

EXTENDING OUR REACH TO AFRICA
YOUTH AMBASSADOR TRIP TO
**SOUTH AFRICA &
BOTSWANA**
May 25 - June 7, 2014



SPONSOR APPLICATION / PACKAGE

YOUTH AMBASSADOR & HUMANITARIAN PROGRAM

SUMMER 2014

May 25, 2014 – June 7, 2014

An official program of the Embassy of the Republic of Botswana, Kid Entrepreneurs Need Opportunities (KENO) Foundation, Inc. and Shumake Family & Friends (SFF)



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Dear Prospective Sponsor,

We are proud to invite you to support “*Extending Our Reach to Africa*” a Youth Ambassador & Humanitarian (YAH) Travel Program to Botswana via South Africa for high school and college age youth (15-25) who have an interest in global business.

Endorsed by Her Excellency, Ms. Tebelelo Seretse, Ambassador of the Republic of Botswana to the United States, the YAH Travel Program is delivered by **Kid Entrepreneurs Need Opportunities (KENO) Foundation, Inc. and Shumake Family and Friends (SFF)** to benefit the development of youth. Through YAH, high school and college age youth are provided the opportunity to represent their school, city, and state as ambassadors in South Africa and Botswana from May 25 – June 7, 2014. This extraordinary program is designed to expose youth to the economic, cultural, educational and societal norms for these countries.

Highlights of the YAH Travel Program include:

- (a) Culture and protocol orientation;
- (b) Meetings with international companies, government officials and host communities;
- (c) A mini safari and bush experience;
- (d) Youth interactions and cultural exchanges; and
- (e) Humanitarian Service

The total cost of the trip is \$5,865 per person of which nearly half of the cost is for air travel. Our goal is to assist 25 youth by raising \$75,000 or half of their combined trip costs so that they will have a chance to experience the trip of a lifetime.

As a sponsor, there are three ways in which you can donate:

1) Give Money

2) Give Delta Skymiles (transfers must be completed by March 15, 2014)

- a. Visit <https://www.delta.com/buygftxfer/displayTransferMiles.action> and enter:
 - i. **Amount** of miles to transfer/donate (est. 200,000 miles covers 1 person)
 - ii. **Account #:** 9413184244
 - iii. **First/Last Name:** Keno Foundation
 - iv. **Email Address:** kenofund@gmail.com

3) Give American Express Points (transfers must be completed by February 15, 2014)

- a. Visit <http://www2.guidestar.org/PartnerReport.aspx?partner=amex&ein=27-2257856> and enter the following:
 - i. **Amount** of miles to transfer/donate (est. 250,000 miles covers 1 person)

We appreciate your consideration and look forward to your investment in the next generation of global leaders. Additional details are enclosed. If you have any questions, please contact Adrienne@kenofund.org or call 404-772-1987.

Best regards,

Adrienne Lance Lucas, Keno Lucas II & Robert Shumake

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PROGRAM ITINERARY

Day 1 – Sunday, May 25	❖ Depart Atlanta at 7:35PM
Day 2 – Monday, May 26	❖ Arrive in Johannesburg, South Africa at 5:25pm ❖ Diplomat Meet and Greet
Day 3 – Tuesday, May 27	❖ South Africa Historical/Cultural Tour ❖ Museums & Cultural Village
Day 4 – Wednesday, May 28	❖ Youth Leadership Summit & Town Hall Meeting ❖ African Leadership Academy
Day 5 – Thursday, May 29	❖ Service Learning ❖ Teboho Trust School Visit & Service Projects
Day 6 – Friday, May 30	❖ Capetown ❖ Robben Island & Cape of Good Hope
Day 7 – Saturday, May 31	❖ Wine Tour & Service Project
Day 8 – Sunday, June 1	❖ Travel to Gaborone BOTSWANA
Day 9 – Monday, June 2	❖ Role of A Youth Ambassador ❖ SAVING OUR SOULS HUMANITARIAN PROJECT
Day 10 – Tuesday, June 3	❖ Understanding the Economic Landscape ❖ Diamond Mine Tour & Diamond Trading Company
Day 11 – Wednesday, June 4	❖ Bush Experience ❖ Travel to S. Africa from Maun ❖ Mini Safari & Tribal Heritage
Day 12 – Thursday, June 5	❖ Bush Experience ❖ Travel to S. Africa from Maun ❖ Mini Safari & Tribal Heritage
Day 13 – Thursday, June 6	❖ Depart for Atlanta
Day 12 – Thursday, June 7	❖ Arrive in Atlanta at 6:15 AM

** Itinerary subject to change

BUDGET

Amount	Category
\$ 95,000.00	AIRFARE
\$ 21,000.00	Meals
\$ 7,500.00	FEEES & ATTRACTIONS
\$ 30,000.00	LODGING
\$ 13,500.00	GROUND TRANSPORTATION
\$ 8,000.00	Misc.
\$175,000*	TOTAL

**Includes cost for 25 students and 5 chaperones*

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SPONSORSHIP & BENEFITS

<p>THE WORLD BANK - \$ 100,000</p> <ul style="list-style-type: none"> • Covers entire program costs for 30 • Exclusive Naming Rights to Youth Summit and Town Hall Meeting • Acknowledgement in all media and press • Logo placement on all promotional materials, and in social media outlets • Logo and company link on kenofund.org website • Logo placement on the youth travel t-shirt • Article and Ad in the online <i>KENO Magazine – For the Next Generation of CEOs</i> 	<p>UNITED NATIONS - \$ 25,000</p> <ul style="list-style-type: none"> • Covers food for 30 • Acknowledgement in all media and press • Logo placement on all promotional materials, and in social media outlets • Logo and company link on kenofund.org website • Logo placement on the youth travel t-shirt • Full page Ad in the online <i>KENO Magazine – For the Next Generation of CEOs</i>
<p>AMBASSADOR - \$ 15,000</p> <ul style="list-style-type: none"> • Covers ground transportation for 30 • Acknowledgement in all media and press • Logo placement on all promotional materials, and in social media outlets • Logo and company link on kenofund.org website • Logo placement on the youth travel t-shirt • Half Page Ad in the online <i>KENO Magazine – For the Next Generation of CEOs</i> 	<p>GLOBAL CITIZEN - \$ 6,000</p> <ul style="list-style-type: none"> • Covers 1 Youth Ambassador • Logo placement on the youth travel t-shirt • Listed in the online <i>KENO Magazine – For the Next Generation of CEOs</i>

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SPONSORSHIP COMMITMENT FORM

KENO Foundation, Inc. is a charitable 501 c3 organization

SPONSORSHIP CONTRIBUTIONS MUST BE RECEIVED BY April 10, 2014

ALL Payments MADE PAYABLE TO: KENO FOUNDATION, INC. - 1400 Veterans Memorial Highway, SE, Suite 134-271, Mableton, GA 30126

Donor Information (please print or type)

DONOR/ COMPANY NAME	Address, City, State, Zip
Contact Name	Contact Phone / E-Mail

Sponsorship Information

I (we) agree to sponsor the Youth Ambassador Program at the sponsorship level below:

- | | | | |
|-------------------------------------|-----------|---|----------|
| <input type="checkbox"/> World Bank | \$100,000 | <input type="checkbox"/> United Nations | \$25,000 |
| <input type="checkbox"/> Ambassador | \$15,000 | <input type="checkbox"/> Global Citizen | \$ 6,000 |

Other Amount \$ _____

Matching Gift:

My Gift will be matched by _____ (Company/Family/Foundation)

Method of Payment

Check Number _____ Check Date _____ Check Amount _____

Credit Card Type: AMEX _____ Visa _____ MasterCard _____ Discover _____

Amount _____ Credit Card Number _____

Card expiration ____/____/____ CCV _____ Signature _____

Processing fees apply

Signature(s)
Date

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WHO WE ARE

Kid Entrepreneurs Need Opportunities (KENO) Foundation, Inc.

Kid Entrepreneurs Need Opportunities (KENO) Foundation, Inc. is a 501c3 non-profit organization located in Atlanta, GA. Founded in 2010 by Adrienne Lance Lucas and her son, Keno Lucas II in 2010, KENO provides youth with an opportunity to build international business networks, develop leadership skills, and receive unparalleled entrepreneurship and financial literacy training. Ultimately, KENO seeks to eradicate poverty through teaching sustainability and by serving as the premier micro-lending source for youth worldwide.

Adrienne Lance Lucas – CO-Founder & President

Keno Lucas II – Co-Founder



Shumake Family and Friends (SFF)

Robert Shumake is a prominent Detroit businessman who has been serving as the Honorary Consul to Botswana since May 19, 2012. Established in 2008, **Shumake Family and Friends** has a sole mission to support humanitarian efforts and service programs for youth around the world. SFF has provided aid to individuals in several countries including South Africa, Ethiopia, Haiti and the Dominican Republic.

Honorary Consul Robert Shumake



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BUILDING THE NEXT GENERATION OF GLOBAL LEADERS

Testimonial from a youth ambassador:
"I think that I can proudly say that my trip to Africa wouldn't have been half as amazing if I wasn't with the group of 27 that I traveled with. I can also proudly say that I have developed a special bond with every single one of these people. We truly did become a family that shared laughter (a lot of laughter) and tears together. From the lectures on the bus, given by the amazing Robert Shumake, to eating every hour because the wonderful Adrienne Lance Lucas wanted to make sure we got into every meeting possible. I think that we all grew as individuals. Whether it was gaining a new appreciation for what we have been blessed with, or finding a new interest in the different African cultures, we were all changed for the better."

~ **Janie Ivory, 15**



Cultural Exposure

Darryl Lassister II, celebrates his 13th birthday with a Rites of Passage Ceremony held in Botswana Africa.

Leadership Exchange

Students at the world renowned African Leadership Academy worked with our youth to discuss topics on making an impact in the world.



Media Training and Exposure

Youth Ambassadors are interviewed by a radio DJ in Botswana. These young people spoke eloquently and passionately about business, education and cultural experiences in America and Africa.

Leaders in Business

(KENO) Kid Entrepreneurs Need Opportunities Foundation, Inc. launches partnerships with the Junior Chamber International (JCI) in Botswana and the Teboho Trust in South Africa for distribution of their T-Shirts. Purchases may also be made online at www.yahprogram.org/keno



Responsible Leadership

Our Youth Ambassadors realize that great leaders have a social responsibility to make a difference in communities. They visited Saving Our Souls Orphanage in Botswana and found time to display compassion and read to the "little ones."



YOUTH AMBASSADOR & HUMANITARIAN PROGRAM 2012

1400 Veteran's Highway
Suite 134-271
Mableton, GA

www.kenofund.org



Testimonial from a parent:
"My daughter and I had the opportunity to participate in the YAH program to the South Africa and Botswana and it was a life changing experience for the both of us. The youth participants were involved in an entrepreneurial project that allowed them to take a business concept through design and development to a marketable product. They also had an opportunity to connect with youth their age to understand the challenges that they face in a developing country. What I found to be unique and substantial about this program was the level of relationships with government and the business community that allowed our children to get access to places and individuals that most organizations can't offer. This program allowed for a once-in-a-lifetime experience."

~ **Rumia Ambrose-Burbank, President/Owner, Vendor Managed Solutions (VMS) Global**

Testimonial from a youth ambassador: It's always nice to meet new people but when that person leaves an impact on you it's special. I had the opportunity to meet many beautiful individuals as we worked together to form a T-shirt business plan for the Keno foundation. The wonderful thing about meeting new people from different backgrounds is that you are able to learn from what they have experienced. They bring light to things that you never would have thought of; thus, opening your mind to new things and ways of thinking and seeing. I've met so many beautiful young inspiring people during this trip and she was definitely one of them. Today she gave me the name Lerato, meaning LOVE. This was definitely an experience that I will remember forever along with her. ~ **Amiri Williams, Senior, University of Georgia**