

## **The Urban Afreeka Foundation Presents....**

### **The “I Afreeka” Project (TIAP)**

**Our slogan “You are the difference you want to see in Africa..Ubuntu Revisited..”**  
( black African humanity re-visited..)

### **Goal: A war & crime free Africa**

**The Project:** To introduce to Africa a program called “I Afreeka” A project that seeks to empower the individual with a sense of self-respect both for himself and his community; Ubuntu: thus reducing conflicts and promoting a peaceful Africa. The program will be launched in South Africa but will be held in most African countries successively. Our message is basically that each individual must be THE difference he wants to see in Africa. The project is to be set as a brand with the following products:

1. Merchandise: Give-aways to schools, crèches, universities, colleges, etc:  
T-Shirts, Tennis caps, water bottles, school bags all carrying the I Afreeka logo..On the merchandise we will offer branding space to cooperate who will sponsor more merch manufacturing in exchange for the branding space..
2. Nationwide workshops, music tours featuring celebrities right across the entertainment industry scope.
3. The grand finale is to be **The I Afreeka Concert** which will be held at the end of 2009 featuring artists/celebrities who will perform and talk to the attendees on the night: broadcast will be global and we already expect a A-list of celebs e.g: Tom Cruise, John Travolta, Usher, Doug E. Fresh, Mc Lyte, Sharon Stone to mention a few.The Concert will be on a scale as large or larger than the 46664 brand.
4. Proceeds from the retail of merch, ticket sales and sponsorships/donations will go towards founding the “I Afreeka Villages” similar to the Kibutz programs in Israel; these are co-operative commercial farms which will be funded to give low skills peoples commercial opportunities in e.g chicken farming, crop farming, tanning, cattle breeding, crafts and exotic export products etc thus giving back to the communities and reducing unemployment and crime.

#### **The Purposes for The I Afreeka Project**

1. To make broadly known the message that I Afreeka wants to invigorate individuals with a sense of responsibility for themselves, their family’s, their community’s, and ultimately African society. That I am the difference I want to see in Africa, that only I can make the difference I want to see in Africa, therefore: I am Afreeka hence the project name; I Afreeka.
2. To use the Way To Happiness Program amongst other goodwill programs as one of the primary tool to achieve the goals of The I Afreeka project. Please visit [www.twth.org/](http://www.twth.org/)
3. To assist artists to support & live these objectives & thus set a good example for the project.
4. The use the arts; music, poetry, as the media to deliver the messages of TIAP.
5. To be known primarily to the media as an anti war and anti crime movement.
6. To get communities to take responsibility for their own areas

7. To help build communicative bridges between individuals & communities and police and Government about issues close to society's heart..

### **TIAP Policy**

1. TIAP is to be an apolitical organisation not supporting any political views or agendas.
2. All TIAP ambassadors must have signed the Pledge to lead a "I Afreeka" lifestyle and must be making every effort to live this lifestyle: basically being self-respecting individuals with a sense of responsibility to themselves and the communities in which they live.
3. TIAP must remain a non profit entity with only individuals and their community's benefiting.

### **Ideal Scene (What would it look like if TIAP achieved its objectives:**

#### **Products or Results To be Measured (Value Final Products)**

1. People having their earned their self respect back.
2. People greatly contributing to their families and communities.
3. Artists actively forwarding the message of TIAP.

#### **Measurements (Stats)**

1. Number of Way To Happiness Booklets Distributed and other goodwill programs(WTH)
2. Number of people reached
3. Number of TIAP Marshalls/celebrities signed up
4. Number of people pledged to the I Afreeka life style

### **TIAP Establishment Plan**

1. Project - Create a NPO organization to house TIAP
2. Project - Produce marketing and promotions material
3. Project – Find artists to support project
4. Project - Pilot event set up
5. Project - Main event

### **The "I Afreeka" Project**

#### **Establishment Plan.**

**Purpose: To establish TIAP as a catalyst for real change in African community's by piloting the delivery of its basic products & purpose.**

After planning and conceiving TIAP it now requires action in order to deliver the very first launch concert and make its mark on the community. The concert as has been identified is a platform to disseminate the precepts of Way To Happiness, Youth for Human Rights and Crime Free Marshalls amongst other goodwill programs who have pledged support for the initiative, but has as its main outcome that people of the selected community want to continue participating after the event. The purpose of TIAP i.e. to give people back their self respect and have them contributing to their families and community will be carried through the message of; **YOU ARE THE DIFFERENCE** with TWTH and others mentioned above being the selected vehicle on educating people on **HOW TO MAKE A DIFFERENCE**.

A suitable venue and community will need to be identified that represents a typical African; low-end economy situation and from where the news of the project will spread. Suitable artists and regional and national celebrities will also need to be contacted and asked to participate and contribute to the safe-pointing, promotion and delivery of the concert. The various publics identified for the launch project; the community and their leaders and opinion leaders, the local SAPS, local government and political leadership as well as local sports clubs and employers will all need to be identified and contacted. The media will also need to be contacted including local TV. These publics will all need to be introduced to the project and its goals and asked what they would like from this type of project, how they would like to participate and what they would like the outcome to be.

Funds from company's whether local or otherwise & even Government will need to be raised to fund not just the research but also the event itself and a financial return model will need to be developed to ensure that the project remains self sustainable. This latter point is crucial as the project will never gain traction by remain a charity and will need to find a way of generating income from the project; one idea would be to sell tickets to the concert and also produce a CD for sale at the concert. A promotional campaign will then need to be held prior to the event, giving people a taste of the event as well as hosting workshops using the supporting projects and people to deliver these programs will need to be found. Collateral such as flyers, T shirts and other promotional items will need to be produced and distributed.

The event will then need to be hosted at a suitable venue to a huge audience of all of the above giving all publics a chance to contribute to the project message (and not just their message) and also having a good time. The concert will also be used to launch and promote the concept of a IAP Chapter for the delivery and implementation of the project

supported programs. After the event this chapter will need to be established using all the contacts made during the run up and delivery of the concert. Members will need to be organised and trained to deliver selected projects and then must then deliver on these. A full review of the project will need to be done at each stage and then after the process is completed and any corrections or tweaks made.

## **Program 1- Establishment Program**

Major Target: to establish TIAP as a legal & organisational entity as well as an identity & logo and as such establish its relationships with its partner organisations; NCI, TWTH Foundation, Youth for Human Rights, and Criminon's Crime Free Marshalls Program and artists who you would like to participate in the program.

### Operating Targets

1. Register TIAP as a NPO and subsidiary to NCI and appoint trustees and executives.
2. Open a bank account for TIAP
3. Conditional Target: Whilst this process is taking place use NCI's details and bank accounts for funds raised.
4. **Partners to the Project:**
  - a) Set meetings with all partner organisations.
  - b) Introduce yourself and members and TIAP's purposes and goals to these members and explain what you need from them.
  - c) Get agreement from them on their support for TIAP project.
  - d) Set meetings with selected NCI affiliates and do the same process with them.
5. **Branding Project:**
  - a) Ask around to find a good designer with reasonable rates to design a logo.
  - b) Agree on price and then have logo designed and approved
  - c) Apply logo to business cards and letterheads
  - d) Have these printed
  - e) Have TIAP added as a special project page on the NCI ([www.nci.org.za](http://www.nci.org.za)) site with new logo etc and a full write up of the project.
6. **Artist Recruitment Project**

- a) Identify and make a list of any artist and celebrity you feel would contribute to the project as well as people you personally know that could influence the project.
- b) Set meetings with each one and introduce yourself and the project to them.
- c) Introduce the purpose of the project and determine how they would like to contribute and what they would like to get in return or benefit.
- d) Introduce them to The Way to Happiness and Youth for Human Rights as well as NCI and explain how they fit in and their role.
- e) Establish agreements with each one on their role and participate and commitment for the project.

## **Program 2 – Pilot Ops Program**

Major Target: to pilot the full operational delivery of TIAP and host its first concert and establish the first IAP Chapter.

### **Operating Targets:**

1. Select an area in Johannesburg that is the hub of African society and that will serve as a foundation for the launch and spread of TIAP across the continent.
2. Select a date and venue for the project and book the venue
3. **Market research Project:**
  - a) Identify all audiences (publics) in the selected area
  - b) Get as much information about the politics, crime gangs, local government, and community and its leadership as possible.
  - c) Do an Opinion leader survey in the community to determine who the non-official leadership is.
  - d) Survey the community members themselves as to what they are experiencing, what problems they have and what solutions they need.
  - e) Set meetings with legitimate organisations, civics, political groups, committees and police & introduce TIAP to them and survey them on their needs.
  - f) Repeat the above steps with the OL's, survey them and ensure you get their full support for the project.
  - g) Do a complete evaluation on the research do determine your promotional message and approach.