



# Company Profile

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# Table of Contents

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## **1 About Us**

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## **2 Our Journey: Empowering the current and next Generation**

---

## **3 Meet the Founder**

---

## **4 Strong Minds, Strong Families: Our Mental Health Approach Our Reach So Far: Impacting Lives Across Generations**

---

## **5 The DIP-CO Framework: Empowering Families for Global Impact Programs Overview**

---

## **6 Our Promise Our Contacts**



## About Us

DIP-CO is a purpose-driven social enterprise that equips children (3-12), teens (13-19), and young adults (20-24) with the emotional intelligence, life skills, and leadership capacity needed to thrive in a complex world.

We use a holistic, dual-impact model: youth-focused programs build self-awareness, resilience, and values-based decision-making, while parallel parent support sessions promote mindful parenting and strong family systems.

Our approach addresses real-life challenges like anxiety, identity struggles, peer pressure, and low self-esteem through coaching, mentorship and psychosocial support.

By strengthening both the individual and the family, we empower the next generation to grow with confidence, relate with empathy, and lead with purpose.

## Vision

A world where children, teens, and young adults are emotionally strong, purpose-driven, and equipped to thrive supported by parents and guardians who practice mindful, intentional parenting. Together, they build resilient families, strong communities, and a generation that leads positive, lasting change.

## Mission

To empower the current and next generation of children, teens, and young adults to grow in emotional resilience and personal development, while equipping parents and guardians with mental health knowledge and practical parenting tools that promote mindful, nurturing, and impactful parenting.

## Core Values

- |                                    |  |
|------------------------------------|--|
| <b>R – Respect:</b>                | We honor the voices and values of our stakeholders, clients, fostering trust and dignity.                    |
| <b>I – Innovation:</b>             | We embrace creativity and continuous learning to enhance our impact.   |
| <b>S – Self-Drive:</b>             | We cultivate leadership and accountability among our team and the children, teens and young adults we serve. |
| <b>E – Ethics &amp; Integrity:</b> | We uphold transparency, consistency, and ethical excellence in everything we do.                             |

## Our Journey:

### Empowering the Current and Next Generation

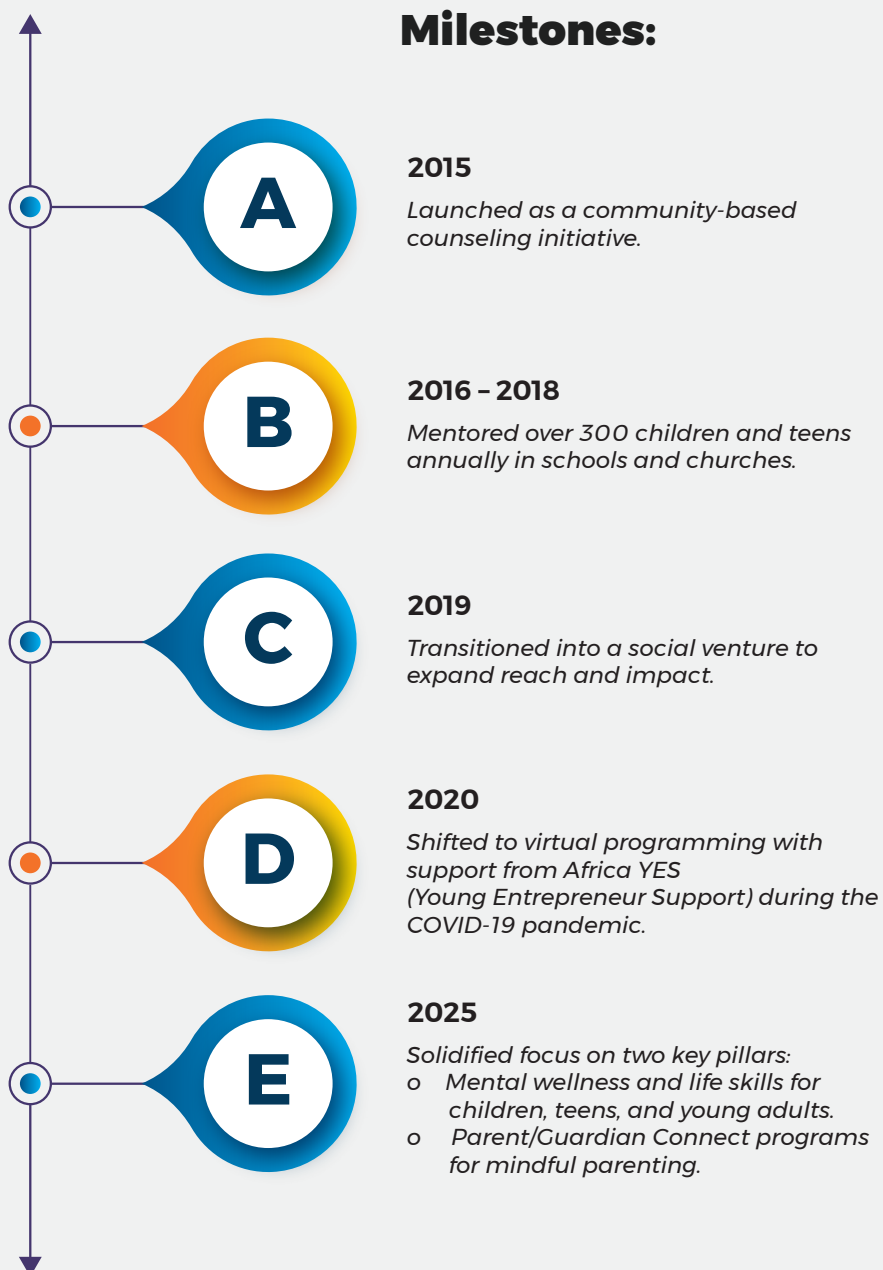
Since our founding in 2015, DIP-CO has evolved from a grassroots counseling initiative into a globally recognized social venture. Our journey reflects a deep commitment to empowering children, teens, young adults and families through innovative, sustainable, and community-rooted solutions.

#### Recognitions:

Our impact has been affirmed by prestigious organizations including;

- UNDP/Deloitte,
- UNESCO
- Startup Istanbul
- Africa YES
- She Awards Global 2024

#### Milestones:



#### Slogan:

Equip the Child, Develop the World

## Meet the Founder: **Mercy Nzuki**

### **Mental Health Specialist. Mind Advocate**

Mercy Nzuki is a licensed counseling psychologist, social entrepreneur, and passionate mental health advocate.

Inspired by her own battle with psychosomatic illness and her lifelong love for children, Mercy envisioned DIP-CO as more than a counseling platform, it is a movement to raise emotionally resilient leaders.

Armed with a Master's in Counseling Psychology and a background in Development Studies, she founded DIP-CO to champion mental wellness, life skills development, and mindful parenting.

Known as "The Mind Advocate," Mercy bridges the gap between overwhelmed parents and misunderstood children, teens and young adults with empathy, expertise, and spiritual grounding.

A committed Christian, Mercy leads with intentionality, faith, and a growth mindset.

In her downtime, she enjoys swimming and reading, constantly evolving to better serve the current and next generation of children, teens and young adults.



**When we equip  
the child,  
we develop the world."**





# Strong Minds, Strong Families

## Our Mental Health Approach

At DIP-CO, we believe that mental health is the foundation of thriving families and resilient communities. Emotional struggles in adulthood often trace back to childhood trauma or disconnected parenting and this is why we see parents as the first responders in a child's mental wellness journey.

Through our family-centered approach, we bridge mental health gaps by providing:

- Mental health education for parents, guardians, and their children, teens, and young adults.
- Age-appropriate emotional resilience programs and activities for children, teens and young adults.
- Guided support and resources to encourage mindful, responsive parenting

When parents are mentally well, children thrive and families become safe havens of love, connection, and purpose.



## Our Reach So Far

### Impacting Lives Across Generations

Since 2015, DIP-CO has directly impacted over 5,000 children, teens, and young adults through transformative mentorship, emotional wellness initiatives, holiday escapades, and leadership development programs.

Through Parent/Guardian Connect, we've supported 38 parents and guardians with personalized coaching, community-based learning, and mental health education, empowering them to raise confident, connected children.

Our reach extends across schools, faith communities, local centers, and digital platforms, fostering inclusive, healing, and growth-oriented environments.

We believe that when a child is equipped and a parent is empowered, transformation begins at home and ripples through generations.

# The DIP-CO Framework:

## Empowering Families for Global Impact

	Area	Initiative	Description
<b>D</b>	<b>Development</b>	Mastermind Mentorship	A tailored journey of coaching, mentorship, and creative learning designed to unleash each child's potential.
<b>I</b>	<b>Inclusion &amp; Well-Being</b>	Mind Matters	A comprehensive mental health initiative using therapy, storytelling, and group support to foster emotional resilience.
<b>P</b>	<b>Progress</b>	Holiday Escapades	Engaging weekend and holiday experiences designed to spark creativity, teamwork, and emotional growth.
<b>C</b>	<b>Community</b>	Parent / Guardian Connect	Interactive sessions, social gatherings, and personalized coaching for Parents / Guardians focused on mindful, supportive parenting.
<b>O</b>	<b>Outcomes</b>	Shaping a Better World	Empowering children, teens, young adults, supporting families, and building communities grounded in emotional wellness and life skills.

## Programs Overview

Program	Focus Area	Approach	Outcomes
<b>Mastermind Mentorship</b>	Personal & Social Development	Group mentorship, discussions, and goal setting	Confidence, critical thinking, life skills
<b>Holiday Escapades</b>	Emotional & Cognitive Growth	Adventure learning and creativity workshops	Resilience, imagination, teamwork
<b>Mind Matters</b>	Mental Health Awareness	Therapy sessions, guided reflection, storytelling	Emotional regulation, awareness, healing
<b>Parent / Guardian Connect</b>	Parenting Support	Workshops, coaching, professional therapy	Strengthened relationships, mindful parenting



## Our Promise:

### For Children, Teens & Young Adults:

We create safe, inspiring spaces where children, teens, and young adults gain critical life skills, emotional wellness, and the leadership needed to thrive in every sphere of life.

### For Parents & Guardians:

We equip parents and guardians with mental health information to nurture confident, resilient children through mindful and informed parenting.



## Join the DIP-CO community today

*Empowering children, teens, and young adults; strengthening families; and shaping a better world, one generation at a time.*

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