

Dear Mr/Ms/Dr/Prof/Honorable/CEO/MD/Board/Member,

Thank you for your valuable time in attending to this letter.

Our passion is rooted in our compassion to serve people. We aim to recruit, equip, empower and develop Life-Coaches – for placement in Youth Institutions across South Africa, extending to Africa, and even beyond. These Life-Coaches will present our comprehensive Empowerment and Development Program to learners/students during normal school hours, from Mondays to Fridays. They will receive a monthly salary, based on their experience and qualification(s). We are committed to social transformation and moral regeneration in communities across South Africa, extending to Africa. We will also investigate, plan and manage community empowerment and upliftment initiatives – as and when the need arises, and funds are secured. We are called and committed to serve the people of South Africa.

Our [Youth] EMPOWERMENT and DEVELOPMENT Program is aimed at equipping our valuable young people with important life and social skills, which will enable them to make S-M-A-R-T and informed decisions, based on sound knowledge. Our YOUNG PEOPLE are confronted with many challenges and issues that continue to escalate. Families and communities are constantly challenged and traumatized by the effects of negative peer pressure, bullying, racism, crime & violence, alcohol and drug abuse, sexual promiscuity, rape, teenage pregnancy, abortion, depression, suicide, drop-outs, and many other-related issues. Equipping our Youth will empower them to make sound decisions, enabling them to take responsibility for their own lives, and in the process, they will make a positive contribution towards the wellness of our broader society. We should be much more PRO-ACTIVE in preventing possible trauma, and/or loss, rather than waiting for a tragedy to occur, and then do damage control.

We will EMPOWER and DEVELOP young people through an extensive five (5)-phase development program, which will include a well-researched and comprehensive life-skills program; a mentorship program; motivational sessions / workshops / seminars / conferences; camps, as well as finishing workshops. Our programs are not presented from a religious perspective, and are thus open to ALL young people. We seek like-minded-and-hearted individuals, businesses, and organizations, to assist us in empowering and transforming lives on grass-roots level. Our Non-Profit-Company has been registered, and our Chartered Accountants are in the process to apply for tax-exemption, acquiring a (18A). Your once-off / monthly / quarterly / annual sponsorship or donation will EMPOWER us to EMPOWER our precious young people, which will impact society at large, and have a direct effect on the well-being of our people.

We thank you for your possible contribution. Together we can make a difference.

Regards and much love,

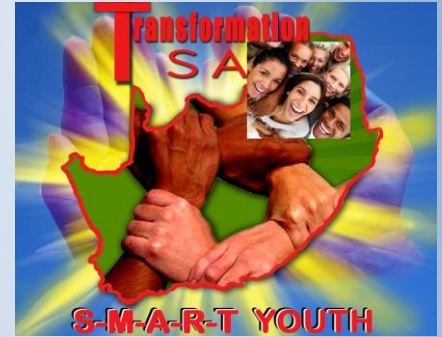
*Electronic Signature: Pierre Eksteen*

**Pierre Eksteen (Bth)**

**Founder/CEO/Servant**

Committed to serving in love, with passion, through integrity, and by compassion

**TRANSFORMATION SA**  
**Extending to Africa**  
**Incorporating**  
**S-M-A-R-T YOUTH**



**TRANSFORMING** One life –  
One day at a time

**VISION**

To EMPOWER people, especially Young people - Equipping, Educating, Developing, Mentoring and Guiding them across racial and cultural barriers - transforming their respective environments to a educated, skilled, healthy, and peaceful society for all members of the family and community.

**WEBSITES**

[www.transformationsa.co.za](http://www.transformationsa.co.za)

[www.smartyouth.co.za](http://www.smartyouth.co.za)

**E-MAIL**

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**CONTACT**

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**VALUES**

Love and Acceptance  
Compassion and Care  
Truth / Integrity  
Respect  
Accountability  
Responsibility  
Transparency  
Servanthood  
Stewardship  
Restoration  
Reconciliation  
Unity and Grace

Be the CHANGE that you desire to see.  
Living PURPOSEFUL lives.