

# RAISING UP URBAN HEROES

*the message*  
SOUTH AFRICA

# South Africa is facing a **YOUTH CRISIS**

65% Youth Unemployment

9.91% Youth have Criminal Records

8 out of 10 Reoffend

60% homes without father figure

49.2% Live below the Upper Poverty Line (R1,183 a month)

# Our Vision

**To raise up GENERATIONS of Urban Heroes.**

Thousands of youth from the margins who have found their **HOPE**  
and **PURPOSE** in Jesus.

They are transformational leaders who are emotionally, socially and  
spiritually mature.

Urban Heroes are not only transformed, but transform others,  
creating ripple effect of change in their families, communities and  
nation.



# HOW

## Our Discipleship process



### Identify

We go where others may find it difficult to go in order to present the gospel and expect lives to be changed by Jesus.

We go to tough neighbourhoods, schools and prisons in order to identify young people with potential and share the Christian message of hope with them.



### Platform

Our three programme areas (Creative Mission, Prison and Enterprise, and Community Transformation) provide a platform for young people to become productive members of society. Our programmes are infused with biblical teaching and intentionally point people to Jesus.



### Mission

Ultimately, we want the young people we reach to recognise that they can be used by God to make a difference in the world. We provide opportunities for young people to discover and fulfill their purpose, so that they can start a ripple effect of transformation in Cape Town and beyond.



# WHAT WE DO

Introducing our Three Streams



# Community Transformation

**Our Community Hubs provide a safe environment for young people to engage in after-school programmes including life skills, discipleship, educational support and fun-based youth activities.**

We have Message hubs in Nyanga and Parkwood with church and community partners. Our vision is to launch a hub every year with partners.



# Prisons and Enterprise

**Our Prison and Enterprise team provide a Christ-centred holistic approach to break the cycle of crime and gangsterism amongst young people.**

This includes our Gangstar Cafes that provide training and employment opportunities in the coffee and hospitality industry.





# Creative Mission

**Our cutting-edge mission teams creatively shares the good news about Jesus to young people through the creative arts, school programmes, and gospel proclamation events.**

We believe all young people have the right to hear the Gospel in the language they can understand and be connected to a church community where they will be effectively discipled.

We're passionate about equipping and empowering people to share the gospel to young people and develop the call of the evangelist.

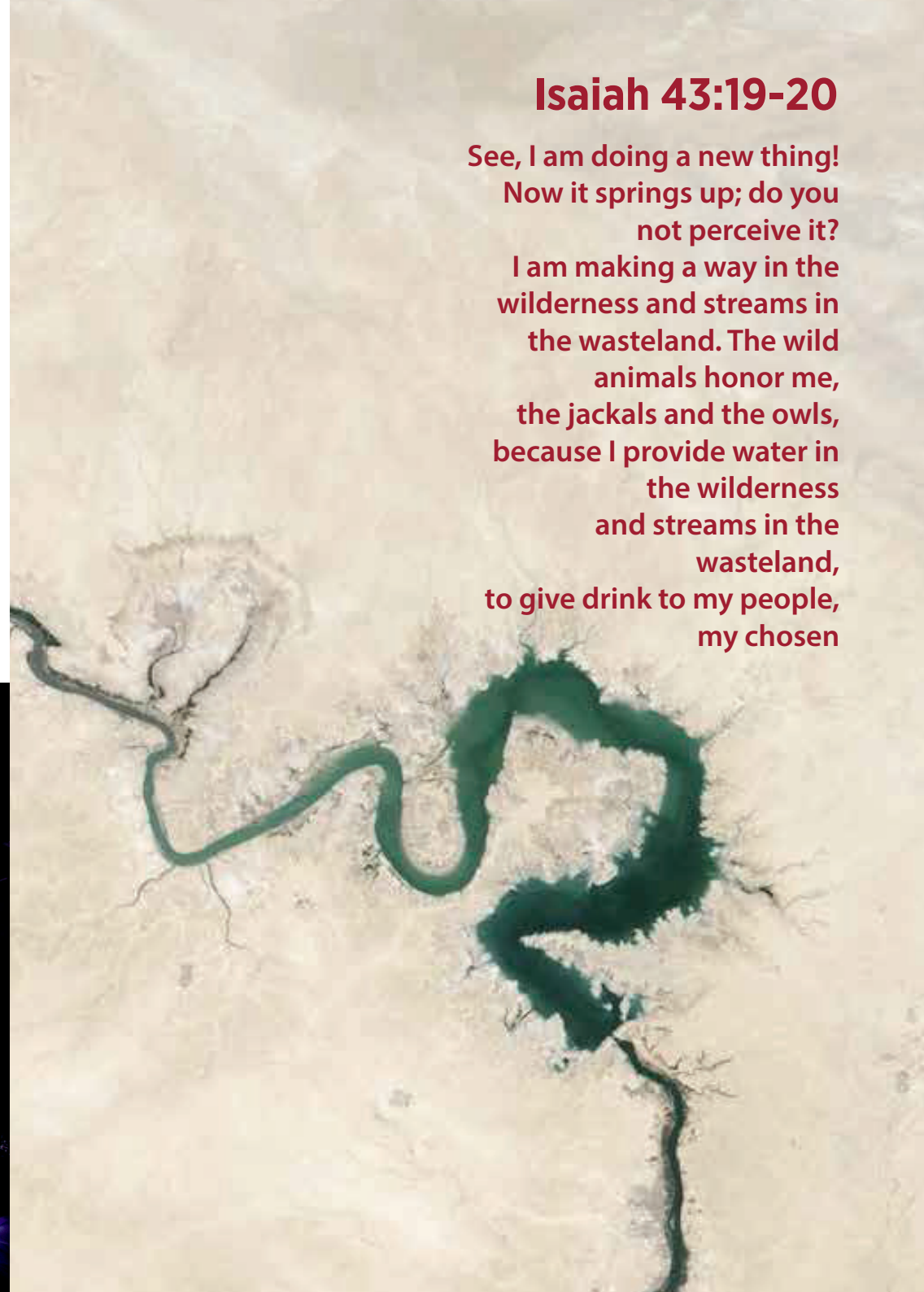
We do this through our one year Message Academy and our Evangelism Training called Advance.



## Isaiah 43:19-20

See, I am doing a new thing!  
Now it springs up; do you  
not perceive it?

I am making a way in the  
wilderness and streams in  
the wasteland. The wild  
animals honor me,  
the jackals and the owls,  
because I provide water in  
the wilderness  
and streams in the  
wasteland,  
to give drink to my people,  
my chosen



# MEET CLINT

I started hanging out with the wrong crowd when I was very young. It landed me in and out of prison many times, and while I was in prison, I joined a gang. In prison, I began attending church services in the courtyard, which is where my life began to change.

**“When I came out, I met The Message, and they trained me and showed me acceptance. I started working at Gangstar Cafe in 2019, and since then, I got married, and now I have a daughter. I am so thankful.”**







# MEET TARYN

I have always been passionate about making a difference in young people lives. This led me to join The Message Academy programme for a year and learn about mission and how to reach young people with the gospel.

After Academy, I was approached to work for The Message and run Respect Me lessons in schools. I love what I do because I get to meet different young people and tell them that they matter!

**“I get to hear kids' stories and counteract every lie that was ever said over them, by reminding them of who God says they are their purpose and their potential.”**



# MEET XHANTI

Growing up in Nyanga, crime and gangsterism were a normal part of everyday life. It was only once I became a part of the local church that I realised that way of life wasn't how God intended it to be.

**“The Message Nyanga hub’s mentorship and impact on my life encouraged me to start volunteering as a soccer coach and as an after-school tutor, reaching out to children just like me. Years later and after growing so much I manage the hubs education, mentorship, discipleship and sports programmes.”**



# MESSAGE LEADERSHIP & ENTERPRISE CENTRE

**A place where social transformation can take place and serve the City of Cape Town**

1. Operational base for all our teams.
2. Training and Equipping space for our Academy, Churches and Employment Programmes.
3. Home of our Gangstar Café social enterprise.
4. Our OAKS Discipleship Home, accommodating previously incarcerated young men.

**COME AND VISIT US**

**Address: 61, 65 Main Rd, Mowbray, Cape Town, 7700**



# GET INVOLVED

**Are you passionate about changing the youth narrative in South Africa?**

## Be a Hero

Join our community of monthly donors that contribute to raising up more Urban Heroes.

## Give

If you are a trust, corporate or individual that is passionate about changing young lives, we have multiple opportunities for you to support.

## Partner

We love to partner with churches, nonprofits, individuals and other organisations. Contact US!

## Volunteer

Join our dynamic and diverse team and bring your gifts to the mix!

**Visit our website:**

<https://message.org.za/>



# DONATE

SCAN QR to donate to the Message Trust



# CONTACT US



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