YOUR NUDGE IN THE RIGHT DIRECTION: THEIR FUTURE.

SPONSORSHIP BROCHURE



YouStart

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Please pass on this brochure. It is also good for our planet!

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THANK YOU

To everyone who made this brochure possible.

Qfor

Edition 2026



WELCOME TO YOUTHSTART!

2025 marked a major turning point for YouthStart - a year that would not have been possible without your support.

Against a backdrop of significant labour market reforms, particularly the tightening of eligibility criteria for unemployment benefits, a growing number of young people are facing an uncertain future. Some are losing their entitlement to benefits, others are turning to already overstretched support structures such as Public Social Welfare Centres (CPAS/OCMW), while an increasing number risk finding themselves in a social and professional vacuum.

In this challenging environment, your commitment makes all the difference.

Thanks to your support, YouthStart empowered no fewer than 896 young people in 2025 through 96 training programmes dedicated to developing entrepreneurial skills. Behind these figures lies a tangible and measurable impact: nearly 78% of participants obtained their certificate, and 67% of our alumni are either employed or enrolled in education or training within six months of completing their YouthStart journey.

These results are yours too.

Together, we are providing an effective response to major societal challenges. Our programmes (short, intensive, and transformative) complement existing support services and work in close synergy with public employment and training agencies such as Forem, Actiris, and VDAB. More importantly, they help rebuild self-confidence, restore a sense of purpose, and help young people who might otherwise be left behind get back on track.

In a context of political uncertainty and limited public resources, your role is more essential than ever. Your trust enables us not only to sustain our activities but also to adapt to a constantly evolving society, continue our growth, and reach young people who fall outside traditional support systems.

The year 2025 was also one of consolidation: strengthening our teams, further structuring our organisation, expanding our individual coaching services, and diversifying our funding sources. These foundations, made possible thanks to your support, now allow us to look to the future with ambition and confidence.

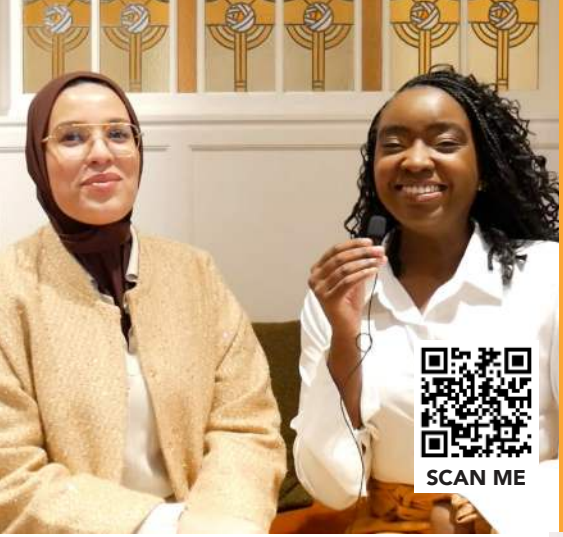
Because 2026 will be a year of growth and acceleration. Our ambition is clear: to increase our impact, broaden our reach, and offer even more young people the opportunity to reclaim their place in society.

More than ever, you play a central role in this mission. Every euro invested, every partnership forged, and every expression of trust translates directly into new opportunities and tangible prospects for the young people we support.

On behalf of the entire YouthStart team, our trainers, partners, and board members and above all, on behalf of the young people whose lives we help transform, I would like to sincerely thank you for your trust and commitment.

Together, we are changing lives and building a brighter future.

Gaëtan Hannecart
Chairman YouthStart Belgium



SCAN ME

SABRINA & JENNIFER

YouthStarters, 29 and 30 years old, Brussels

"I am very grateful to YouthStart."

"It wasn't something I had planned or even imagined… but it became an experience I will never forget. A strong foundation I can rely on for the years to come."

Discover the interview here

ASMARA

YouthStarter, 28 years old, Antwerp

"At YouthStart, I discovered my entrepreneurial side and learned how to turn my dreams into concrete plans, step by step."

Watch Asmara's video here



SCAN ME



SCAN ME

DIVIN & KRIS

YouthStarters, 18 years old, Leuven

"We learned so much about business, presenting, and teamwork.

The compliments and encouragement we received also meant a lot to us."

Watch Divin and Kris's video here.



ESTER & HER MOTHER

YouthStarters, 20 and 38 years old, Forest

"I didn't feel capable, but YouthStart really showed me practical solutions that matched who I am and helped me see what I could do with my future."

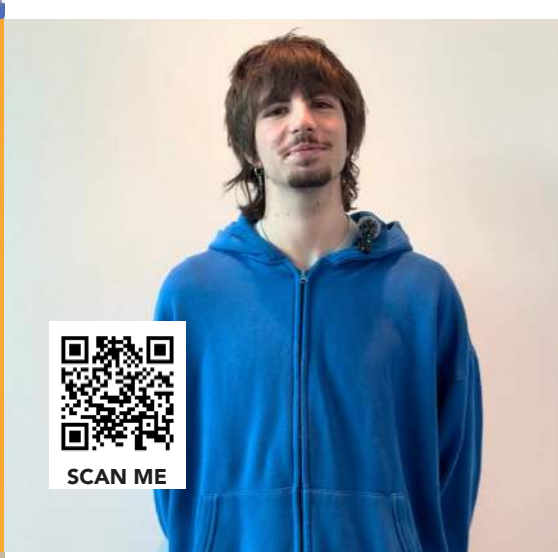
Discover the interview with Ester and her mother, Keyllane, here

NATHAN

YouthStarter, Don Bosco Brussels

"The programme helped me think about my future, discover my passion, and define what I want to achieve in life."

Bekijk hier de video van Nathan





NASSIM

YouthStarter, 19 years old, Schaerbeek

"We went around the table, and I was asked to rate my motivation out of 10. I said 4. But by the end, I realized just how incredible this project was and how amazing it really was."

Watch Nassim's video here

YOUNGSTERS WITHOUT A FUTURE?

In Belgium, many young people struggle to find their place in society. Some face multiple hurdles: dropping out of school, precariousness, complex family situations. For those from immigrant backgrounds, these obstacles are often compounded by integration challenges.

They all have unique backgrounds, but share the same fundamental need: to find their place in society, and gain access to a dignified and stable working life. This is the challenge we tackle, by focusing our efforts on a particularly vulnerable group: low-skilled young NEETs.

The term "NEET" stands for Not in Employment, Education or Training, and refers to young people who are neither in school, nor in training, nor in employment. In Belgium, this group is particularly vulnerable to social exclusion.



Our action focuses on NEET young people aged 16 to 30, with low levels of schooling, throughout Belgium. Aware that our approach can benefit other young people in vulnerable situations, we have broadened our scope of action since last year to include, among others, young people in detention.

We are also developing preventive actions, particularly in vocational schools, to combat school drop-out and support the transition to the job market.

Preparing these young people to play an active role in the world of work is much more than just support: **it's a collective investment.**

Helping a young person rebuild their life means strengthening our society as a whole. For example, it is estimated that one year of youth unemployment costs the community an average €30 000*.

* Source : Eurofound 2025

OPPORTUNITY-SEEKING YOUNGSTERS:

At YouthStart, we choose to speak of "young people seeking opportunities" rather than "disadvantaged young people". This choice of words is not insignificant: it reflects our confidence in their potential. We believe that every young person has talents and ambitions, but that not everyone has the same opportunities to develop their potential.

We believe that every young person has talents and ambitions within them, but that not everyone is given the same opportunities to develop.

With this in mind, YouthStart takes action: we offer a springboard to a brighter future to young people aged 16 to 30, unemployed and with few qualifications*. By restoring their confidence, valuing their ideas and equipping them with drive, we enable them to project themselves and move forward to build their own career path.



CATHERINE MOSBEUX

CEO YouthStart

Investing in YouthStart offers your organisation a wide range of benefits, as outlined in this brochure. Building on more than 28 years of proven success, YouthStart continues to make a significant impact on the lives of young people seeking opportunities, many of whom face vulnerable or challenging circumstances. To sustain and expand our work and help these young people build a positive future, we rely on the support of socially committed entrepreneurs like you. We are looking for visionary partners who are eager to invest in social impact and see tangible, measurable results.

Are you ready to make this commitment together?

SCAN ME

* Highest qualification = highest qualification is a secondary school diploma or a diploma that is not recognised in Belgium.

YOUTHSTART'S VISION AND MISSION

Our mission

Our mission is to support and empower young people in their personal and professional development by offering free training based on an entrepreneurial methodology, in order to boost their self-confidence, reveal their talents and help them build a plan for the future.

Our vision

Our vision is to build an inclusive society where every young person, whatever their educational, professional or personal background, benefits from caring, stimulating and meaningful support, enabling them to develop their full potential, take control of their lives and contribute to society.

ESTEEMED PATRONAGE

YouthStart has the great honour of benefiting from the High Patronage of Her Majesty the Queen. Our mission and values are very close to her heart.

Her Majesty occasionally visits YouthStart training events. She also attended our 25th anniversary celebration, where she took part in a workshop with our young participants. An exceptional motivational boost for young people who are building their future!



AN ENTERPRISING HISTORY

1982 After being mugged in Central Park, Steve Mariotti, an entrepreneur in New York, chose to draw inspiration from it: he became a teacher in the Bronx to help young people.

1987 Steve establishes an organisation that teaches vulnerable youngsters the basics of entrepreneurship: the Network For Teaching Entrepreneurship (NFTE). Steve was convinced that entrepreneurship education is a successful formula for helping youngsters to get their lives on track.

1998 YouthStart Belgium is the first European organisation to offer the unique NFTE program.

2024 The NFTE program has now inspired more than a million youngsters, in 22 countries around the world.

Steve Mariotti passed away on October 20, 2024, at the age of 71.



Steve Mariotti, founder of the NFTE network: "My life changed when I started talking to young people about why people start businesses. These young people began to see their future differently, and to regain their self-confidence."

©Margaret Fox Photography.

YOUTHSTART AROUND THE WORLD

NFTE and YouthStart have enabled millions of youngsters around the world to discover their talents and become entrepreneurs of their own lives.

YouthStart

nfte! Network for Teaching Entrepreneurship



WHAT IS YOUTHSTART'S METHOD?

YouthStart is committed to helping unemployed, low-skilled young people aged 16 to 30 to find their pathway in life.

First, we meet them

Aware that many young people in need do not spontaneously think of investing in themselves, we mobilize our resources to meet them, raise their awareness and encourage them to join our program.

Then we offer a transformative training

We offer an intensive 8-day training course, designed as a compass: it helps them regain confidence, clarify their ambitions and chart a course towards the professional future that suits them.

Finally, we provide long-term support

Once the training is over, our commitment continues. Thanks to a network of specialized partners, we can help any young person who so desires to find a job, or to choose a training program suited to his or her aspirations.

What really sets YouthStart apart is our **entrepreneurial pedagogical approach.**

Practical, dynamic and deeply human, this teaching method is specially adapted to the young people we support. It's based on real-life challenges, close to those they might encounter in their adult lives - whether in salaried employment, self-employment, or any other life project.



By confronting them with these practical experiences, young people gradually develop their autonomy, gain self-confidence and discover their potential. This pedagogy encourages them to step out of their comfort zone, take initiative, collaborate and communicate effectively. It also enables them to acquire essential cross-disciplinary skills such as problem-solving, creativity, time management and decision-making.

Beyond technical skills, this approach aims to trigger a real awareness: that they are capable of acting on their own future. By helping them to project themselves, to dream and to structure their ambitions, we contribute to giving them the means to emancipate themselves and become committed, confident and responsible players in their own lives.

The 8-day training course is spread over 2 to 3 weeks and runs as follows:

DAY 1 & 2
Who am I and what are my talents?

DAY 3 & 4
I choose my dream project and develop it like a true entrepreneur.

DAY 5
I strengthen my strengths and learn how to address the weaknesses of my plan.

DAY 6
My future takes concrete shape. I know my future plan.

DAY 7
I learn how to present myself and my project.

DAY 8
I present my project to a jury and an audience and receive the YouthStart certificate.



Mission accomplished!

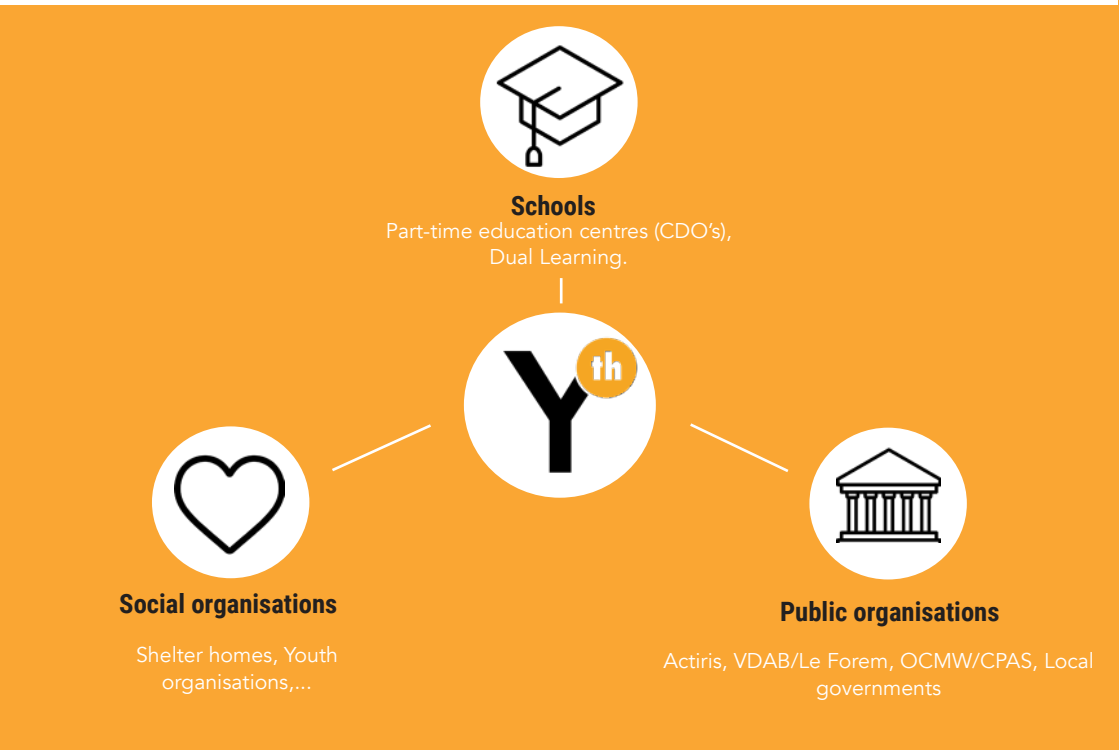
This page has been designed using resources from Flaticon.com

A STRONG NETWORK MADE POSSIBLE BY YOUR SUPPORT.

Supporting YouthStart means investing in co-creation with committed partners: schools, social organizations, and public institutions, all working together to guide young people toward a positive future.

Thanks to the support of our sponsors, we can:

- Collaborate with over 40 partner organizations
- Operate in every province, across more than 35 cities
- Reach vulnerable young people through trusted local channels
- Apply our unique methodology in diverse settings: classrooms, training centers, detention centers and community organizations...



YouthStart is the link between young people and all the partners who support them in their development. Your contribution reinforces the strength and scope of this network. Together, we're building an ecosystem of opportunities for young people.



ELLEN & ELLEN

YouthStart Coaches, 5 and 2 years

"What inspires us most is seeing young people grow from uncertainty to confidence and initiative. YouthStart gives them the space to discover their talents and believe in themselves again."

Watch Ellen & Ellen's video here

PHILIPPE

YouthStart Coach for nearly 9 years

"When we offer a young person a listening ear, a supportive environment, and the opportunity to take action, they can reconnect with their own strengths and move forward."

Read the interview with Philippe here





CATHY

YouthStart coach for 3 years

"On the first day, they doubt themselves. On the last day, they leave with confidence, new ambitions, and many doors opened."

Watch Cathy's video here



THE YOUTHSTART JOURNEY: TRAINING AND POST-TRAINING SUPPORT

Our short courses enable young people with little or no connection to the job market to reveal their intrinsic motivation, gain confidence and clarify their career plans. For over 28 years, our collective training has proved its effectiveness, as attested by the annual evaluations carried out by the VUB (Free University of Brussels).

To further enhance our impact, we offer each young person individual support at the end of the course, guiding them through the work needed to turn dreams into reality. Each young person is supported by a coach who helps them define their specific needs and draw up a personalized action plan. The needs of our young people are many and varied.

Thanks to our network of partner associations, we are able to direct them towards solutions tailored to their unique needs, whether these involve further training, internships, mentoring or job placement.

Our goal is simple: to empower each young person towards the solution that suits them best, so that they can realise their potential and find their place on the job market.

THE RESULT ? A POSITIVE IMPACT!

In collaboration with the Vrije Universiteit Brussel (VUB), we measure the impact of YouthStart every year. 72% of young people report that they have regained a sense of direction for their future. Many participants return to employment, education, or entrepreneurship, with greater self-confidence and motivation.

The rate of participation in sustainable integration



25%
were active before the training.

56.5%
became active again after the training.

61.8%
found a job or enrolled in training within six months.

89.66%
maintained positive momentum after 18 months.

Concrete results, real impact

51.72%
get a job.

34.48%
return to education.

3.46%
become entrepreneurs.

A measurable economic impact

Training cost

€ 1,700 / young person / training

YouthStart provides training for 10 to 15 young people for up to €17,000.

Cost of unemployment

€ 30,000 / young person / year*

Unemployment benefit costs, activation spending, trainings and loss of revenue for the State.

* Source : Eurofound 2025

...EVEN GREATER IMPACT IN 2025 THANKS TO YOUR SUPPORT

76%

of YouthStarters

obtained their **YouthStart certificate** at the end of the training course.

896

Young people

took part in our training courses this year.

96

Trainings

organised in Belgium.

86

Sponsors

provided us with financial support.

208

Individual support

were provided to YouthStarters after the training.

14,087

Youngsters

took part in a YouthStart training since 1998.

79

Coaches

are active and certified.

+13.5 % subscribers on LinkedIn.

+2.6 % subscribers on Facebook.

+4.5 % subscribers on Instagram.

138,977

Users

on our website.

* This page was designed with element provided by Flaticon.com

RESULTS OF OUR ANNUAL SURVEY

Each year, an independent survey conducted by the Vrije Universiteit Brussel (VUB) assesses the impact and satisfaction of young people after their YouthStart training, as well as the knowledge, skills, and attitudes they have acquired.

76.3% of young people are satisfied with the training and feel it has strengthened their self-confidence!

1

Better self-awareness and increased self-confidence

Developing a deeper understanding of one's talents, strengths, and potential, while strengthening self-confidence.

Finding motivation and building one's future

Identifying what drives and gives meaning, in order to plan for the future with greater confidence.

2

3

Communicating and expressing oneself with confidence

Strengthening the ability to express oneself, present ideas, and listen to others.

Taking initiative and acting on ideas

Developing an initiative mindset, taking action, and turning ideas into concrete projects.

4

The survey results confirm the positive impact of YouthStart on young people's pathways. Beyond the skills acquired, the training strengthens their self-confidence, reveals their talents, and helps them actively build their future, whether in education, employment, or entrepreneurship.

YOUR COMPANY AND YOUTHSTART

Through your company, you aim to make a positive impact on society as a whole.

The importance of Corporate Social Responsibility (CSR) and the United Nations' Sustainable Development Goals (SDGs) is now widely recognised. **By partnering with YouthStart, your company can contribute to the following goals:**


SDG 1: No Poverty


SDG 2: Zero Hunger


SDG 3: Good Health and well-being


SDG 4: Quality Education for opportunity-seeking youngsters


SDG 5: Gender Equality


SDG 8: Decent Work and Economic Growth


SDG 10: Reduced Inequalities

INVOLVING YOUR EMPLOYEES IN YOUTHSTART

Your employees can get involved in a number of ways:

- Offering feedback and an excellent learning opportunity to young people by participating as a "jury" member during a "certification day", where participants present the business plans they developed during the course. Become "career boosters" by attending the presentations, to discuss, advise and share your experience.
- Follow the event remotely via a live broadcast on your company intranet.
- Participate in a recruitment campaign by identifying young people in your network who could benefit from YouthStart training - possibly combined with a session on your premises.
- Become a volunteer coach: a rewarding mission, ideal for part-time employees or those in transition to retirement (training provided).



RUTH BROECKXAERT

Sustainability Director at Securex

"For us, creating social impact is extremely important. Through partnerships such as with YouthStart, we aim to support young people in their growth, self-confidence, and future opportunities."

"Helping young people discover their talents and stand stronger in life means investing in a stronger society for tomorrow."

Read the Securex interview here

SEBASTIAAN REESKAMP & ALIZÉE VALVASON

Business Manager & Digital Business Consultant at Semetis

"For us, this collaboration is truly a win-win: we bring our media expertise to help YouthStart grow, and in return, it gives our work a great deal of meaning and impact."

"The partnership with YouthStart was an obvious choice, because we share the same DNA: learning, confidence, and impact."

Watch Semetis' testimonial here



INVEST IN YOUTHSTART

Join us in the YouthStart adventure, helping as many young people as possible to awaken their future. It costs 10,000 euros to organise a training course for 10-15 young people. This amount covers the cost of recruiting the young people, training and remunerating the coaches, teaching materials, organisation costs and quality support after the training.

Choose one of the sponsorship formulas below and finance one or more youth training courses.

Sponsorship SILVER	Sponsorship GOLD	Sponsorship PLATINUM
10 YOUNG PEOPLE	**20-40 YOUNG PEOPLE**	**50+ YOUNG PEOPLE**
1 training	**2-4 trainings**	**5+ trainings**
€10,000/year, 3-year commitment	*€20,000-40,000/year, 3-year commitment*	*from €50,000/year, 3-year commitment*



WHAT DOES THIS ADVENTURE OFFER YOUR COMPANY?

	SILVER	GOLD	PLATINUM
Investment	from 10k	20-40k	50k+
Impact	10 young people	20-40 young people	50 young people
Social engagement boosts your company image	✔	✔	✔
Posting vacancies for youngsters on our website	✔	✔	✔
Employee engagement: Jury member, career booster, etc.	✔	✔	✔
Support from our communication consultants	✔	✔	✔
Hosting a certification at your offices	•	●	●
Visibility on YouthStart website and in communication resources	•	●	●
Your employees can invite youngsters to attend our training	•	●	●
Recruitment campaign for exclusive YouthStart training	✘	✔	✔
Extra YouthStart project linked to your CSR ambitions	✘	✔	✔
Exclusive networking with other YouthStart sponsors	✘	✔	✔
YouthStart board seat opportunity	✘	✘	✔

HOW DOES YOUTHSTART USE YOUR FINANCIAL SUPPORT?

Overview of YouthStart expenses for 96 training courses in 2025

Training Programme	€1,130,834
Direct costs of collective trainings and individual coaching: Daily fees for freelance coaches, travel, teaching materials, rental of training rooms	€458,897
Personnel costs for establishing partnerships with social partners Project coordinators working with social organizations and public institutions (communes) throughout Belgium	€162,714
Personnel costs for organizing and coordinating our activities Employees in charge of the curriculum development, coach training, quality assurance and logistical planning of the training sessions	€377,108
Share of general operating costs: ICT, insurance, team travel, administration and rent	€132,115
Awareness and Communication	€227,177
Outreach and communication staff costs Two communication officers responsible for raising awareness, youth recruitment, and stakeholder engagement	€99,955
Awareness-raising, communication and operating costs Budget for communication, strategic advice and events Share of general operating costs: ICT, insurance, team travel, administration and rent	€127,222
Fundraising and General Management	€169,974
Fundraising staff costs, external accounting, Managing Director's share	€114,534
Operating costs: ICT, insurance, travel, administration and rent	€25,440
Total	€1,527,986

- 88.88% of the funds are earmarked for the YouthStart project. Overheads are 11.12%. YouthStart aims to keep overheads to a maximum of 20%.
- The complete annual accounts and the corresponding audit report can be obtained on request from Catherine Mosbeux.

MEET OUR BOARD OF DIRECTORS



Gaëtan Hannecart
Chairman YouthStart
Matexi NV



Lena Bondue
YouthStart Ambassador



Nico Daenens
Group Daenens



Eddy Debrulle
Ageas



Filip Dierckx
SD Worx



Sylvie Geuten
Mitiska



Saskia Kerkhofs
Crimius



Steven Claes
EY



Saskia Schatteman
Lotus Tree



Frédéric Vandenberghe
McKinsey & Company



Harry Van Donink
KPMG

DO YOU HAVE ANY QUESTIONS?

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OUR SPONSORS

PLATINUM



GOLD



SILVER



Not all sponsors are interested in visibility or the publication of their logo. We would nevertheless like to thank them warmly for their support.

* managed by the King Baudouin Foundation

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