

GUIDELINES FOR THE DESIGNATION OF **GOODWILL AMBASSADORS**

1. *MwanAfrika Education Foundation* enlists the volunteer services and support of prominent individuals from the world of arts, sciences, literature, academia, entertainment, sports, or other fields of public life to highlight priority issues and to draw attention to its activities. Celebrities can contribute to *MwanAfrika Education Foundation's* efforts to raise awareness of the aims, objectives, and priorities of the organization, to convey messages about its activities and to extend its public outreach. Due care must therefore be exercised in making such designations and in managing the resulting relationship.
2. To ensure consistency and the maintenance of a high standard in the selection, designation, and involvement of prominent individuals in the work of *MwanAfrika Education Foundation*, the Board has approved the following guidelines which shall apply to the entire organisation.

Definition and Selection Criteria

3. Individuals designated by the Board shall be given the title of **Goodwill Ambassadors**.
4. Individuals invited to serve as Goodwill Ambassadors shall:
 - a) Possess widely recognized talent in the arts, sciences, literature, academia, entertainment, sports, business, or other fields of public life:
 - b) Be persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of the Organisation, and who demonstrate the commitment and proven potential to reach out to audiences, including decision makers.
 - c) Possess the personality and dignity required for such high-level representative capacity.
 - d) Normally be influential within their national borders, region, internationally, thus having the ability to promote the values of the Organisation to as wide an audience as possible.
 - e) Be knowledgeable about the Organisation's goals and activities and be able to articulate them.

Selection and Designation

5. Recommendation to appoint a Goodwill Ambassador may be made by anyone, through the Director General's office to the Board for consideration.
6. On recommending someone to be designated a MwanAfrika Goodwill Ambassador, an explanation of the reasoning behind the recommendation shall also be provided.
7. The Board, in deciding to designate a Goodwill Ambassador shall ensure that a proper term of reference and "Letter of Designation" is issued.
8. Goodwill Ambassadors are not considered staff members and may not be appointed to an established *MwanAfrika Education Foundation* post or office.
9. Goodwill Ambassadors shall be granted a "Letter of Designation" issued by the Chair of the Board.
10. The "Letter of Designation" shall set out their terms of reference and length of designation. A standard attachment to the "Letter of Designation" shall provide details regarding their status and entitlements, as described below.
11. Designation of a Goodwill Ambassador is to be considered rare and exceptional. The Board should ensure that the number of designees is not excessive, to maintain the value attached to the designation.
12. Requests for the participation of Goodwill Ambassadors in *MwanAfrika Education Foundation's* activities shall be made through the Director General.

Role of Goodwill Ambassadors

13. Goodwill Ambassadors may, at the invitation or request of the appropriate Organisation's official, may engage in public advocacy and in public awareness activities. They may participate in certain MwanAfrika Education Foundation events and visit the Organisation's operations in the field.
14. In approving Goodwill Ambassadors, the Board shall ensure that specific terms of reference for individual Goodwill Ambassadors. In general, however, Goodwill Ambassadors are expected to:
 - Respect the non-political stance of *MwanAfrika Education Foundation* and to refrain from any conduct that would adversely reflect on the Organisation.

- Refrain from any activity incompatible with the purposes and principles of the Organisation.
- Exercise good judgement and discretion in all matters relating to the performance of their functions for *MwanAfrika Education Foundation*.
- Obtain guidance on their specific activities from the Director General; and/or staff assigned to liaise with them.

Conditions of Service

15. Goodwill Ambassadors shall be designated for a period of three years, renewable, based on mutual agreement by the parties based on satisfactory fulfilment of the role and their demonstrated interest in continuing the relationship.
16. Goodwill Ambassadors shall work on pro bono basis.
17. Goodwill Ambassadors shall be fully responsible for arranging, at their own expense, such travel, life, health, and other forms of insurance covering the period of their services on behalf of MwanAfrika Education Foundation, as they consider appropriate.

Communication and Information

18. The Director General shall ensure that the special skills and talents of all designees are well utilized for the benefit of the Organization, and that designees are provided with regular and appropriate guidance on their activities on behalf of *MwanAfrika Education Foundation*.
19. The Director General shall facilitate communication between the head office and field offices regarding the involvement of Goodwill Ambassadors in appropriate field-level activities and events.
20. The Director General shall maintain an updated list of its Goodwill Ambassadors ensure that all changes in the status of their designees are communicated in a timely manner.

Termination

21. The designation of a Goodwill Ambassador shall be terminated if, in the view of the Board, the designee is unable or unwilling to carry out the role envisaged in the terms of reference, if the Goodwill Ambassador engages in any activity incompatible with his/her status or with



the purposes and principles of the Organisation, or if the termination is in the interest of the Organization.

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