritius**

Being a part of the Global Ambassador program was a very rewarding experience. Meeting different amazing change makers and learning what wonderful changes they were driving had been very exciting. I am very glad that I was able to document their stories of change

and showcase their work to the greater audience. I hope their stories inspired many and will create more such change makers in the future! - **Farhana Shahnaz, Bangladesh**

Even though I feel that there is room for improvement, I would encourage several others to apply because the organisation is working for a good by sharing stories that are fostering positive change in various communities on a global platform and I would like my friends in one way or the other to be a part of this fight for good. - **Towela C Hambulo, Zambia**

My story-telling skills have improved, I've grown in confidence, and now I am part of a global network of young change-makers. TBTM showed me how I could help movements using my strengths - and although that means I'm not at the frontline, it doesn't make my contributions any less important or useful. If you are passionate about social change, and want to create content to help inspire others, a role as a Global Ambassador would be perfect for you. -Mafany **Tande Myles Bilong, Camaroon.**

Sometimes the only thing that stands as an obstacle to development is lack of information. It is only during my final year of university that I learned of how we young people can help bring development in our societies. Then I stumbled upon TBTM's call for Global Ambassadors. It was exactly what I needed. An opportunity to share stories that empower young people to be drivers of change in their communities. With so much lack of information in society, this was an opportunity to let young people know that they can make a difference in the world. I learned a lot during the GA program and I was glad to be able to share stories with information that youths can use to take steps in the direction of bettering their societies by tackling problems that affect them. I encourage every young person out there to help spark a movement of young changemakers world over by supporting TBTM's work and applying to the next TBTM's Global Ambassador cohort. Let's encourage a generation of proactive young people who do not wait for anymore to create a better society for them. Remember to apply for the next Global Ambassadorship program. Young people can make a difference, help get the message to them. - **Abinaidah Chaseba, Zambia**

Being a Global Ambassador has been an amazing experience. It enhanced my writing and blogging skills, I got the chance to meet amazing new people and initiatives, and it helped me grow as an individual. If you are a person who is interested in storytelling and passionate about making a positive change in your community, then being a Global Ambassador will certainly help you. - **Meriem Djanati, Algeria**

This program is not only a wonderful opportunity for global ambassadors but also an important and meaningful activity for society. Utilize your writing skills and filming skills to make the world better with us! - **Yuka Sugiura, Japan**

The "Better Tomorrow Movement-Global Ambassador Program" is a unique experience, in all its creativity and diversity, and it is an introduction to the social writing and blogging. I have been awarded professional and personal insight into how I can be a part of positive change. For someone who has always been passionate about writing, this program seemed like the best move. Since my childhood I loved math and physics, I studied hard and from an early age I knew I wanted to become a scientist or engineer. On the other hand, I was a student

who enjoyed Arabic, French and English classes and who found fun in writing essays, also, I had some attempts in writing Arabic poems. I constantly got lost between these bipolar interests: science & literature. I suppose my life has turned out the way I imagined. I am working on my PhD project at one of the top research institutions in Australia. Although, on a daily basis, I feel that I miss writing, and I ask myself in the most silent hour of the night: must I write?

The Better Tomorrow Movement gave me the opportunity to write on their blog space in order to witnessing the wonderment and beauty of this world. I have used so many of the skills I learned throughout the GA program in Wix, SEO and posting, and I initiated blogging from zero without basic knowledge. My experience participating in this TBTM program was challenging but also very rewarding. I ended up working with great mentors who guided me through the way. I loved the supportive learning community I have been a part of and the amazing fellows.

I took the chance and wrote about some change makers and inspiring people that I had the privilege to meet or interview. - **Salma Merhebi, Australia**