www.unashamedlyethical.com

TRIBE Impact and Testimonials

Partner with Unashamedly Ethical's TRIBE initiative to equip young people aged 13–25 across South Africa with character, ethical enterprise and leadership skills.

FY2026 reach: **2,857** learner and youth engagements | **142** educator engagements | **5** Culture Shift schools

Change in everyday relationships

TRIBE reports partner feedback of less bullying, improved discipline and greater respect for educators. Prochorus also describes more forgiveness and encouragement among participants.

Enterprise that supports a family

TRIBE shares the experience of one young entrepreneur who started more than five small businesses and now supports his previously unemployed parents and wider family. His journey shows the potential of enterprise to strengthen a household.

Our long-term aim is to help young people create income, support their families and contribute to reducing unemployment and poverty through ethical enterprise.

Eagles Rising Leadership Academy (ERLA)

"The values imparted through this initiative have not only enriched our students personally but have also strengthened the culture of leadership within our academy."

Legacy Kayamandi / iKamva, Legacy Community Development NPC

"They learned that running a business is not only about making money but also about finding ethical ways to solve real problems in their communities."

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UE NPC: Registration Number 2024/165131/08

Registered NPO: 310 -198 | Registered SARS : 04/1538/17/4

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Partner Experiences

Prochorus

“The children are also more likely to say sorry to one another and forgive each other. They are also proud of their own achievements and encourage others to give their best and do well.”

Participants also attended Prochorus youth initiatives.

Calling Academy

“This collaboration has played a significant role in shaping the holistic development of our learners, and we are truly grateful for it.”

Eagles Rising Leadership Academy (ERLA)

“The program created a safe and inspiring space where young people could explore their convictions and strengthen their resolve to stand boldly for what is right.”

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Values in Daily Life

Student, Legacy

“The Tribe program has helped me understand the importance of faithfulness in my relationships.”

March 2025

Student, Paul Roos / JAM Camp

“The discussions and activities have been really valuable in helping me develop my character and leadership skills.”

March 2025

Parel Vallei High School

“The TRIBE initiative powerfully reinforces the moral foundation we strive to build in our future leaders.”

8 December 2025

Parel Vallei High School

“We have observed positive changes in the school culture due to the consistent, values-based support provided.”

8 December 2025

Explore all TRIBE programmes and resources

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