



POWERED BY MAG

My Life Matters

A Funded Programme Aimed At Empowering Students

Registered Charity No. 1191613



ABOUT OUR CHARITY (EST.2015)

Manhood Academy Global (M.A.G) is an impactful charity that has gained widespread recognition, having been nominated for a BAFTA and winning multiple awards. M.A.G has become a beacon of positive change, offering a unique 'urban Rites of Passage' that blends transformative masterclasses, intensive life coaching and mentoring.



HOW DID THIS CAMPAIGN START?

In 2021, we engaged with 20 young people in a safe discussion to understand their concerns around community safety. The conversations were sobering, with many youth sharing experiences related to violent crime, mental health struggles, conflict escalation, and a sense of lost identity. Based on these discussions, we formed a focus group that worked to create a youth-led, participatory campaign addressing these pressing issues.

The core modules of our programme—Mental Health First Aid, Emergency Aid, Conflict Resolution, Peer Education, Leadership, and Personal Branding—equip young people with essential skills to tackle these challenges proactively. Through these modules, participants not only gain practical tools but also strengthen their voices, becoming **credible messengers in their communities.**





“MY LIFE MATTERS CAMPAIGN

MLM is a dynamic 8-12 week Community Transformational Youth Led Campaign designed to empower young people into **influential messengers** within their **safe spaces** by equipping them with life-saving skills, ranging from self-defense and emergency response to conflict resolution and mental health first aid.

Our programme aims to empower young people to break that cycle, equipping them to intervene constructively and support each other effectively.



MAJOR BLEEDING

- ① Apply pressure
- ② Elevate arm
- ③ Put a bandage

STAB WOUNDS - CALL

- ① Apply pressure
- ② If knife is in the casualty not take out.

RECOVERY POSITION



THIS SHOULD NOT BE NORMAL

"My bro got shanked. When I saw the blood gushing from his back I froze! I didn't know what to do, a rage took over my body. If only I knew first aid or something. My life will never be the same"

Teenager, Tooting, South London.

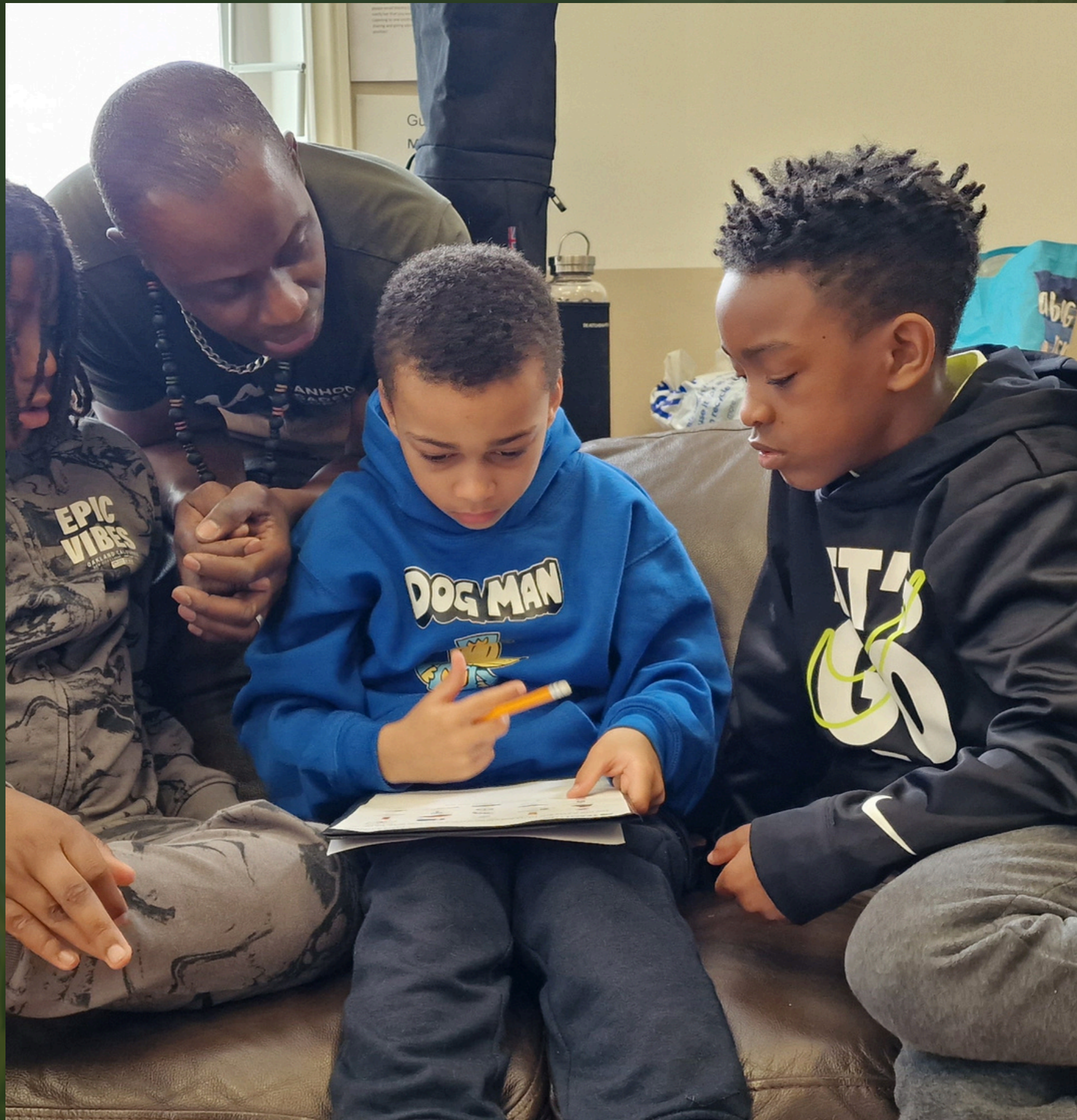
A COMMON STORY

"I've seen so many arguments start over nothing and turn into something serious. It's hard to watch my friends fight and not be able to do anything about it. I wish I could step in, but it feels like I'm just standing on the sidelines, feeling powerless."






“OUR YOUNG PEOPLE FIND THEMSELVES CAUGHT IN EVERY STAGE OF CONFLICT, OFTEN FEELING POWERLESS TO INTERVENE OR MAKE A POSITIVE IMPACT”



**"IN OUR FRIENDSHIP
GROUP, NO ONE REALLY
ASKS HOW ANYONE'S
DOING. AND EVEN WHEN
SOMETHING'S CLEARLY
WRONG, IT JUST GETS
BRUSHED ASIDE."**



If only these emerging leaders were equipped with the right resources and support, they could significantly alter the trajectory of their peers, breaking the cycle of vulnerability and despair.

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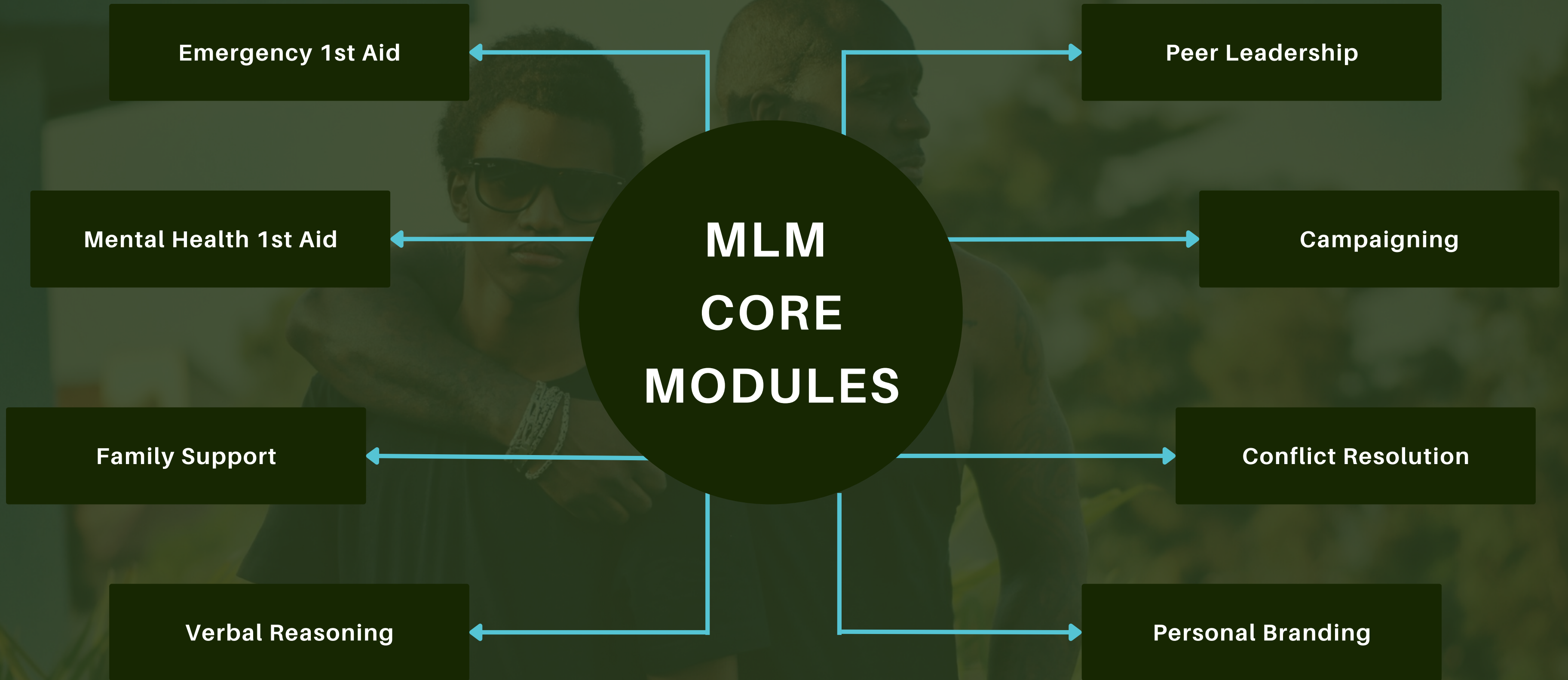


In alignment with Lundy's Model of Participation, young people are not only present at the intersection of conflict but are also active participants in the process of resolving it.

Lundy's model stresses the importance of young people's voices in matters that affect them, giving them the right to be heard and to influence decisions. By equipping young people with MLM skills, they can recognise the early signs of tension, intervene constructively, and contribute to finding solutions, ensuring their perspectives are valued in shaping peaceful resolutions. This approach empowers them to play a proactive role in preventing and addressing conflicts within their communities.



Our Curriculum (Our Toolkit)



MLM TRANSFORMATIONAL MODEL

YOUNG LONDONERS WILL RECEIVE THE FOLLOWING TOOLS

EMERGENCY 1ST AID

"Emergency First Aid, delivered by Street Doctors, equips young people with essential, life-saving skills to respond to crises, empowering them to take immediate action when facing injuries or emergencies.



MENTAL HEALTH 1ST AID

"Mental Health First Aid, delivered by a specialist, provides young people with the tools to recognise and respond to mental health challenges, equipping them with skills to support themselves and others in times of need.



CONFLICT TRAINING

"Conflict Resolution, delivered by a specialist, provides young people with the tools to recognise and manage conflicts, equipping them with skills to handle disagreements, communicate effectively, and support themselves and others in resolving tensions.



YOUNG LONDONERS WILL RECEIVE THE FOLLOWING TOOLS

PEER LEADERSHIP

Peer Leadership, delivered by a specialist, empowers young people to take on leadership roles among their peers, equipping them with the skills to inspire, guide, and support others, while promoting positive behaviour and creating a supportive community.

PERSONAL BRANDING

Personal Branding, delivered by a specialist, helps young people recognise and develop their unique strengths and qualities, equipping them with the tools to build a positive and authentic personal image that reflects their values, talents, and aspirations.

FAMILY SUPPORT

Family Support, delivered by a specialist, provides young people and their families with the tools to strengthen communication, resolve conflicts, and foster positive relationships, equipping them with the skills to navigate challenges together and create a supportive, nurturing environment.



YOUNG LONDONERS WILL RECEIVE THE FOLLOWING TOOLS

VERBAL REASONING

Verbal Reasoning, delivered by a specialist, helps young people develop critical thinking and problem-solving skills through language, equipping them with the tools to analyse information, think logically, and communicate their ideas clearly and effectively.

CAMPAIGN

Campaigning, delivered by a specialist, empowers young people to influence change by developing the skills to advocate for important causes, raise awareness, and inspire action in their communities. It equips them with tools to communicate persuasively, mobilise support, and make a tangible impact on the issues that matter most to them.

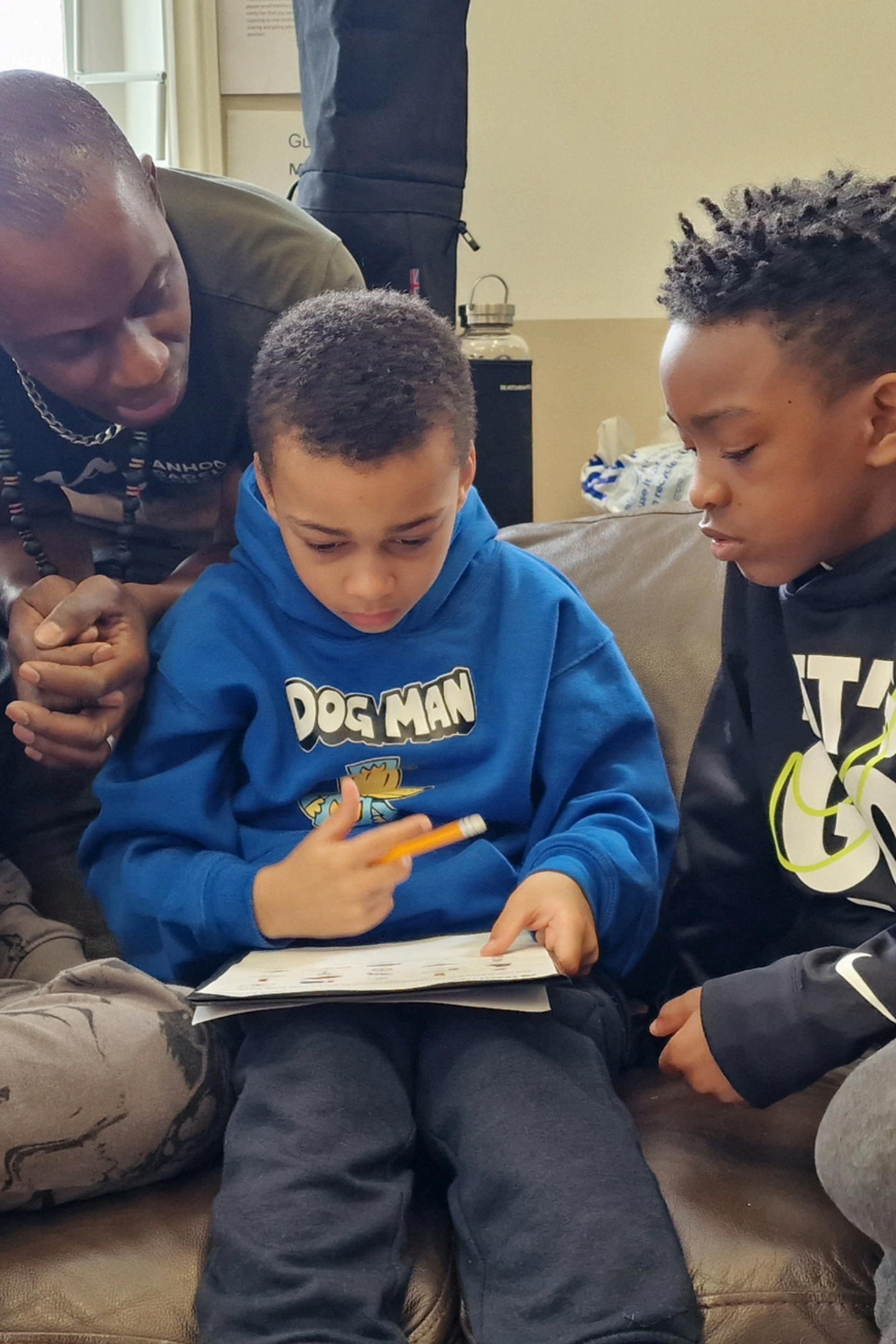


CAMPAIGN

SCHOOL BASED WORK

FULLY FUNDED PROGRAMME





MAG HAVE RECEIVED FUNDING TO DELIVER OUR AMAZING WORKSHOPS IN SCHOOLS WITHIN THE WANDSWORTH LOCAL AUTHORITY.

THE SCHOOLS IDENTIFIED AS HAVING FUTURE LEADERS ARE

- Bolingbroke Academy
- Chestnut Grove Academy
- Harris Academy Battersea

KEY POINTS

- Trauma Informed Approach
- All Staff DBS Enhanced
- Fully Funded - 8 - 12 weeks
- Focus on Year 7, 8 & 9
- Available After School Provision (optional)
- Inclusive Programme (Boys & Girls)
- MLM is in alignment with Lundy's Model of Participation
- Sessions range from 60minutes (if being delivered during school hours) or 90 minutes if after school





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