

20

25

Annual Report

Reporting Period:
January 1 - December 31, 2025

www.primacyyouthdevelopmentinitiative.org

Message from the Executive Director.



In 2023, when I founded the Primacy Youth Development Initiative, I was carrying nothing but a dream. A dream to invest in young people across Africa. A dream to help them grow, upskill, and step boldly into opportunities that once felt out of reach. I carried that dream with me every day. I saw what was possible even when the road wasn't clear.

Three years later, I look back, and my heart is full. What began as a vision is now a movement. The lives we have touched, the platforms we have built, and the young people we have walked with - it is no longer just a dream. It is real. And for that, I am eternally grateful.

2025 was a defining year for PYDI. On a continent filled with both immense potential and pressing challenges, we chose to believe deeply that young Africans are not just the future; they are the present.

This year alone, we created platforms for 30,131 young people to learn, to lead, and to build. From the halls of the University of Lagos to virtual rooms spanning 20 countries, PYDI delivered skills, mentorship, and leadership opportunities that are already transforming lives and communities.

It wasn't an easy year. We faced challenges that could have stopped us. But we pressed on. And our success is proof that purpose, when paired with people, always finds a way.

I am so proud of everyone who made 2025 possible. To our funders, our partners, our team, and every volunteer, thank you for believing in a youth-led Africa with us.

This report is the story of what we built together. And it is only the beginning.

Esther Ajudeonu
Executive Director of PYDI

About PYDI

Primacy Youth Development Initiative is a youth-led organization committed to empowering young Africans by delivering skill-oriented education through a multifaceted approach that includes leadership development, skills training, and civic engagement. Our work is anchored on three pillars: Skills for the Future, Sustainability Leadership, and Youth Voice in Development.



Vision Statement

Our vision is to impact youths and build prosperous societies

Mission

We are on a mission to empower 10 million African youths through a multifaceted delivery approach to practical, skill-oriented education that bridges the gap between theory and industry needs, driving employability, prosperity, and sustainable growth across the continent.

Core Values

H: Hope
E: Excellence
A: Altruism
R: Respect
T: Team work & Transparency

Our Focus

- Mentorship
- Collaboration
- SDG Advocacy
- Community building
- Job & Economic opportunities
- Futures & future generations
- Career orientation
- Leadership development



2025

PROGRAM
HIGHLIGHTS

The African Youth Mentorship Project

Launched: 2023

All PYDI flagship programs in 2025 were delivered under the African Youth Mentorship Project. This project will run from 2023-2030, and it is aimed at bridging the skill gap among African youths between the skills learnt in school and the skills needed to access the opportunities of today. Through mentorship, training, and opportunity brokerage, the project equips young people to transition from learning to earning.

Under this project, PYDI implemented 3 key initiatives in 2025:

A. Career Advisory and Resource Access

In 2025, PYDI prioritized direct support for young people navigating career choices. Through webinars, career fairs, and digital toolkits, we met young people where they are.



Key Delivery:

We provided career advisory to 28,634 youths and gave them access to resources to enable them progress, including CV templates, scholarship databases, internship boards, and skills learning pathways.

B. African Futures Summit 2025

“Reimagining Africa's Future” | June 19–21, 2025 | University of Lagos, Nigeria



The African Futures Summit returned in 2025 as PYDI’s flagship continental convening. For 3 days, the University of Lagos became a hub for ideas, innovation, and collaboration. With 1,200 young people onsite and 241 joining online. The Summit brought together the brightest young minds from across Africa to design solutions for the continent’s most urgent challenges.

The theme resonated deeply. Young people left not just inspired, but equipped with tools, networks, and opportunities to act.

Key Outcomes



1. Career Fair

The summit organized a career fair side event, which created avenues for 50+ young Africans to access fully funded opportunities in data science and Python programming through a strategic collaboration with the Nigeria-German Center for Migration and Development.

2. Community-Centric Projects

The event facilitated the collaborative development of community-centric projects among attendees, fostering a spirit of innovation, creativity, and problem-solving. These projects have the potential to drive positive change in local communities, address pressing challenges, and promote sustainable development.

3. Dialogue and Networking

The summit provided a platform for attendees to engage with industry experts, policymakers, educators, and youth activists. This exchange of ideas, experiences, and perspectives will help shape Africa's future, informing policy decisions and driving innovation.

4. Youth Empowerment

The summit empowered young people to take ownership of their future, equipping them with the skills, knowledge, and networks necessary to drive change. By providing a platform for young Africans to share their ideas and perspectives, the summit helped to amplify their voices and promote youth-led initiatives.



Career fair



Participating schools at a youth empowerment session



Pledge board signing



Community-centric project



Dialogue and networking



Group photo of some of our partners



Partners

The African Futures Summit 2025 was made possible as a result of partnerships with various organizations that believed in and committed to our vision.

Our Partners Include





Nigerian-German Centre
for Migration and Development



FEDERAL MINISTRY OF
LABOUR AND EMPLOYMENT



Women of Cisco
Inclusive Community



Giddy2School



Giddy&Claire
Cosmetics LTD



GZ INDUSTRIES LIMITED



MOUNTAINTOP



Alessa Suave
EVENTS



JCI
Nigeria UNILAG



NESCAFÉ



Vianky
Makeup

C. SELA Fellowship

Sustainable Education and Leadership for Africa

The Sustainable Education and Leadership for Africa (SELA) Fellowship continued its mission to cultivate transformative leadership and sustainable educational practices across the African continent. As a pathway to deliver our African youth Mentorship Project goal of closing skill gaps needed to access future opportunities for African youth, the fellowship program achieved unprecedented heights in regional representation, gender parity, and community impact. This comprehensive report outlines the milestones, operational metrics, demographic breakdowns, and grassroots impacts achieved by our fellows.

This year marked a dynamic and impactful start to the SELA Fellowship, during which we hosted Cohorts 3 & 4.



The call for applications launched on

April
24th and concluded on→

May
14th

It received strong engagement across the continent.

Recruitment & Selection Operations

The selection process for the fellowship remained rigorous and highly competitive, ensuring that only the most dedicated youth leaders were onboarded.

Cohorts 3 & 4 Application Cycle

- Application Launch: 24th April 2025
- Application Deadline: 14th May 2025
- Campaign Duration: 20 Days
- Strategic Outcome: Achieved robust and high-quality digital engagement across all five subregions of the African continent.

Cohort 2 Supplementary Cycle

- Application Window: 15th September 20th September 2025
- Total Applications Received: 48 entries
- Total Selected Fellows: 26 participants
- Selection Rate: 54.1%
- Strategic Outcome: A highly condensed, competitive sprint that onboarded exceptional candidates into the parallel leadership track.



Demographics

The 2025 SELA Fellowship cohort includes 56 participants from 16 African countries, with a gender distribution of 28 females and 28 males. Nigeria leads in representation with 16 fellows, followed by Kenya and Zambia with four participants each. This reflects PYDI’s ongoing commitment to gender equality and regional diversity across the continent.



Gender Distribution

Women

Men

A balanced cohort for equal representation

Our Fellows Across Africa



16 African Countries Represented

- Nigeria
- Kenya
- Zambia
- Ghana
- South Africa
- Sierra Leone
- Cameroon
- Tanzania
- Malawi
- Liberia
- Burundi
- Togo
- Rwanda
- Uganda
- Mali
- Namibia





2025

This section documents the tangible results of PYDI's work in 2025. These numbers represent lives touched, skills gained, and leadership built.

IMPACT REPORT

MEASURING OUR REACH



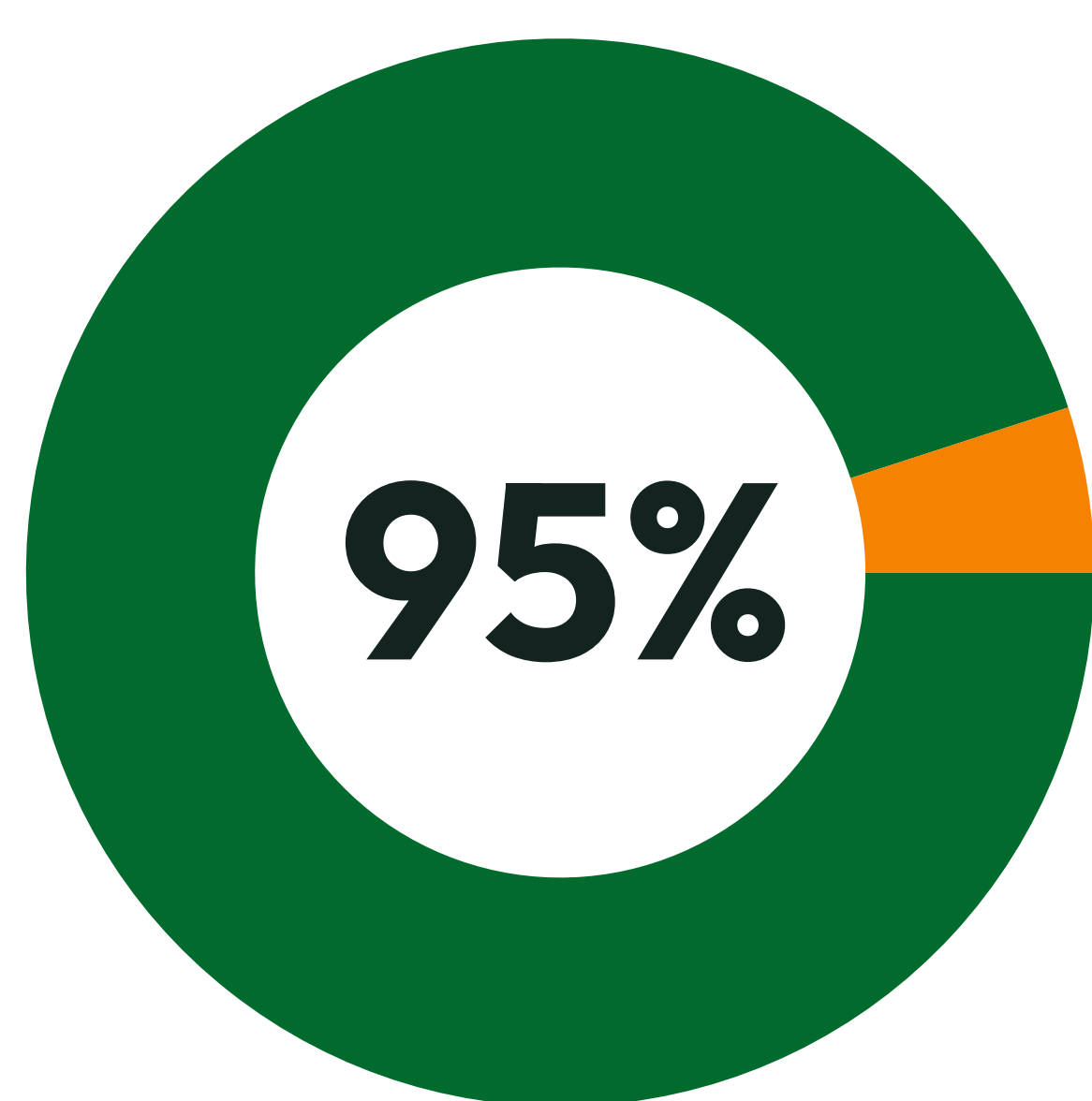
30,131

Young people reached
Across the Continent

Overall Reach - Key Indicator

Career Advisory & Resources

Share of all young people reached who received direct career advisory services

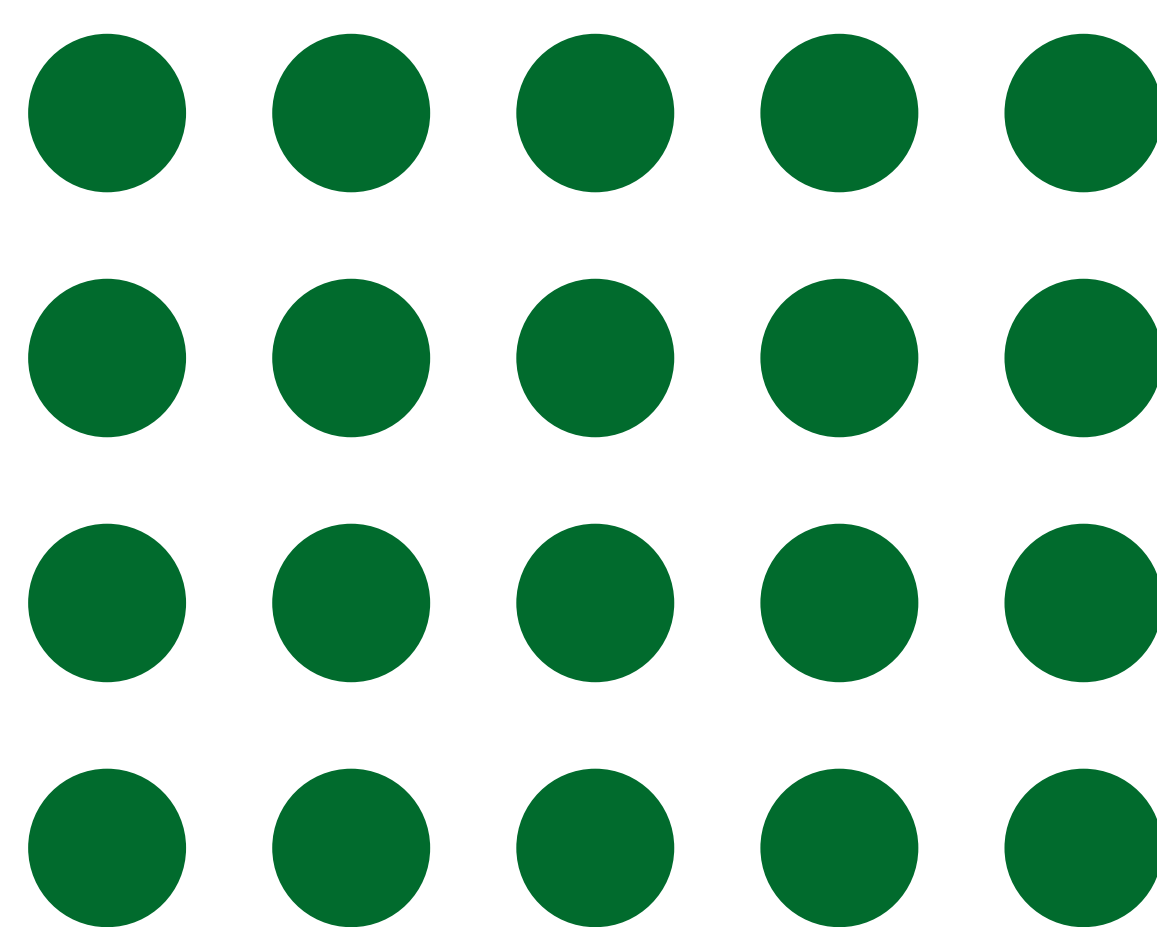


28,634

Youths Reached

African Countries Engaged

Every dot represents one country reached by PYDI programming in 2025.

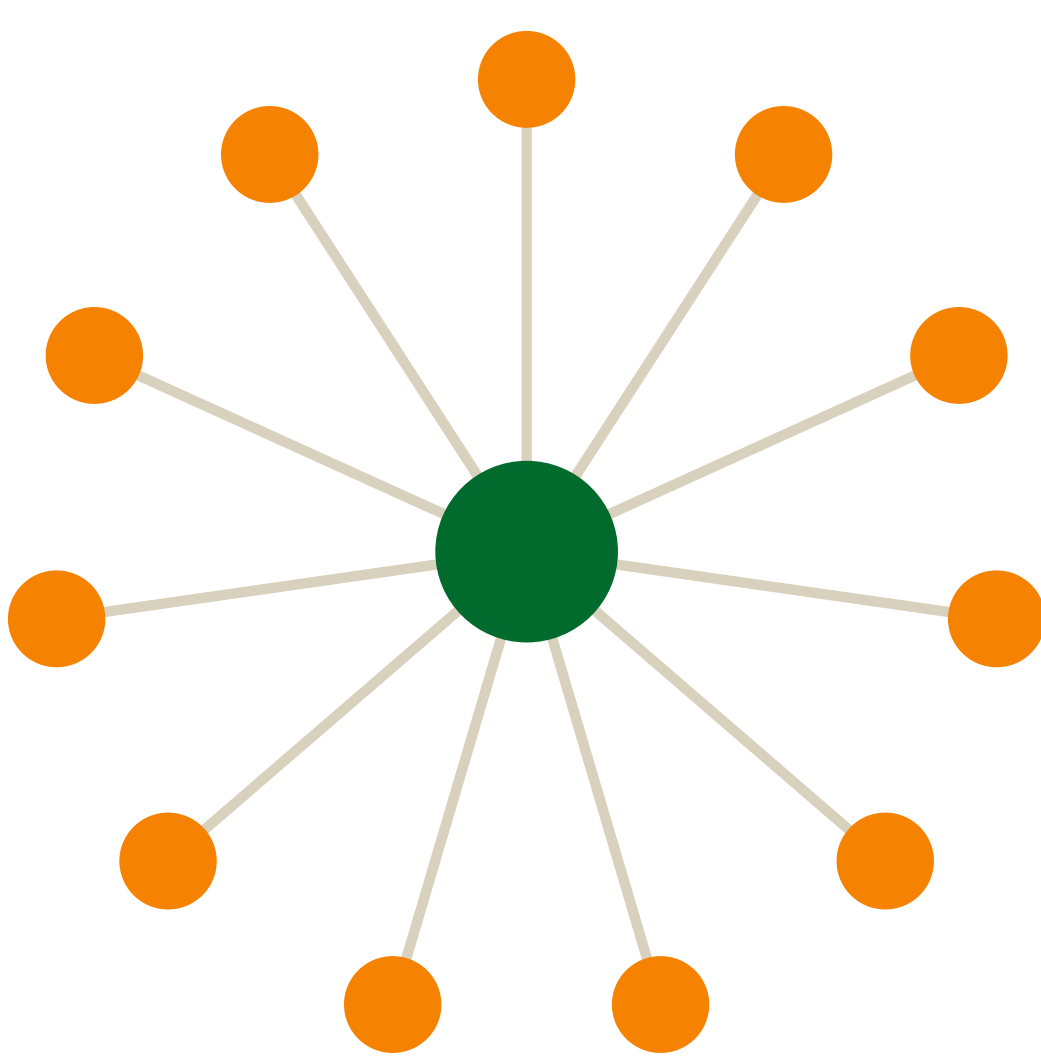


20

Countries Reached

Strategic Partnerships Activated

Partner organizations working with PYDI to extend programme reach in 2025.



11

Active Partners

Reading the numbers: "Total Young People Reached" counts every youth engaged through any PYDI programme in 2025, including the SELA Fellowship. "Career Advisory & Resources" is a subset of this total, reflecting those who went on to receive direct, individualised support



Program-Specific Impact

Career Advisory & Resource Access

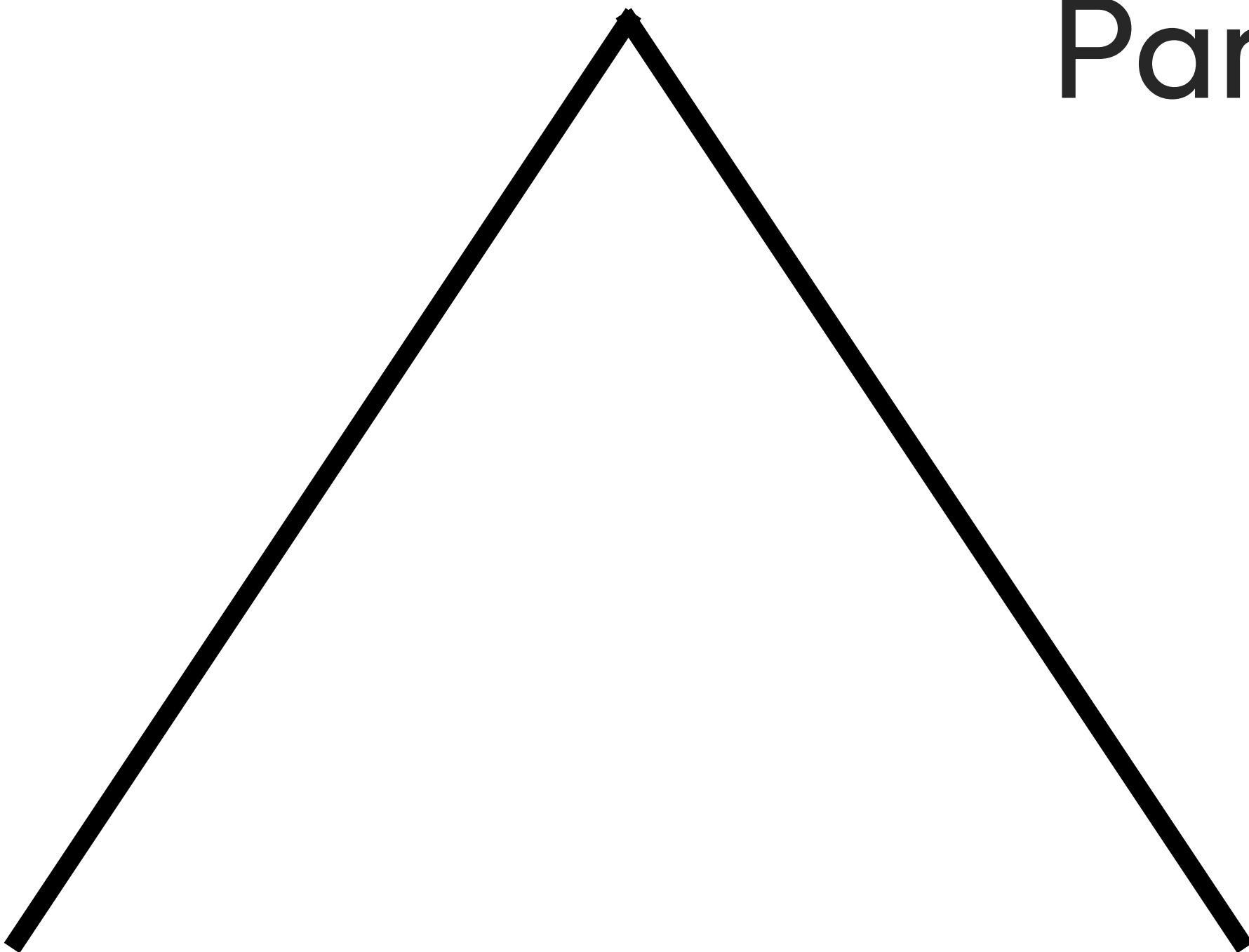
28,
634

Youths received career advisory and
access to resources to enable them
progress

African Futures Summit 2025

1,441

Participants Engaged



1,200

Onsite

+

241

Online

50+

Fully Funded Skills
Scholarships awarded in
Data Science and Python

SELA Fellowship Cohort 3 & 4

56

Environmental
Leaders Enrolled
from 20 countries

50%

Female Representation
achieved in leadership
cohort



Story of Change

Beyond numbers, 2025 was about unlocking potential. Here is an impact story of one of our beneficiaries;

Odowa Givans

KENYA, CEO Ambugo Africa

SELA Fellowship Alumni

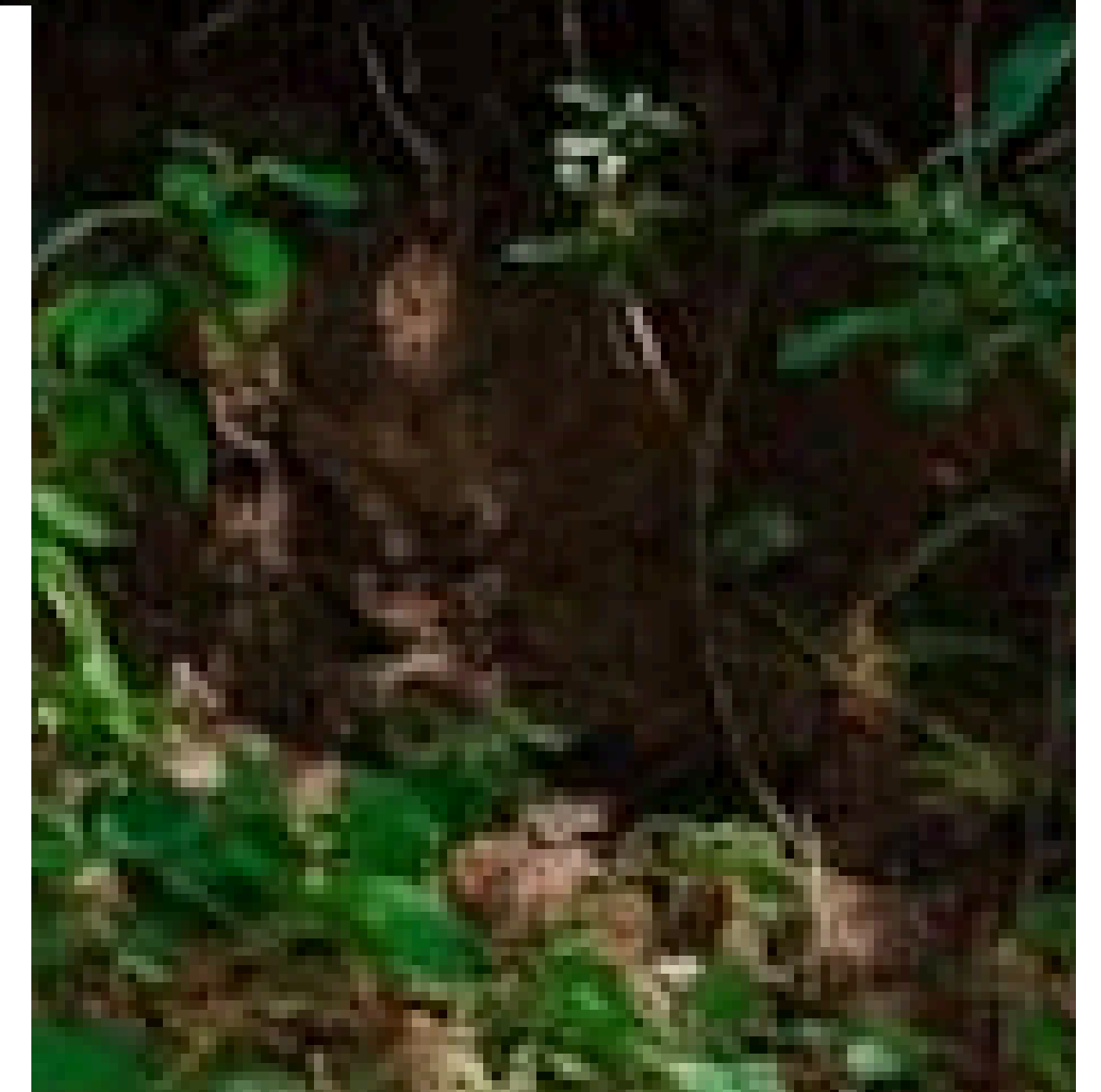
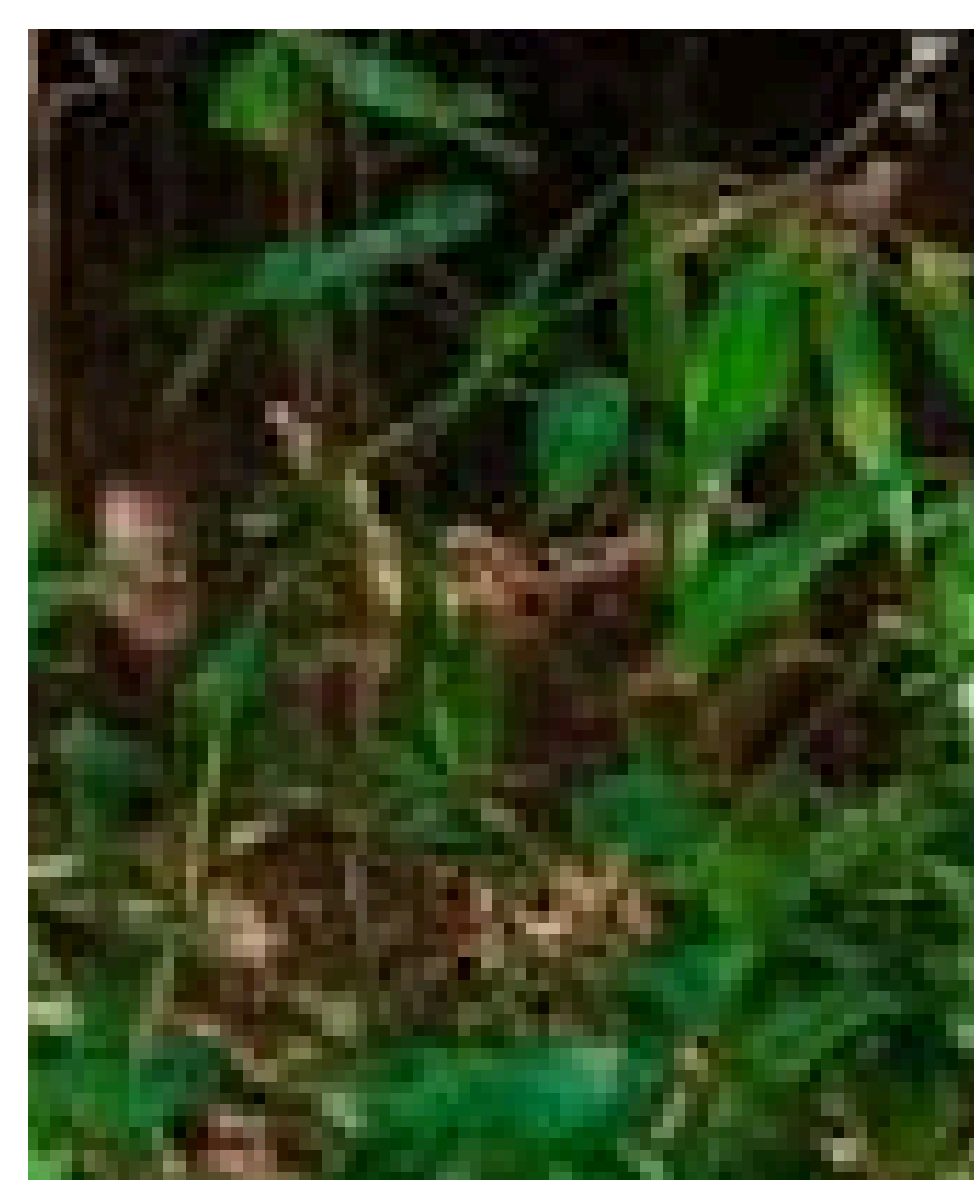
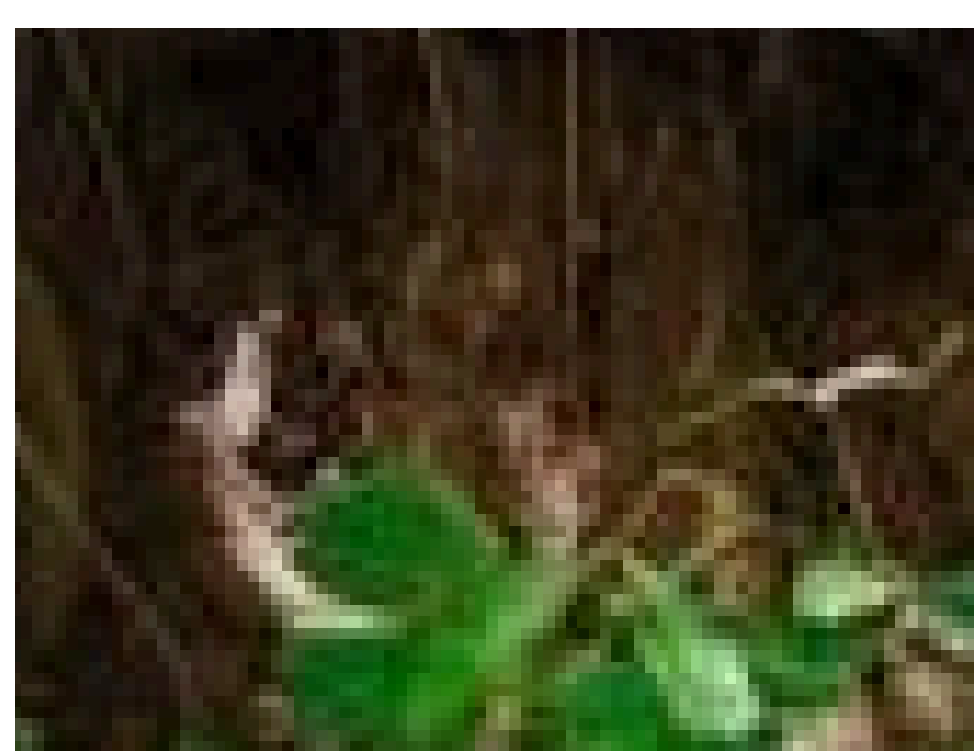
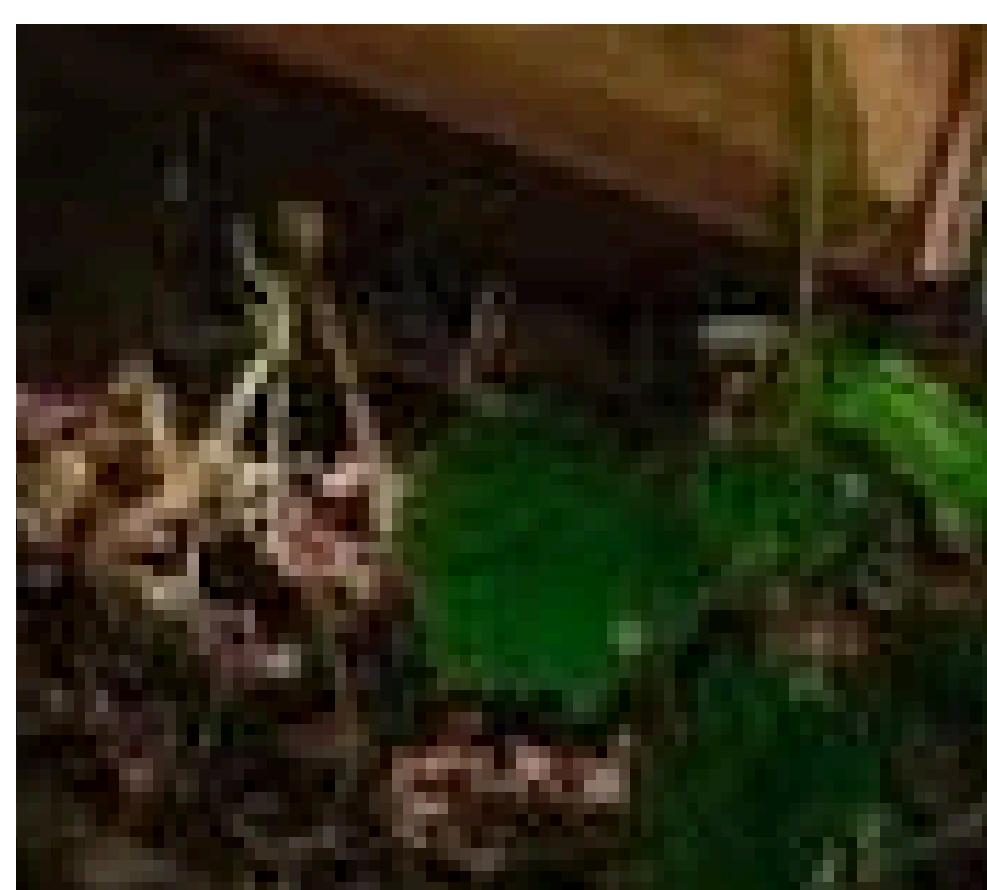
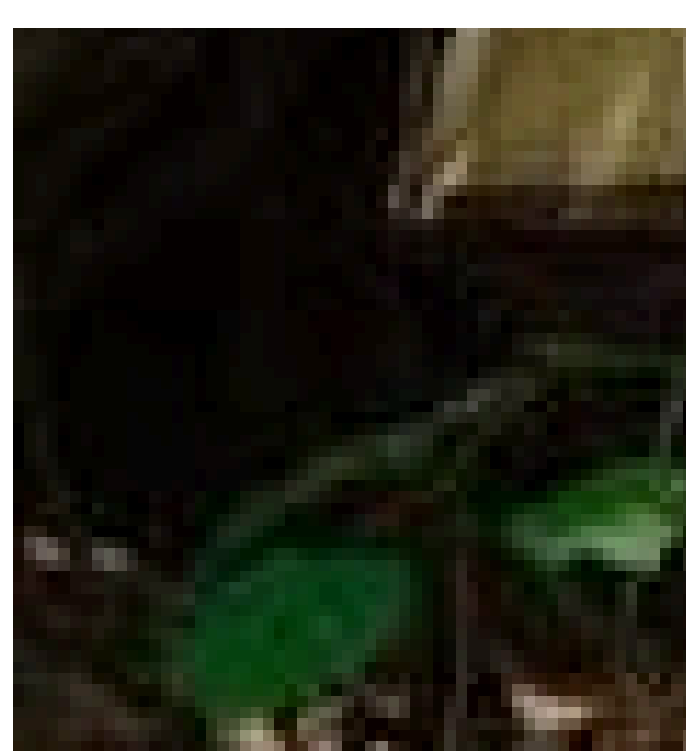


“Through the SELA fellowship, I was able to strengthen my leadership and Social entrepreneurial skills, helping me to scale my impact beyond community training into building Ambugo Africa, a sustainable agribusiness solution.”



Since graduating, I have led Ambugo Africa, where we empower young people, women, and small holder farmers. We have reached 200 students, established vegetables and fruit seedlings, and built farmers' capacity in sustainable practices.





“ Sela Fellowship continues to inspire my belief that transformational leadership begins with empowering communities. ”

Thank You!

**Thank you to our donors, partners
supporters, team members volunteers,
and all stakeholders that contributed to
our impact in 2025**

