



Contact
 ROCK YOUR LIFE! gGmbH
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Founded: 2009
Project start: 2009

Organization income (2015): €1,130,329
Project budget (2015): €1,012,523

Number of project staffers: 5,809
Of which volunteer: 5,784

Project locations: 51, e.g., Berlin, Dresden, Düsseldorf, Frankfurt a. M., Hamburg, Munich
Reach: National, international
Target group: Students (primarily at lower secondary schools), university students, businesses

THE PROJECT

ROCK YOUR LIFE! is a special kind of mentoring program. It brings secondary school students together with university students, as both groups face very similar challenges and decisions. Which career is the right one for me? What options do I have in the labor market? Are my skills and knowledge sufficient? As part of the project, mentors and mentees work together hand-in-hand for two years. They talk about music, fear of math tests and the atmosphere at home, and go to the theater and skate park together. "Ultimately, you have to believe in yourself, but it always helps if you're not the only one who does," sums up Tim, one of the mentors. Mentors are provided with ongoing training in the program, and can receive individual support if needed. A particularly impressive element of the project is the great importance that it attaches to the development of a business network. During the program, young people get to know various firms and sectors through visiting them. This can occasionally result in a work experience position, and maybe even an apprenticeship.

ROCK YOUR LIFE! has become a successful social franchise with over 45 business locations across Germany and in Switzerland. Local ROCK YOUR LIFE! associations coordinate mentoring pairs and cooperation with companies on the ground, while the head office assumes overall management.

IMPACT

Everyone reaps the rewards: the secondary school students improve their performance in school and approach the future with inspiration, courage and motivation. In addition to the good feeling they get from their involvement, the university students become more open to the unfamiliar and gain a new perspective on other ways of living. The companies get to know new talented individuals and can fill vacant training positions. The accompanying evaluation (2015) shows that 88% of the university students give more consideration to their future than previously. The secondary school students learn about where their strengths lie (86% agree) and gain new self-confidence (77% agree). Some 71% feel that they have a good understanding of what options they have after finishing school, and many already have definite prospects, such as advancing their school education (59%) or an apprenticeship (24%).



Potential project impact

Objetives and target groups	★★★★★
Approach and concept	★★★★★
Development of quality standards	★★★★★
Organizational performance	
Vision and strategy	★★★★★
Leadership and staff management	★★★★★
Supervision	★★★★★
Finance and oversight	★★★★★
Transparency and public relations	★★★★★