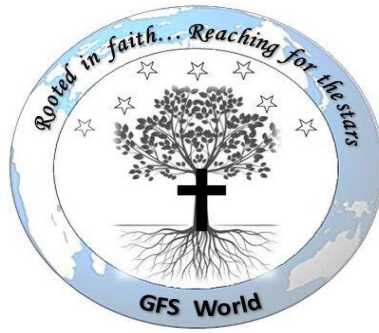




Bear one another's burdens, and so fulfil the law of Christ (Gal 6:2)

GBFS Youth Creative Studio, Printing and Design Hub

Submitted to: GFS World Council

Submitted by: Malehlohonolo Mashapha, National President, GBFS Lesotho

1. History

The GBFS Youth Creative Studio project was conceived to address the urgent challenge of youth unemployment and underemployment in Lesotho. Many young people lack access to vocational training and entrepreneurial opportunities, leaving them vulnerable to poverty and social exclusion.

GBFS Lesotho aims to establish a faith-based creative hub that equips young people with practical skills in digital design, printing, and entrepreneurship. This initiative responds to the growing demand for personalised products in churches, schools, and community events, while fostering innovation, self-reliance, and service.

By combining technical training with spiritual mentorship and cooperative development, the project will empower youth to create sustainable livelihoods and contribute meaningfully to their communities.

2. Objectives

- **Skill Acquisition:** Train 20–30 youth in digital design, laser engraving, Cricut design, and sublimation printing.
- **Income Generation:** Establish a profitable printing and design hub serving churches, schools, and community events.
- **Community Engagement:** Showcase youth creativity through outreach, exhibitions, and partnerships.

- **Sustainability:** Form a youth-managed cooperative to ensure long-term growth and independence.

3. Activities

- **Procurement of Equipment:** Acquire a mid-range laser engraver, Cricut Maker, sublimation printer, laptops, and licensed design software.
- **Training Workshops:** Conduct intensive training in design, printing, business management, and cooperative leadership.
- **Production Launch:** Offer services such as personalised gifts, branded merchandise, church banners, and event décor.
- **Mentorship & Monitoring:** Pair youth with mentors in design, business, and spiritual leadership.
- **Community Outreach:** Organise exhibitions, launch events, and partnerships with schools and churches.

4. Target Group

- **Primary beneficiaries:** 20–30 youth (ages 16–30), prioritising GBFS members and vulnerable youth from local communities.
- **Secondary beneficiaries:** Churches, schools, and organisations accessing affordable creative services.

5. Evaluation Metrics

- Number of youth trained and certified.
- Number of products sold and services rendered.
- Number of micro-enterprises established.
- Revenue generated and reinvested.
- Community feedback and partnerships formed.
- Expansion to include non-GBFS members.

6. Management

The project will be managed by Malehlohonolo Mashapha, National President of GBFS Lesotho, and Nozamile Ntisane, GBFS National Leadership Representative, supported by trainers, mentors, and cooperative leaders.

Other responsible people: GBFS leaders at national and local levels will oversee implementation, ensuring accountability and alignment with faith-based values.

7. Distribution Plan

- **Phase 1 (Year 1):** Establish the first hub in Maseru, at the Cathedral of St. Mary and St. James.
- **Phase 2 (Year 2):** Expand to Mohale’s Hoek (South Archdeaconry).
- **Phase 3 (Year 3):** Extend to Maputsoe (North Archdeaconry).

Throughout the three years, Malehlohonolo Mashapha will serve as the project overseer, ensuring smooth expansion and integration into each archdeaconry.

8. Sustainability Plan

- **Revenue Generation:** Income from customized products will sustain operations.
- **Youth Cooperative Formation:** A legally registered cooperative will manage finances, marketing, and operations.
- **Mentorship & Leadership Training:** Continuous support in business, technical, and spiritual growth.
- **Community Integration:** Partnerships with churches, schools, and organizations to ensure demand.
- **Capacity Building:** Training in entrepreneurship, marketing, and financial literacy for long-term independence.
- **Reserve Fund:** Seed capital allocated to support youth-led micro-enterprises.

9. Competitive Advantage

- **Faith-Based Approach:** Integrating spiritual values into entrepreneurship.
- **Community-Centric Model:** Serving churches, schools, and local events with affordable creative services.
- **Holistic Skill Development:** Technical, entrepreneurial, and leadership training combined.
- **Sustainable Cooperative Structure:** Ensuring local ownership and peer mentorship.
- **Scalability & Inclusivity:** Designed to expand beyond GBFS members to broader youth groups.

10. Budget (USD 20,000)

Category	Description	Cost (USD)
Equipment & Technology	Laser engraver, Cricut Maker, sublimation printer, laptops, licensed software	7,000
Materials & Supplies	Wood, acrylic, vinyl, T-shirts, mugs, paper, ink, packaging	3,000

Training & Capacity Building	Technical workshops, entrepreneurship training, certification	2,500
Infrastructure & Setup	Studio renovation, furniture, internet, backup UPS	2,000
Branding & Marketing	Flyers, signage, social media campaigns, website	1,500
Mentorship & Monitoring	Mentor stipends, evaluation tools	1,500
Cooperative Development	Legal registration, leadership workshops, seed fund	1,000
Contingency	Repairs, unforeseen costs	1,500
TOTAL		20,000

11. Timeline Chart

Note: The GBFS World Council will announce the results in **July 2026**. The project will officially commence in **August 2026**.

Year	Location & Milestone	Key Activities	Start Date
Year 1 (Maseru)	Cathedral of St. Mary & St. James	Equipment procurement, training workshops, production launch, mentorship begins	August 2026
Year 2 (Mohale's Hoek)	South Archdeaconry	Expansion, continued training, cooperative formation, community outreach	August 2027
Year 3 (Maputsoe)	North Archdeaconry	Extension, scaling production, cooperative expansion, advanced training, exhibitions	August 2028

12. Budget Allocation by Timeline Phase

Category	Year 1 (Maseru)	Year 2 (Mohale's Hoek)	Year 3 (Maputsoe)	Total (USD)
Equipment & Technology	7,000	—	—	7,000
Materials & Supplies	1,500	1,000	500	3,000
Training & Capacity Building	1,000	800	700	2,500
Infrastructure & Setup	1,500	300	200	2,000
Branding & Marketing	800	400	300	1,500
Mentorship & Monitoring	500	500	500	1,500

Cooperative Development	500	300	200	1,000
Contingency	700	500	300	1,500
TOTAL	13,500	3,800	2,700	20,000

13. Expected Outcomes

- **Enhanced Skills:** 20–30 youth certified in advanced design and printing.
- **Income Generation:** Sustainable revenue streams through product sales.
- **Community Impact:** Increased visibility of youth creativity and service.
- **Scalability:** Expansion beyond GBFS members to wider youth demographics.
- **Faith Integration:** Youth see their work as service and worship, strengthening moral integrity.

14. Conclusion

The GBFS Youth Creative Studio will officially **commence operations in August 2026**, following the Council’s announcement of results in July 2026. With USD 20,000, the project will establish a fully equipped, sustainable hub that nurtures creativity, entrepreneurship, and faith-driven service.

This initiative will provide young people with meaningful opportunities to express their talents, generate income, and uplift their communities while honouring God through their work. It is a replicable model of faith-based entrepreneurship that can inspire similar initiatives across Lesotho and beyond.

Prepared by:

Malehlohonolo Mashapha
National President, GBFS Lesotho

M.R. Mashapha