# 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 knowlege 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.



# **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

LOGO 2015

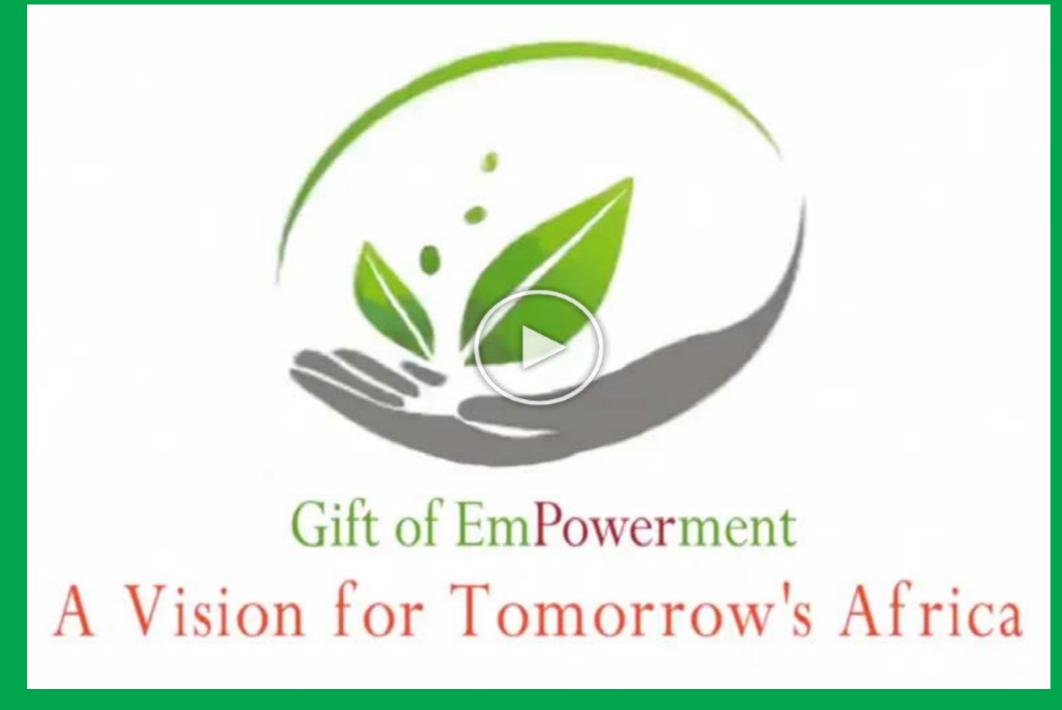


Old Logo



New Brand Guide

### Step 2: Social Media Post



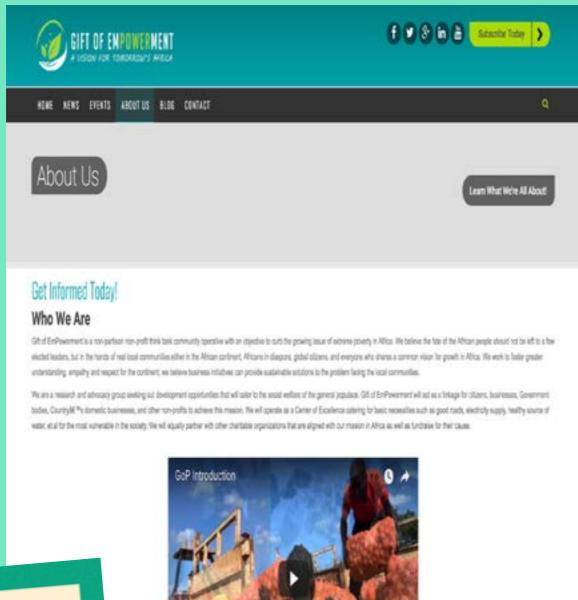


Step 3: Explainer Video





### Step 4: Website Profile and Press Release





Profile

### Gift of Empowerment (G.o.P)

For far too long, the African continent has withered into a spiral of calamidies which are now deeply enterched into the fabric of its communities. The nations has become the host for extreme radicalism due to the nament powerly sorred across the continent.

A lot of the problems in the region stems from a lack of opportunity and the education needed to be triumphant in the 21<sup>45</sup> century. Africa has become a nation dependent on aid, but stanned off of direct investment. By any measure, the matter can point one to the direction of why Africa menalise despite incredulous sympathy. While the confinent seems rips for investment opportunities 66° notwast youth population, very-competitive lator rate, fertile land & minerals, accommodating weather all-year mund, free of natural deseitem, etc. it has any tricked in a few long-item cluid society investments.



If one bods at electricity – a simple fundamental part of most people(E<sup>®</sup>s duly live, this is non-existent in most people(E<sup>®</sup>s lives opned across the continent, in fact, 650 million people living in Africa have no access to electricity, and for the few that does, they are subjected to constant blackoute on a daily basis. According

to the Economist, the flew investors with a heart to invest in Africa piece about Iving in a Microtring-your-own-infrastructural Economist, the flew investors with a heart to invest in Africa, pleased on private desel-generation, water purification against, and even sewage treatment infrastructure. The dire consequences of lack of Power's evidently the most astonishing detrinent to the development in Africa, followed by other infrastructural needs, it is estimated that more than \$10.25 leach is expensed on private desel-generators 96" is whooping 10s more than how much electricity cost if provided from the grid. The economic colonal begs to differ why there is a shortage of investment in power plants.

Today our goal as a non-posit is subtly different, we believe in aid as a short-larm solution but our key objective is accelerating investment into Africa where it belies to help the people. We launch a different kind of chartly 36° one that requires much more from the people. We want commitments from all parties, prospective investions, government agencies, NGCNs, and the people. Our non-profit is keyed on empowering the people in the contributed Africa. We want to call on social investors to find sustainable exhibition that does not just good for the people but also serves as an economical visible solution. This will only yield more economic visible solutions and draw more people to focus on developmental projects in Africa. Our chartly is for the people, and chastes a win-win situation for all people. We as Global obtains believe in the correct of shared prosperity. We believe in solutions that are other by partienting across all parties whereby investors, government bodies, NGCNs, and the people are all equals and stakeholders. No one truly works a handout, we all cherish the dignity of becoming self-relater and this is the ultimate goal of our organization. With this mission, our chartly will bous on the following:

- Partnerships thru PPP schemes for Power, Road, and Water infrastructural development.
- Capacity Building & Education Programs
- Gender Equality
- Economic Empowement

Our work starts with obtains around the world with a mission on improving Africa. Join us to start a conveniation, and with form a cohesive voice that will galaxies a movement. Our goal is simple &C Empower the people of Africa. Sign up to our newsletter and we improve everyone to join the global diseason; currowing.

### 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