

GIFT OF EMPOWERMENT



A VISION FOR TOMORROW'S AFRICA

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BACKGROUND

Gift of EmPowerment presents a different kind of charity, one that requires proactive responsibility from the people. The nonprofit seeks commitments from prospective investors, government agencies, NGOs, and individuals. Their vision is focused on empowering the people of Africa as they work to engage citizens as partners in projects that will uplift nations across the continent. They call on social investors to find sustainable solutions that do not just improve life for the people but also serve as an economically viable solution for the future. This yields more financial solutions and draws increased awareness of developmental projects in Africa. The charity is for the people, by the people, and creates a mutually beneficial situation for all involved. As Global Citizens, the nonprofit believes in the concept of shared prosperity: solutions that are driven by partnerships across all parties as equals and stakeholders. Gift of EmPowerment cherishes the dignity of becoming self-reliant. This is the ultimate goal of the organization.

MISSION

- Develop Partnerships for Infrastructural Development
- Institute Educational Programs
- Raise Awareness for Gender Equality
- Foster Economic Empowerment

GOALS + OBJECTIVES

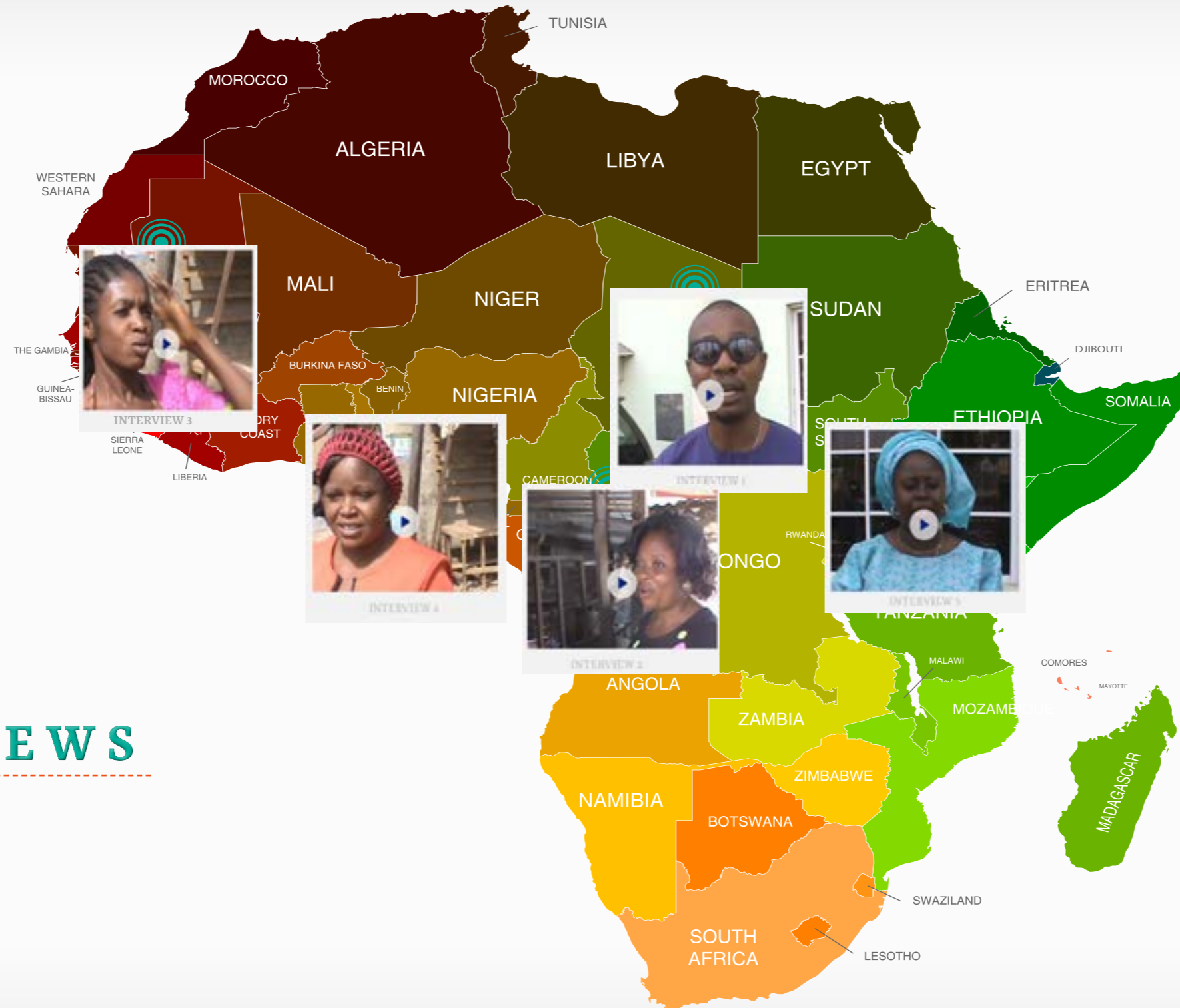
- Increase knowledge and awareness of Gift of EmPowerment and its mission.
- Enlighten and foster greater understanding, empathy, and respect for the challenges facing Sub-Saharan Africa.
- Increase sense of urgency and personal responsibility by enlisting donors and volunteers.

RESEARCH

Research was conducted in the form of in-person interviews throughout Sub-Saharan Africa. Over 30 interviews were collected to gain insight into the challenges facing everyday citizens. Results of the research will be compiled into a documentary video that details real life responses to issues of poverty, lack of education, and under developed infrastructure across the continent.

Target Audience

Interviews will be given to employed and unemployed African citizens between the ages of 25-45. These interviews will be archived and edited into a web video that aims to reach U.S. adults for the purpose of increasing volunteer participation and donor activity. The target audience of the video are United States citizens between the ages of 18-55 who are capable of giving their time and/or charity to help the cause.



INTERVIEWS

STRATEGY

- Step 1: Rebrand Logo
- Step 2: Design Animated Social Media Post
- Step 3: Produce Introductory Explainer Video
- Step 4: Write Website Profile and Press Release

Step 1: Logo Rebranding



GIFT OF EMPOWERMENT

Old Logo



Gift of EmPowerment

BRAND GUIDE

Color Story:

Grass



Lime



Teal



Stone



Tangerine



Fonts:

Lato Heavy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM-

NOPQRSTUVWXYZ

Yrsa Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTU-

VWXYZ

Logo Variations:



Gift of EmPowerment
A Vision for Tomorrow's Africa



Gift of EmPowerment



Gift of EmPowerment

New Brand Guide

LOGO
2015

Step 2: Social Media Post



Gift of EmPowerment

A Vision for Tomorrow's Africa

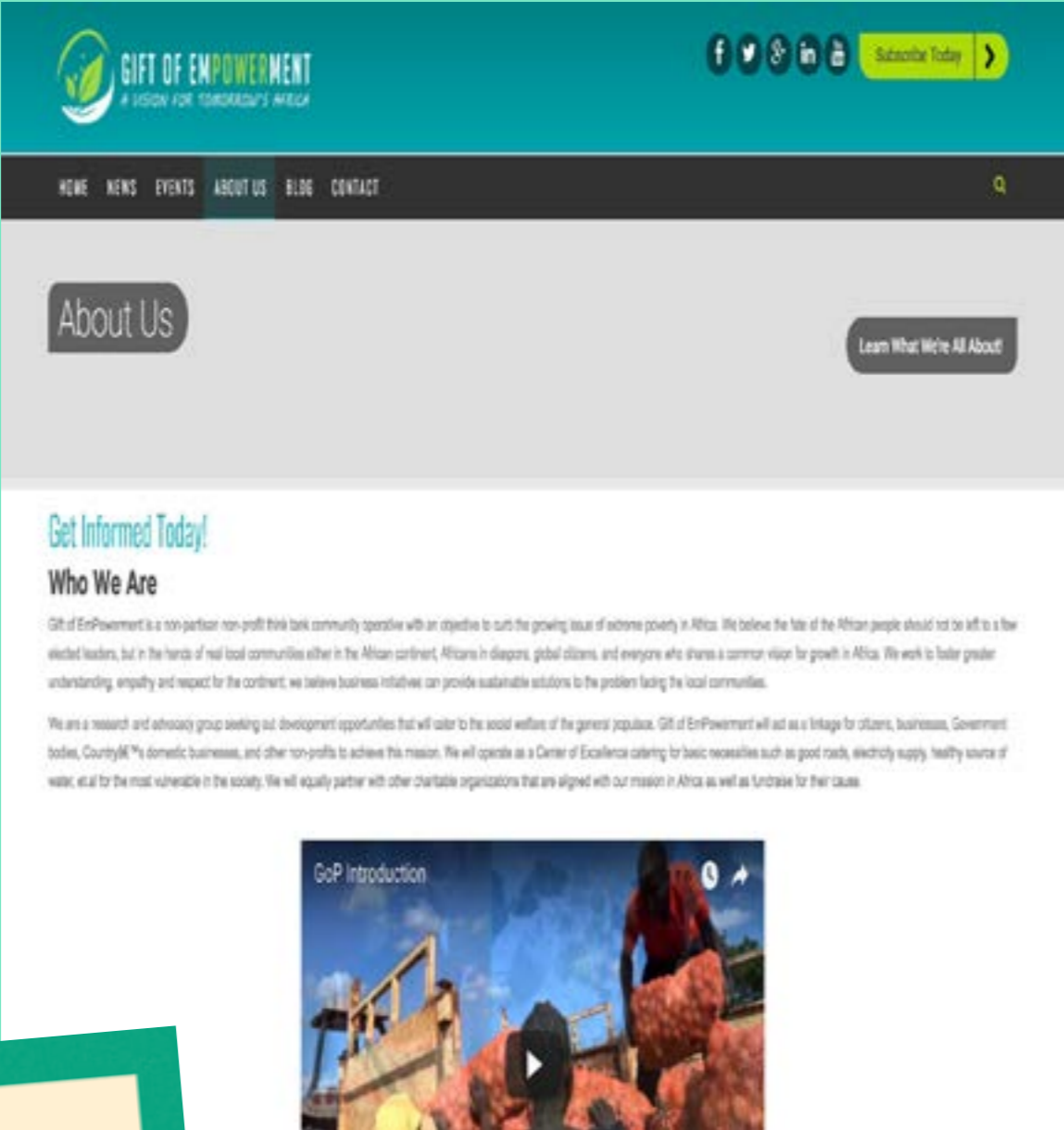


Step 3: Explainer Video



VIDEO
—
INTRO

Step 4: Website Profile and Press Release



WEB PROFILE
PRESS RELEASE

Profile



Press Release

ACHIEVEMENTS + IMPACT

- Online profile has been viewed over 9000 times
- Donor activity has increased 9%
- Volunteer participation has increased 17%
- Gift of EmPowerment substantially increased public familiarity with its cause and mission