



# Leadership INITIATIVES



**EMPOWERING COMMUNITIES WORLDWIDE**





## Mission

**Leadership Initiatives (LI)** approaches the problems of underdevelopment by empowering communities to address their own needs.

LI partners with local government and business leaders to provide promising individuals with entrepreneurial leadership and project management training.

These leaders then identify obstacles to development within their own communities, design workable solutions and create sustainable business models to overcome those obstacles.

**In the short term:** Local leaders create sustainable solutions to existing community problems.

**In the long term:** Leadership Initiatives develops resourceful generations of leaders poised to empower entire nations.

## Results

- ▶ Number of businesses created: **64**
- ▶ Number of jobs created: **564**
- ▶ Number of people directly benefiting from the businesses: **2,488**
- ▶ Number of employees' children who are now attending school: **751**
- ▶ Number of orphans cared for and receiving jobs training under our Orphan Independence and Skills Program: **64**



## LI's International Business Alliance Program

Partners **United States high school students** with developing businesses around the world. Over the course of 18 months students work to solve three developmental issues that the business has identified.

Students have the opportunity for a unique “hands-on” experience, interacting directly with their partner businesses through Skype, email and phone calls.

This fosters increased communication and a strong partnership, and allows students to see results as they work to help expand a business's technological, financial, and managerial capabilities.

**Program benefits include:** development experience, mentors in their future fields of interest, free SAT Training, college search and application assistance, college recommendations, and scholarship application assistance.

### Partner Schools Across The United States

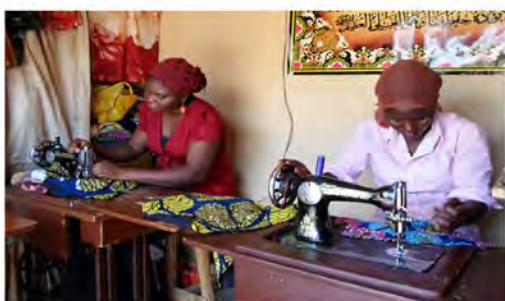


- Number of partner schools per year: **45**
- Number of students program has provided with college assistance: **694**
- Number of business problems solved by students: **458**

### Lovett High School Tailoring Partnership

During the past year, Carrie and her teammates have worked to solve three issues facing their tailoring partner by suggesting new ways to improve time management and pricing, creating a new logo design and advertising plan, and helping the business create and introduce four new tailoring styles.

Business profits have increased by 17% allowing the business to hire two new employees.







## Leadership Initiatives Sponsors

- GlobalGiving
- Microsoft YouthSpark Program
- Starbucks Foundation
- International Youth Foundation
- OmniLearn
- Envision

## Leadership Initiatives Partners

- Embassy of the Federal Republic of Nigeria to the United States
- Georgetown University Center For Social Justice
- USAID Interfaith Project
- Abubakar Tafawa Balewa University Bauchi
- Bauchi State Agricultural Development Program

## Leadership Initiatives Endorsements

- Robin Sanders, Former US Ambassador To Nigeria 2007-2010
- Andrew Silski, Former Head of the Nigeria Desk at the US State Department
- Hajiya Abiodun Hauwa Isa Yuguda, First Lady of Bauchi State
- Thomas Woods, Former Deputy Assistant Secretary, Africa Bureau, Department of State
- Howard Jeter, Former Ambassador to Nigeria 2000-2003

## Leadership Initiatives Board Members

- Gerald R. Kunde II (Chip) - Leadership Initiatives Board Chair
- Blushel Ocbina - Senior Consultant Booz Allen Hamilton
- Carmine C. Carullo - ExxonMobil Medicine & Occupational Health Planning & Performance Analysis Manager
- Shahriar Chowdhury - CFP Wells Fargo Advisors, LLC-Assistant Vice President-Investments and Financial Advisor
- Whitney Derber - Attorney at Kahn Zack Ehrlich Lithwick LLP
- Rebecca Gray - Gray Legal President
- Lynsie Hall - President and CEO of OmniLearn, LLC
- Rick Kuehn - US Joint Staff Analyst
- Ahmed Suleiman Mohammed - Harvard University Lead Recruitment Services Consultant/Recruiting Manager



# Leadership Initiatives 2014 Life Changing Stories

## BUSINESS OWNER

### Personal Story of Sani Abdu Business Owner:



Sani Abdu was born in 1967 in Birshi village. He is married and has thirteen children. For most of his life, he had worked as a subsistence farmer in Birshi village. He was barely able to provide enough for his family until he became involved with Leadership Initiatives' Business Creation Program.

Sani was already a respected community leader, mentor and subsistence farmer, but he had often thought about how he could improve the life of not only his only family but many other local citizens by creating a fish farming initiative within his community. He unfortunately lacked the resources and business acumen to realize his goal.

When Leadership Initiatives came to his community in 2008, Sani pushed to become part of the program and prove how his idea for local fish farming could make nutritious food affordable for his surrounding community. He also knew that his idea could help to alleviate the vitamin deficiencies for his children and community members were facing.

After months of business management training, refining his idea for a local fish farm and working to build support among his local community, Leadership Initiatives was able to find funding for his Fish Farming Initiative. Once funding was provided, Sani, his partners and staff underwent intensive training on how to properly run a fish farm and in early 2009 opened up his community's first fish farming business.

Today Sani's fish farm provides employment for 12 individuals, and 32 family members of Sani benefit from this program. Prior to LI's intervention, sending his children to school was a fading dream. Now seven of Sani's children attend school along with 17 of his employees' children. What was once only a dream has become a reality, inspiring hope and paving the way for new goals for his entire community.

## INTERNATIONAL BUSINESS ALLIANCE PROGRAM

### Personal Story of High School Students Transforming Lives Across The Globe:



The students of Saint Anne's Belfield High School In Charlottesville Virginia partnered with Hamza Welders, a welding shop in Bauchi, Nigeria. Working with the business owner Hamza Ya'au the students identified two areas of focus to grow his business.

The first step was building up the welding shops customer base by researching and teaching the staff new welding techniques.



The students next created a new logo for the shop and advertising plan to promote the new shop services.

The result of these efforts was a business with a dramatic increase in demand for their welding services and customer satisfaction.

The Saint Anne's team is continuing to develop their business management skills by helping Hamza create a time management table for tailoring production to ensure all services are delivered on time.

## COMMUNITY INVESTOR

### Personal Story of Zulihat Yakubu Investor in the Maslaha Beauty Salon:



Zulihat Yakubu has been friends with Fatima Suleiman, owner of the Maslaha Beauty Salon, for over three years now, since she and her family moved to Bauchi. Zulihat and Fatima originated from the same state shaping a strong bond of friendship between them.

When Fatima joined the Leadership Initiatives Business Creation Program and finished her business management training, she had a dream to start a Salon Business.

Zulihat invested N50,000 (about USD \$300) to support her idea for a high end Salon for Bauchi.

This investment not only further strengthened their relationship but Zulihat also patronized Fatima's salon frequently and even invited other friends of hers to use her services too. This allowed Fatima's business to grow and provide jobs and a new service to her community.

Currently Fatima's salon employs five women who can now afford to send eight of their children to school.



# Leadership Initiatives 2014 Life Changing Stories

## COMMUNITY NEED AND RE-INVESTMENT

### Personal Story of Danliti Abdullahi Shoemaking Business Owner:



Danliti has become an icon within his community for community re-investment and giving. Danliti has worked hard to grow his business over the past two years pushing to gain local contracts that are often given to businesses outside of his community and at times Nigeria. This has allowed thousands of dollars to stay within his community and be re-invested locally.

Some of the shoemaking shop's main customers are the local police force, security firms and local military troops, because of the quality and style of the shoes. Some months he receives local orders to make 500 -1000 shoes in addition to his usual orders because of his dedication to creating high quality footwear. Danliti has surpassed foreign competition by offering repair policies for his footwear larger outside companies could not, allowing him to compete at an unprecedented level. He has won contracts from multiple groups allowing locally owned and operated institutions to invest money locally.

Danliti has also spearheaded an Orphan Care project, pushing his employees and other business owners to work to save orphans who otherwise would not have a social safety net to protect them.

Danliti's shoemaking business has continued to expand, allowing him to hire more young individuals who have a desire to create change within their communities, which has brought his business community support. Thousands of dollars are kept within his community and reinvested empowering local dollars and funding to continue to transform lives.

## CHILDREN AND ORPHAN ATTENDING SCHOOL BECAUSE OF BUSINESS SUPPORT

### Personal Story of Yahuza Abdullahi:

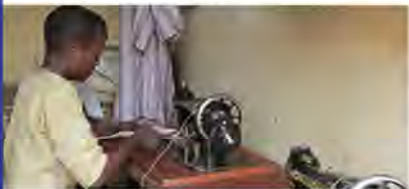


Yahuza Abdullahi is the stepbrother of Abdulmalik, of the LI sponsored Cobbling shop. Yahuza's education was taken care of by their father until he passed away at an early age. After his fathers passing Yahuza and his mother could not afford to pay for his schooling fees and his brother stepped in to help.

Abdulmalik has been paying his tuition for several years now, and Yahuza has not only graduated primary and secondary school but is now in his final year in the polytechnic.

After his Diploma, Yahuza plans to go into roofing and advanced home repair, a service and skill his community desperately needs.

### Personal Story of Jamil Shaibu Orphan Supported by LI's Cobbling Business



Jamil Shaibu has been with Danliti for four years since the lost of his father. Danliti had inquired about Jamil's family, the challenges he now faced and his future plans. He learned Jamil had to stop school as his mother could not afford to send him.

Danliti provided Jamil the opportunity to learn the cobbling skill with him, pay for his school fees and some extra money for his welfare. Jamil's commitment and hard work, gave him a place in Danliti's heart.

## INTERNATIONAL BUSINESS ALLIANCE PROGRAM STUDENT MENTOR TESTIMONIAL

### Anna Kalkman International Business Alliance Program Team Leader



This program opens doors for all the students participating in it. When I told Marshall, my international business alliance program mentor, I had been accepted into Georgetown University, he set up a phone call with a Georgetown Professor to speak to me about scholarship opportunities.

In addition, as I started to decide whether or not I want to go into medicine, Marshall lined up doctors from Johns Hopkins to talk to me about medical school.

The program really does everything it can to make me a better individual and see that I succeed in my life's goals. It pushes me to be a better student, activist and leader within my community. I cannot wait to see where it takes me next.



# The Birshi Farming Group

## Business Mission Statement/Purpose:

To meet the market demand and to provide nutrients that can help to improve the overall health of people in Birshi community and Bauchi state at large.

### The Birshi Farming Group

- ▶ **Business Type:** Fish Farm
- ▶ **Business Owner:** Sani Abdu
- ▶ **Location:** Birshi Village, Bauchi State Nigeria
- ▶ **Business Production Capacity:** About 2500 fish per harvest. 2 Harvests per Year
- ▶ **Number of People Employed:** 12
- ▶ **People Directly Benefiting from the Business:** 32
- ▶ **Employees' Children who are attending school:** 24



### Business Objectives:

1. To produce high quality, fresh, nutrient-rich foods vital to community food security.
2. To ensure an affordable and dependable supply of food.
3. To expedite agricultural reform and recovery in the Birshi community.

### Community Impact

After being advised about the widespread risk and problems associated with Vitamin B deficiencies, local business leaders decided to establish a fish farm. As a result, the availability of Vitamin B has improved significantly and sources of affordable, nutritious foods have become readily available, thus leading to an overall healthier community.

In addition, unemployment rates have been reduced, community members have been inspired to open new businesses to augment income from other occupations such as subsistence farming, which, in the past was their only source of livelihood.

### Personal story of business owner:



Sani Abdu was born in 1967 in Birshi village. He is married to three wives and has thirteen (13) children. For most of his life, he has worked as a subsistence farmer in Birshi village.

In the past, he was barely able to provide enough for his large family, however with his involvement in the Leadership Initiatives Business Creation Program he is now able to more than provide for his loved ones.

As a community leader and subsistence farmer, Sani was well known as a mentor within his community. He had ideas about how he could improve the life of not only his family but also his community members by creating fish farming initiatives within his community. While this idea was possible, his small community lacked the resources and business acumen to create one.

When Leadership Initiatives came to his community in 2008, Sani pushed to become part of the program and prove how his idea for local fish farming could make food stuffs affordable for his surrounding community. He also knew that his idea could alleviate the vitamin deficiencies his children and community members were facing.

After months of business management training, refining his idea for a local fish farm, and working to build support among his local community, Leadership Initiatives was able to find funding for his Fish Farming Initiative. Once funding was provided, Sani, his partners, and an enthusiastic staff underwent intensive training on how to properly run a fish farm. By 2009 Sani finished his training and officially opened up his community's first fish farming business.

Today Sani's fish farm provides employment for 12 individuals, 32 family members of Sani and his employees. Prior to LI's intervention, sending his children to school was a fading dream. Now seven of Sani's children attend school along with 17 of his employees' children. What was once a fading dream has become a reality, inspiring hope and paving the way for new goals among his entire community.