



# About Us

## The Eva Helpful Way – Summary

The Eva Helpful Foundation was established in response to a disturbing rise in violence and moral decline within Cameroonian schools and society. Incidents such as the stabbing of a teacher in Yaoundé (January 2020) and a student in the Centre Region (November 2020) underscore the urgent need to re-evaluate the core values being instilled in children.

## About Us- Authorisation

Statement
<i>The Eva Helpful Foundation is duly registered as Eva Helpful with authorization No: 254/G.37/VOL1/SAAJP/3AP of 27 March 2025.</i>

## About Us- The Statement of the Problem

S/N	Stakeholder	Description
I	Parents	Parents are working longer hours, leaving less quality time to teach and guide their children.
II	Schools	Schools often emphasize academics and financial gains over teaching character. Although children spend most of their day at school, many do not receive enough moral and civic education.
III	Communities	In the past, African communities were built on trust and support, where neighbours could safely care for each other's children. Today, however, this spirit has faded. There is a lack of trust and a sense of insecurity, and communities often feel unsafe. This loss of trust threatens the future of harmonious and caring neighbourhoods.

## About Us - Values

S/N	Description
I- Changing Values	As times evolve, traditional values may be challenged. It's essential to reflect on which values we wish to preserve and promote.
II- Mental Health	Imparting positive values fosters a positive state of mind and supports the mental well-being of our children.
III- Civic Responsibility	Caring for the next generation is a collective responsibility. Communities

	must create environments that enable children to thrive.
IV- Divine and Civic Duty	There is a moral imperative to instil positive values in children, which will lead to a more compassionate and just society.
V- Sustainable Future	Prioritizing the education of our children in alignment with sustainability, ethics, and mutual respect.
VI- Collective Action	Building a better future requires collaboration among families, educators, and community leaders to create supportive systems for children.

## About Us- Vision

S/N	Description – Vision
I	Our goal is to teach core values that help children grow into compassionate, honest, respectful, and empathetic adults with strong mental health. We aim to develop their emotional intelligence, social skills, and healthy habits while promoting environmental care and sustainability.

## About Us - Mission Statement

S/N	Description – Mission Statement
I	<b>Eva Helpful</b> is dedicated to nurturing a generation of children and adolescents grounded in <b>respect, empathy, honesty, tolerance</b> , and a strong <b>sense of community</b> . We believe that <b>moral education is just as vital as academic achievement</b> —not only for the <b>personal success</b> of each child but also for fostering <b>family unity</b> , promoting <b>national harmony</b> , and supporting <b>global sustainability</b> .

## About Us - Objectives

S/N	Description – Objectives
	<ul style="list-style-type: none"> <li>Teach strong values and good character.</li> <li>Develop tools to help children fit into diverse communities.</li> <li>Promote mental health and emotional well-being.</li> <li>Support research on children's values.</li> <li>Prepare children for future professional success.</li> <li>Create an academy to educate families and communities on values.</li> <li>Encourage sustainable livelihoods.</li> <li>Foster care for the environment and sustainability.</li> </ul>

## About Us - Core Strategy

The foundation advocates a **comprehensive approach** to value-based education that includes:

1. **Promoting Empathy and Respect**
  - Teaching understanding and respect for differences.
2. **Encouraging Open Communication**
  - Creating safe spaces for expression and active listening.
3. **Instilling Accountability**
  - Fostering responsibility through restorative practices.
4. **Fostering Ethical Decision-Making**
  - Encouraging critical thinking and moral judgment.
5. **Building a Supportive Community**
  - Involving parents, guardians, and local organizations.
6. **Creating Positive Role Models**
  - Through mentorship and public recognition of good behaviour.
7. **Integrating Holistic Education**
  - Including life skills, emotional intelligence, and extracurricular development.

## About Us - Stakeholder Engagement

To achieve its mission, Eva Helpful collaborates with key stakeholders, each playing a specific role in value transmission:

Stakeholder	Key Actions
Parents/Guardians	Awareness workshops on positive values, structured teaching, and evaluation based on the Eva Helpful Pedagogic Calendar.
School Authorities	Training for staff and students, as well as the implementation of value-based curricula and assessments.
Community Leaders	Advocacy, training, and community-level engagement to foster value-driven environments.
Companies	Sensitization on work-life balance, encouraging family time and supporting staff in their parenting roles to enhance family-based value transmission.

## About Us - Ideology

### The Eva Helpful Value Tree Concept

This concept uses the metaphor of a living plant to explain value formation and its societal impact:

- **Roots:** Represent a child's early moral foundation drawn from family and lived experiences.
- **Trunk:** Symbolizes the support systems—parents, schools, communities, companies—that must be strong to sustain value growth.
- **Leaves and Fruits:** Reflect the visible results of well-nourished values—responsible, empathetic and community-minded adults.



#### A firm root and a supportive trunk bear good fruit.

When children are grounded in strong moral foundations and supported by nurturing values, they flourish. But when these foundations are weak or neglected, the result is **individual instability, family breakdown, national disunity**, and ultimately, **global unsustainability**—leading to system failures at every level.

**Call to Action: The NOW Movement-** Eva Helpful advocates for **immediate action** to reverse the trend of value erosion. Without a collective shift towards value-based education and upbringing, the future of our families, nation, and global community is at risk.

### Worst-Case Scenario:

***"If we fail to teach our children values today, we risk raising a generation unprepared for the challenges of tomorrow."***