

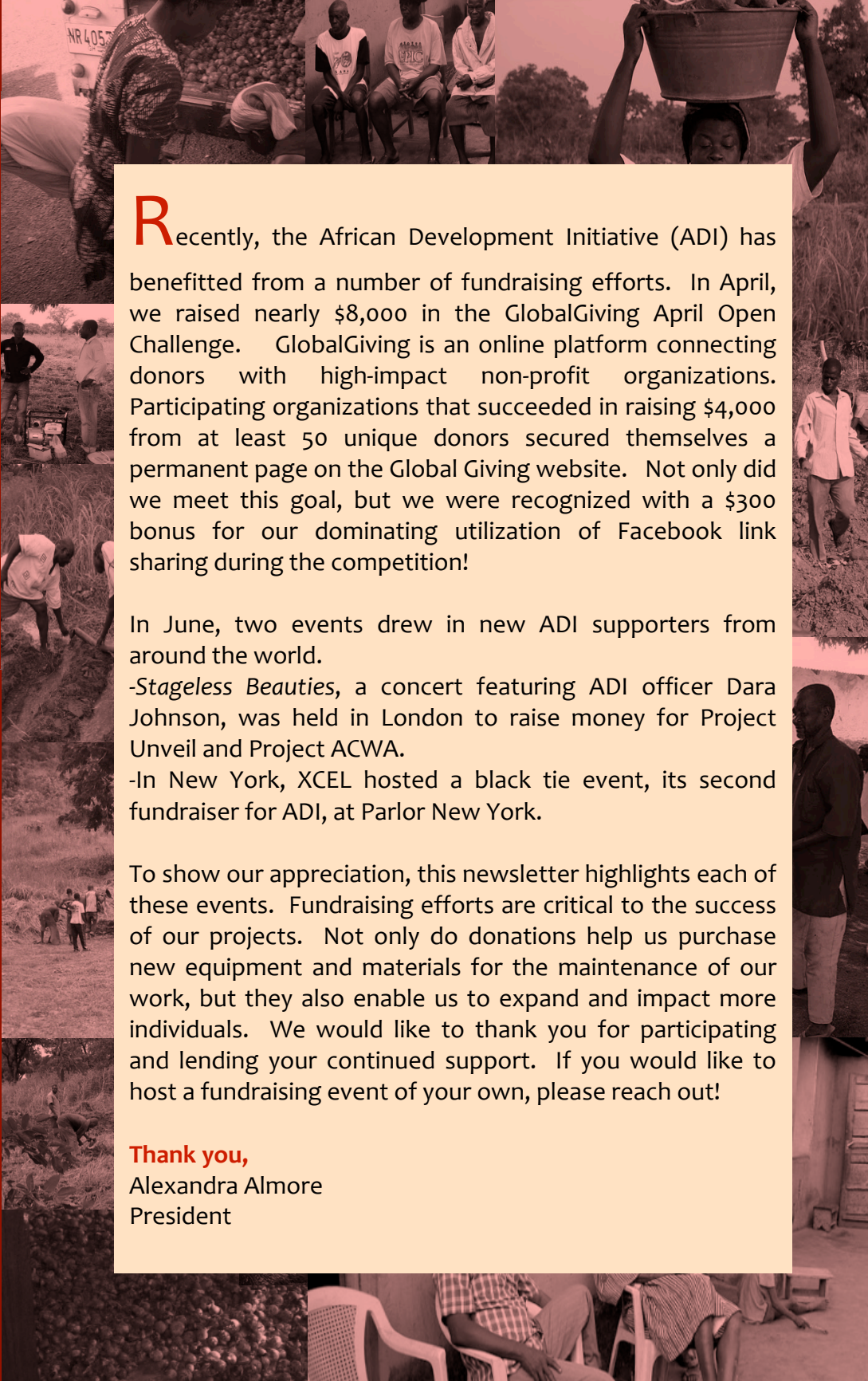
# June 2011

Early Summer Newsletter

ADI IS A SOCIAL  
ENTREPRENEURIAL  
501(C)(3) NON-PROFIT  
ORGANIZATION DEDICATED  
TO INVESTING IN  
OPPORTUNITIES TO  
IMPROVE THE HEALTH,  
EDUCATION, AND  
ECONOMIES OF  
COMMUNITIES IN LOW-  
RESOURCE SETTINGS

## Inside

- Stageless Beauties  
Benefit Concert
- XCEL Fundraising  
Event at Parlor New  
York
- The GlobalGiving April  
Open Challenge



**R**ecently, the African Development Initiative (ADI) has benefitted from a number of fundraising efforts. In April, we raised nearly \$8,000 in the GlobalGiving April Open Challenge. GlobalGiving is an online platform connecting donors with high-impact non-profit organizations. Participating organizations that succeeded in raising \$4,000 from at least 50 unique donors secured themselves a permanent page on the Global Giving website. Not only did we meet this goal, but we were recognized with a \$300 bonus for our dominating utilization of Facebook link sharing during the competition!

In June, two events drew in new ADI supporters from around the world.

-*Stageless Beauties*, a concert featuring ADI officer Dara Johnson, was held in London to raise money for Project Unveil and Project ACWA.

-In New York, XCEL hosted a black tie event, its second fundraiser for ADI, at Parlor New York.

To show our appreciation, this newsletter highlights each of these events. Fundraising efforts are critical to the success of our projects. Not only do donations help us purchase new equipment and materials for the maintenance of our work, but they also enable us to expand and impact more individuals. We would like to thank you for participating and lending your continued support. If you would like to host a fundraising event of your own, please reach out!

**Thank you,**  
Alexandra Almore  
President

# Stageless Beauties Benefit Concert | LONDON

June 2011



Dear ADI Friends and Supporters,

We want to thank all of you who came out to support ADI's inaugural fundraising event in Europe, Stageless Beauties – An ADI Benefit Concert. Stageless Beauties took place on Sunday June 19, 2011 and was a huge success! The event featured:

- the screening of a documentary on one of our projects, Project Unveil, which empowers and educates underprivileged girls in Nigeria using theater and drama and;
- live performances from a variety of local artists such as: Oluwadara, Ricky Whaites, Adam Scourfield, and Itunu Johnson

All proceeds will go towards covering the school fees for girls enrolled in Project Unveil for the academic year 2011/2012 and other ADI endeavors.

We thank you so much your support and encourage you to look out for upcoming events in Europe and around the globe. Please find below some metrics from the event and highlights from attendees.

Dara Bonheur Johnson  
President of European Operations, African Development Initiative



"The documentary was beyond excellent – it was WOW" | "High quality on everything including live performances. Especially loved the performance of Brooklyn." | "The event was very entertaining, interesting, and thought provoking" | "It was wonderful to learn about ADI. I am eager to get involved." | "Dara's perspectives on social engagement were clear and interesting." | "Please organize more events like this. Such a noble cause and the perfect way to end the weekend." | "I didn't realize charity events could be such fun! I am an ADI supporter all the way"



AFRICAN DEVELOPMENT  
INITIATIVE

# XCEL Fundraising Event | NEW YORK

June 2011

On June 18, 2011, the XCEL New York team hosted its second ADI fundraising event at Parlor New York in lower Manhattan. Over 100 friends and supporters enjoyed complimentary cocktails from Christiana Vodka and a toast to the recent progress in Ekumdipe and Agyementi. In total, XCEL raised over \$4,000 for the ADI. Thanks to all that came and made this event possible. Please continue to look forward to future ADI/XCEL events this year.



The GlobalGiving Foundation is a **registered 501(c) 3 organization hoping to change the way people give by offering donors a transparent, high-impact giving experience.** GlobalGiving enables donors to fund the underdog without taking an undue risk. The foundation has a rigorous and tested due diligence process that simultaneously endorses organization while building support and funds for the groups.

**The Global Giving April Open Challenge** was a competition amongst non- profits to raise \$4,000 during the month of April by at least 50 unique donors. Organizations that reached their goal received a permanent slot on their website which is a popular site for people interested in donating to charitable causes. Bonus awards were distributed as well for the most funds raised, the most unique donors, and the most Facebook shares.

## The Results: ADI's Performance



**\$7,808** raised

**268** individual donations

**\$25** = average donation

**2,091** Facebook shares

**3<sup>rd</sup> place** of 275+ organizations in number of unique donors

**\$300 additional bonus** for Top 5 in number of Facebook shares

## New Possibilities

*By nearly doubling our original goal of \$4,000, we have been able to:*

- Purchase **more operational equipment**
  - Pumps, pipe connections, fencing materials, seedlings, trainers etc.
- Distribute **more loans** to more farmers
- Incorporate new techniques to **increase crop yields**
- Consider purchasing **a storage facility**

Check out the full GlobalGiving Report this week on our website!



## Pitch or host an event

The events you read about in this issue came from the minds of a few passionate and creative individuals that were executed through collaboration and dedication. If you have an idea for an event or would like to host a fundraiser for ADI, please send an email to [admin@afRICANDI.com](mailto:admin@afRICANDI.com) with the subject: Fundraiser.

## Spread awareness

We need energetic, thoughtful and dedicated people to accomplish our mission and make change. To help create awareness, follow ADI on Twitter and Facebook and share new information (like this report) within your personal network. You can help direct interested supporters to sign up for our mailing list on our home page. If you would like an ADI team member to present at your event or conference, please email [admin@afRICANDI.com](mailto:admin@afRICANDI.com) with subject: Awareness.

## Direct involvement

ADI relies on volunteers for all aspects of our operations including administrative involvement to conducting project research or spearheading fundraising events. For more information on how to get involved, send an email to [admin@afRICANDI.com](mailto:admin@afRICANDI.com) with subject: Involvement.

## Monetary support

Lastly, you can contribute by making a donation on our website at: [www.afRICANDI.com/pages/donate](http://www.afRICANDI.com/pages/donate)

# Coming Soon: The Project Access to Clean Water for Agyementi (ACWA) July 2011 Report

## Press Center



### GenJuice:

A Grassroots Movement for Ghana You Can Help Today



### Harvard Global Health Review:

Making Clean Water Accessible: Project ACWA



### Huffington Post:

An Interview with Alexandra Almore



# AFRICAN DEVELOPMENT INITIATIVE

Chief Executive Officer, Darryl Finkton

[darrylfinkton@afRICANDI.com](mailto:darrylfinkton@afRICANDI.com)

Executive President, Sangu Delle

[sangudelle@afRICANDI.com](mailto:sangudelle@afRICANDI.com)

For general inquiries, contact [admin@afRICANDI.com](mailto:admin@afRICANDI.com)