

KMF ETHICAL LEADERSHIP CAMPAIGN & COMPETITION

The Kay Mason Foundation is proud to introduce its Ethical Leadership campaign and competition which aims to help develop South Africa's future leaders, by teaching them early on how to operate ethically, with integrity, respect, and a strong sense of community

The campaign & competition will run from now until the end of October for our Kay Mason Scholars and winners in each Junior and Senior Category receive prize money, leadership mentoring and a whole brain learning intermediate course.

The program started in July with a special event at the Truth to Power: Desmond Tutu and the Churches in the Struggle Against Apartheid exhibition, a permanent installation at the Old Granary Building in Cape Town which celebrates the legacy of Archbishop Desmond Tutu, formerly a patron of KMF. The competition launched last week with a powerful introduction from Dr. Mo Ibrahim, who is supporting this campaign,

Our Founder, Richard Mason says 'Ethical leadership brings personal happiness and fulfillment that riches cannot buy. Helping our scholars experience that for themselves will be a hugely positive, perhaps life-changing, experience for them.

KAY MASON FOUNDATION: THE ETHICAL LEADERSHIP CURRICULUM



The Kay Mason Foundation provides scholarships and support programs that help talented scholars **rise above their circumstances.**



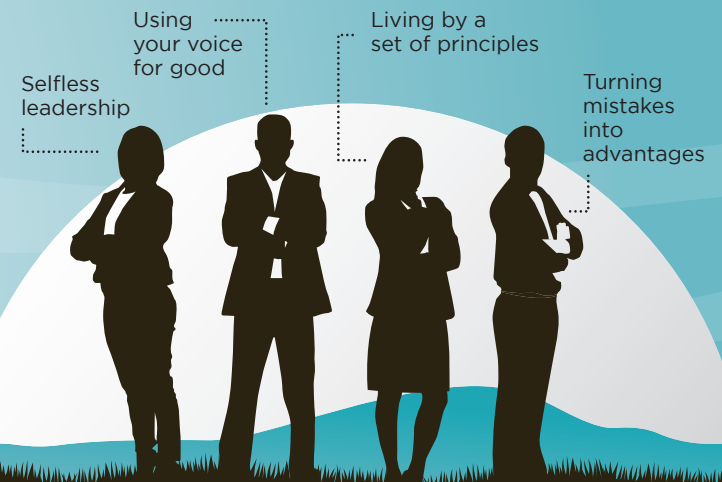
Our **Ethical Leadership curriculum** helps develop South Africa's future leaders, by teaching them early on how to operate **ethically**, with **integrity**, **respect** and a **strong sense of community.**



Mo Ibrahim will discuss the importance of **Leadership** in taking **Africa** forward with the scholars

WHAT IS ETHICAL LEADERSHIP?

The aim of our Ethical Leadership curriculum is to prepare scholars for the temptations that come with leadership, by helping them to develop strong ethics and values and apply them to their own lives.



THE COMPETITION



GRADE 8-9

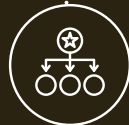


Learners pick one African leader



They summarise why he/she has made an impact on society.

GRADE 10-11



Learners write a sophisticated summary of solid leadership principles.



They explain what - as a South African leader - would be their vision and solution for their country.

THE TOP 3 in each Junior and senior category present their findings to the adjudicators.

THE TOP 3 finalists in each category receive

Free whole brain learning intermediate course sponsored by studyto thrive

On set tour of Espresso show

Leadership mentoring

THE WINNER in each category receives R5000 in prize money.

THE TIMELINE

11 JULY

Introduction to Ethical Leadership at the **Tutu Truth to Power Exhibit**

18 JULY

In celebration of Mandela day, training by global leadership experts **Katrijn Van Oudheusden** and **Alexis Zahner**

7 SEPTEMBER

Competition introduction to learners by **Mo Ibrahim** and KMF Founder **Richard Mason**

7 SEPT - 7 OCT

Competition runs and submissions are prepared

10 OCTOBER

Top 3 junior entries and top 3 senior entries selected. Top 6 finalists are provided with leadership mentors from 12 October

26 OCTOBER

Top 3 junior entrants and top 3 senior entrants present their solutions to the adjudicators and **winners are announced**

PROUD CAMPAIGN SPONSOR



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