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Empowering Youth Globally

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Empowering Youth Globally

2024

ANNUAL REPORT

MENTOR INTERNATIONAL





Our Vision:

A world where young people are empowered to make healthy decisions and live drug-free.

What We Do

Mentor International works with our national member organizations to implement programs aimed at promoting the health and well-being of young people. We are represented in Europe, Middle East and North America, including Germany, Latvia, USA, Sweden with a satellite office in Lebanon serving the 22 Arab League countries.

Mentor International's President & Founder H.M. The Queen of Sweden



Photo: Yanan Li, the Royal Court of Sweden

In 2024, young people across the globe continued to face extraordinary challenges. Armed conflict, displacement, climate change, mental health concerns, and social exclusion affect the lives and futures of countless youth. These struggles highlight, once again, the urgent need for guidance, support, and the presence of trusted adults.

Mentoring has proven time and again to be a powerful tool for change. Through Mentor International and our member organizations – Mentor Arabia, Mentor Germany, Mentor Latvia, Mentor Sweden, and Mentor USA – thousands of young people have received support to grow, reflect, and build confidence in a world that often feels uncertain. Whether through one-on-one mentoring, workshops, or school-based programmes, these efforts are crucial in creating opportunity, motivation, and hope.

This year, we also came together to celebrate and strengthen our shared mission through the 2024 Mentor Fundraising Gala Dinner in Stockholm. The event brought together partners and

supporters for a memorable evening featuring an auction of artwork and experiences – all to raise essential funds for our youth-focused work. It was a testament to the deep commitment so many have shown for Mentor's mission, and the belief that investing in young people is investing in a better world.

“ We can support more young people discover their strengths and shape their futures

I remain confident that with continued collaboration, we can support more young people discover their strengths and shape their futures.

Thank you for your ongoing support and dedication.

Silvia

A word from our Secretary General

As we close another year of empowering young people around the world, I am proud to share this annual review and the progress we have made together. 2024 has been a year of renewed commitment, creative collaboration, and continued impact – all made possible through the tireless dedication of our global network.

Across our member organizations, thousands of young people have taken part in mentoring relationships, group programmes, and school-based initiatives. Each of these interactions has helped foster confidence, resilience, and purpose. We have once again seen how mentorship can spark positive, lasting change – not only in the lives of youth, but also in the adults who support them.

This year also marked a milestone for us: Mentor International celebrated 30 years of strengthening young people's wellbeing and empowering them to make healthy choices. It was a time to reflect on all we have accomplished together and to reaffirm our commitment to the mission that has guided us since the very beginning.

We remain mindful of the complex realities young people face today – from conflict and displacement to mental health challenges and social pressure. Our colleagues at Mentor Arabia, for example,

continue to operate in an extremely difficult environment, and their resilience is a powerful reminder of why our work matters.

Still, there is so much to be hopeful for. We see young people striving to shape their own futures every day – and thanks to your support, we are there to walk beside them.

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Thank you for being part of this journey. Together, we will continue to build a world where every young person is seen, heard, and given the tools to thrive.



Cecilia Bernard
Secretary General



Our Purpose

Mentor is an international non-profit development organization working to support young people to find a path towards a promising future. With the help of strong adult role models, Mentor International's programs focus on keeping young people engaged in education, preparing them for adulthood, promoting healthy lifestyles, and reducing risky behaviors including drug abuse.

We concentrate our efforts in three core areas:

Individual mentoring: a one-to-one relationship between an adult and a young person with the goal of empowering, inspiring, and motivating the young person and their outlook for the future.

Group mentoring: with career focus, these programs offer young people insight into working life, motivate studies and help set goals for the future.

Parenting seminars: this program provides effective tools and strategies to improve communication and deepen parents' and carers' connection with their children.



Mentor Sweden has been awarded SEK 7 million in non-earmarked funding from the Swedish Postcode Lottery, emphasizing its commitment to strengthening young people's confidence in the future, hereby supporting our efforts to provide mentors for young individuals.

In 2024, Mentor Latvia reached a record number of vulnerable young people through its individual mentoring programme, with 90% of participants recommending it to their peers. Demand for mentoring continues to grow. Pictured are 12 of our dedicated mentors.



One of the highlights of the year for Mentor Germany was welcoming the new Mentor Ambassador, the well-known German actor, Oliver Wnuk. Sybille Perez, Bettina Countess Bernadotte, and Matthias Ehret had the pleasure of introducing him to the Mentor community.

In 2024, Mentor Arabia made notable progress in empowering youth across the Arab region. Through the TUI FutureShapers Program in Tunisia, 20 peer mentors were trained, reaching and benefiting 200 mentees.



One highlight for Mentor Foundation USA was collaborating with Pueblo y Salud youth groups in Palmdale, LA County, mentoring and engaging them in empowering activities, including workshops from the "Living the Example" program.



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2024: Some Highlights

Supported tens of thousands of young people globally!



I wanted to be a mentor to get the chance to get to know a young person

**– Charles Mingo Bennström,
mentor,
Mentor Sweden**

Meet the Mentor Couple Charles and Mahdi

Ten years ago, mentor Charles Mingo Bennström was matched with mentee Mahdi Alami. That was the beginning of a mentorship that grew into a deep friendship.

Charles first heard about the opportunity to become a mentor through a friend who encouraged him to apply for the Mentor Programme.

"I wanted to be a mentor to get the chance to get to know a young person, with the hope of helping them grow and feel secure. To be a sounding board for someone in a different stage of life than myself. To do something meaningful and make a difference for someone I probably wouldn't have met otherwise."

Mahdi came to Sweden from Iran in 2012, finishing his last years of compulsory school before graduating from the hairdressing programme in 2018. His big dream—to work as a hairdresser at Björn Axén—has just come true. Today, he lives with his partner Rebecka and their cats. Mahdi was encouraged to apply for a mentor by staff at the youth housing facility where he lived at the time.

"I wanted a friend—a friend who is smarter than me. A genuine friendship without expectations. Someone to guide me on the right path," says Mahdi.

Working himself in a non-profit organisation, Charles believes it is important to view society

from perspectives other than one's own. Becoming a mentor was his way of making a difference in another person's life. "There's incredible strength among people across our country, and if everyone gets involved in some way—even the smallest act—it can lead to big improvements. You don't have to work full-time in an organisation to make a difference—being a mentor is a perfect way to contribute!"

Mahdi, in what way do you think your life would have been different if you hadn't met Charles?

"If I hadn't met Charles, I wouldn't care as much about the young people around me who need help. I might not be helping people without expecting anything in return, like I do today. The mentorship made it easier for me to understand Swedish society."

Both Charles and Mahdi were nervous before their first meeting. Charles was worried about coming across as "too much of an adult," while Mahdi feared being treated like a child. "The nervousness disappeared quickly when I met Mahdi," Charles recalls.

For Mahdi, the mentorship exceeded his expectations.

"I wanted a mentor I could talk to without being judged, someone who would listen and guide me—and that's exactly what I got from Charles."



Mentor Arabia

In 2024, Mentor Arabia advanced youth empowerment across the Arab region through initiatives in Tunisia, Lebanon, Jordan, Qatar, and Saudi Arabia. Programs like the TUI FutureShapers in Tunisia and the Youth Academy in Lebanon reached hundreds of youth with essential life skills, while career mentorship in Jordan bridged the gap between education and employment.

The organization strengthened its regional and global presence by joining the UN Global Compact in Lebanon, participating in UNODC and INCB events, and launching

impactful entrepreneurship programs in Qatar and Tunisia. Cultural initiatives, such as the Youth Empowerment Film & Song Competition in Jordan, celebrated young Arab talent, and the Youth Peer Mentoring program won the Schneider Electric Foundation's global award.

The year concluded with effective parenting training in Saudi Arabia, reinforcing Mentor Arabia's commitment to resilience, career readiness, and social entrepreneurship.



Mentor Germany

2024 was a year of further development for Mentor Germany. The programmes at partner schools were expanded, the 'Mentor Weeks' were introduced, and the foundation's vision and mission were revised –everything aiming at empowering and supporting young people.

761 young people were reached through group and one-on-one mentoring programmes, 29 Inspiration Days were held at 14 partner schools, a total of 228 volunteer mentors were involved, including 27 new volunteers who joined in 2024.

Over 500 parents participated in the Parenting programmes. Support offerings for headmasters and volunteers in the Mentor Academy were further developed.

A key highlight was the launch of the 'Mentor Weeks' focusing on "Parents as Mentors" which reached over 350 parents. The well-known actor, director, and author Oliver Wnuk was appointed Mentor Ambassador at the official opening in November. His biography is at the center of a new poster campaign with the message: Anyone can be a role model – by showing genuine interest in young people.



Mentor Latvia

In 2024, Mentor Latvia reached a record number of vulnerable young people in its individual mentoring programme, with 90% of participants recommending it to their peers.

The demand for mentoring continues to grow, exceeding our current financial capacity. To strengthen our mentor network, we launched a 24-hour training program, equipping new mentors with valuable insights into youth challenges. Feedback from a new mentor: "This was a very good, valuable, well-structured, and easy-to-understand training. It clearly highlighted the challenges modern young people face and the crucial role of a mentor in their lives."

This year, we successfully organized 12 educational events, empowering young people with essential skills and knowledge to navigate life's challenges. Our dedicated volunteers contributed 12 400 hours, playing a crucial role in supporting vulnerable young people and reinforcing Mentor Latvia's impact. The 2023 "Dod 5" charity campaign, alongside the Mentor International grant and other donors, enabled us to support more young people than ever before and strengthen our organization's long-term stability.

Beyond mentoring, we actively engage in the media, advocating for youth issues and encouraging public involvement.

Mentor Sweden

In 2024, Mentor Sweden's youth mentoring program for ages 13–19 in Stockholm, Gothenburg, Örebro, and Uppsala supported 429 young people. The program strengthens self-esteem, networks, empowerment, and belief in the future, and a new digital mentoring format—set to launch in 2025—will make it accessible to youth nationwide.

An external evaluation confirmed strong positive effects on participants' well-being, school motivation, and access to supportive networks, contributing to long-term societal benefits such as higher graduation rates and increased employment.

Mentor Boost, focused on personal and professional development for school classes, delivered 72 sessions, reaching 1,447 students—well above the target of 1,200. Results showed

that 84% learned something new and 87% felt the program influenced their future plans, with many reporting increased motivation and confidence.

Mentor Inspo, our career inspiration program, reached 48,390 students across 13 events, including two large-scale “Inspo Mega” sessions. Of these, 78% were satisfied with the program, and 89% gained new knowledge about future study and career choices.

Overall, 2024 was a year of growth and impact, with Mentor Sweden reaching more young people than expected, expanding its digital capabilities, and delivering measurable benefits for both participants and society.





Mentor USA

In 2024, Mentor Foundation USA received a programming grant from its U.S. Federal Government partner, DEA Operation Engage. This enabled collaborations with other DEA partners, including the Los Angeles Unified School District.

That autumn, Mentor Foundation USA launched its national Living the Example video contest, part of its after-school program of the same name. Youth across the country created short, personal videos on staying drug-free and being positive role models, encouraging peer-to-peer engagement and family involvement.

In Los Angeles, Mentor Foundation USA met with local youth groups for Living the Example sessions, with many participants entering the contest.

Another highlight was inviting mentees and mentors to the documentary screening of *Waiting for Life*, followed by a panel on gang and drug prevention. The event sparked continued discussions with DEA Operation Engage on outreach and community empowerment.



Agenda 2030

Sustainable Development Goals are the United Nations' blueprint for achieving a better and more sustainable future for all. UNSDGs help guide and support the work of development operations addressing global challenges related to poverty, inequality, climate, environment, education, health, prosperity, peace and social justice. To ensure that we leave no one behind, it is important that we achieve each our goals. The target for the UNSDGs is 2030.

Mentor is aligned with the following United Nations Sustainable Development Goals.

Our programs help create a sustainable society. Through trainings and seminars, we create socially competent natural mentors and more resilient young people. Adults learn life skills to better support young people in their everyday lives. Young people become more resilient and able to reach their full potential, as well as to look to the future with hope.



Goal 3 – Good Health and Wellbeing
Our programs empower youth and provide opportunities for healthy development away from risky behavior, for both young people and adult mentors.



Goal 4 – Quality Education
Mentor works closely with schools. Our programs inspire school motivation, as well as encourage young people to continue with education.



Goal 5 – Gender Equality
We work to promote balance and challenge stereotypes. Gender is a key component of our projects, and our life skills training workshops.



Goal 10 – Reduced Inequalities
At Mentor, all young people aged 13-18 have access to our programs. We work actively with particularly marginalized youth to reduce inequalities through integration efforts.



Goal 16 – Peace Justice and Strong Institutions
Working within the third sector in partnership with the private sector, we bridge the gap, engaging all parts of society to work towards better outcomes for youth.



I have grown as a person and gained a new favorite word—perspective—which in turn has helped me with emotional regulation, my studies, and self-awareness.



Financial Information

Mentor International svenska filial

2024

INCOME (SEK)

Contribution	1 002 561
Member licence fees	150 000
Other	905
Total Income:	1 153 466

EXPENDITURES (SEK)

Staff	-521 769
Marketing, Events & Travel	-465 000
Administration & Governance	-533 881
Other. Op. Fin. Expenses	-19 800
Total Expenditure:	-1 540 450

