EDUCATE. INSPIRE. EMPOWER.
PROJECT **FOCUS**

MEDIA**KIT**

THE PROCESS

PRESS RELEASE

DEVELOPMENT PROJECT

DEVELOPMENT BUDGET

GET INVOLVED

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Registration

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Project FOCUS, founded in 2006, is a grass-roots initiative of artists, writers, activists, young professionals, and students bound by a common purpose: to educate, inspire, and empower local communities in Southwestern Uganda and the United States. Our work in Uganda extends beyond material support and touches upon the human need to share and reflect on personal experiences with others. Through creative collaboration, personal narratives and exhibition, we hope to support community initiated programs, actively combat social apathy, and reveal the common humanity within two seemingly different worlds.

Our work encompasses 3 core components: creative projects, exhibitions, and development work. Our organization is at the development stage of our cyclical process and this media kit shares our plan for a solar powered Internet Cafe in Lyantonde, Uganda.

Creative Projects

Empower participants by giving a voice to their personal narratives, teaching them valuable skills to use in the future, and facilitating collaboration between Project FOCUS members and the community.

Exhibitions

Portray complex social issues through a personal and intimate lens; educating, and inspiring audiences to generate resources for development projects identified by the community.
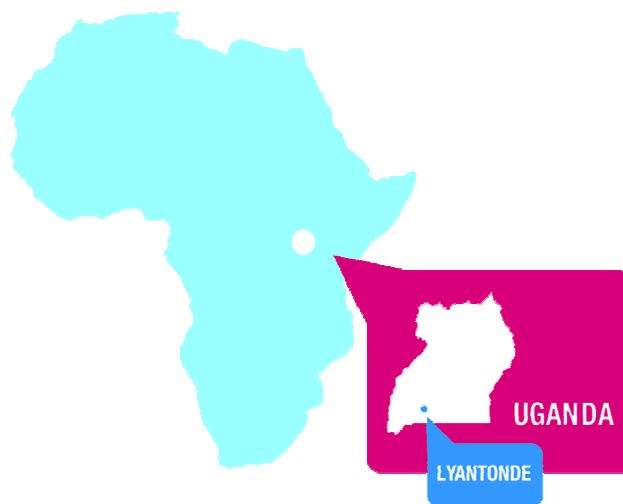
Development

Creates sustainable change to address the tangible needs of the community in partnership with project participants, community leaders, and activists.

Project FOCUS is partnering with local organizations in rural Southwest Uganda to launch an Internet Cafe, providing access to information and communication previously unavailable to residents of the region. The Cafe will also provide technology skills training, a revenue source for a local community-run primary school, and allocate space and tools for the production of creative multi-media projects.

Web access provides communities with the opportunity to improve social welfare and claim their voice in the global conversation on strategies for rural development. With this service, the local populace will benefit from direct links to job, educational, weather, and health information, as well as more efficient markets for produce and products.

UGANDA

LYANTONDE

Former U.N. Secretary General Kofi Anan warns of the danger of excluding poor rural communities from the Internet: "*People lack many things: jobs, shelter, food, healthcare and drinkable water. Today, being cut off from basic telecommunications services is a hardship almost as acute as these other deprivations, and may, indeed reduce the chances of finding remedies to them.*"

In a time when most development strategies are being created and authorized from behind desks in Washington D.C., the Internet Cafe initiative is a culmination of a running partnership between Project FOCUS and Ugandan service organization ICOD (Integrated Community Efforts for Development) aimed at implementing community-lead, sustainable development projects in the southwestern district of Lyantonde, Uganda, a region that continues to be heavily affected by the HIV/AIDS pandemic.

Looking forward, Project FOCUS and ICOD see this service as a financial and physical foundation for change in the region, as the Internet Cafe holds significance both for direct participants and the broader economy. The two organizations have their sights set on supporting growth and stability in the key sectors of community development – education, health, agriculture, business – and will continue to champion locally developed solutions to local challenges.

DEVELOPMENT**PROJECT**

YOU 🚶

Your decision to invest $1, along with that of friends, families, co-workers, and strangers, will connect Lyantonde to the internet.

INVEST NOW

Earth

The Lyantonde Internet Cafe will use low-powered computers that run on solar energy. Systems that use renewable solar energy are not only more cost effective and reliable, but also naturally sustainable; thus kinder to our world.

Lyantonde

HIV/AIDS has claimed much of the productive generation, creating an unprecedented number of orphaned children. Food shortages caused by erratic weather patterns have intensified the conditions. Located in rural SW Uganda, Lyantonde is 60 miles from the nearest Internet source and the innovative solutions it could provide.

Partners

Inveneo, a company that has provided communcation and technology solutions to more than 250 rural communities in 22 countries, will be providing and installing the materials for the Internet Cafe. Integrated Community Efforts for Development (ICOD) will be administering the space once installed, and community-run Prince Primary School will be receiving the profits to assist with student lunches and teacher salaries.

FOCUSED ON CREATIVITY

The Internet Cafe will serve as a space for creative multi-media projects to emerge. Workshops in digital photography, audio production, and blogging, facilitated by Ugandan project leaders, will promote new forms of expression and storytelling that can be shared with the world.

FOCUSED ON CONNECTIVITY

A dialogue about foreign aid and development in rural Africa has been taking place for many years that often excluded the voices of rural Africans with local expertise. Internet in rural areas such as Lyantonde will help to bring the imperative voice of the community into that conversation.

FOCUSED ON COMMUNITY

As the Internet helps to strengthen the Global Community, the growing Digital Divide leaves more than 2 billion people in the periphery. If the visionaries of Lyantonde are armed with the tools that will allow their innovative ideas to develop and spread worldwide, they will gain access to additional support networks to improve the quality of life in Lyantonde.

DEVELOPMENT**BUDGET**

Expenses

Below is the breakdown of expenses for the implementation of the Internet Cafe and operating costs for the first year.

Proceeds

The net profit from the Internet Cafe will provide a consistent income to financially support the operational expenses of Prince Primary School. Operational expenses include providing lunch for students on school premises, paying teachers a living wage, upgrading and outfitting classrooms with basic learning tools, providing textbooks for students, and sponsoring the education of orphaned children.

No.	Item	Qty	Unit Cost (US$)		Total
IT HARDWARE					
1	Inveneo low powered computers	8	$	650.00	$	5,200.00
2	Server Hub	1	$	1,660.00	$	1,660.00
3	Deep Cycle Batteries	5	$	249.41	$	1,247.05
4	Charge Controller PRS 3030	1	$	134.12	$	134.12
5	Solar Panels 80w	7	$	483.87	$	3,387.09
6	70mm DC cables	2	$	19.98	$	39.96
7	10mm cables	10	$	9.68	$	96.80
8	4mm UV cable	3	$	5.17	$	15.51
9	2.5mm UV cable	7	$	4.52	$	31.64
10	Solar interface materials	1	$	491.32	$	491.32
11	Linksys Networking Hub	1	$	185.00	$	185.00
12	Cnet USB wireless adapters	9	$	51.00	$	459.00
LOGISTICS/INSTALLATION					
13	Transport to site	1	$	471.47	$	471.47
14	Subsistence for installers	1	$	148.89	$	148.89
15	Labor	1	$	397.03	$	397.03
16	Space Rental	1		417 per year	$	417.00
17	Internet Install	1	$	3,889.00	$	3,889.00
18	Attendant	12		83 per month	$	996.00
19	Furniture Various pieces	1	$	1,444.00	$	1,444.00
20	Maintenance Covered by ICOD	0	$	-	$	-
21	Monthly Internet subscription	12	$	277.75	$	3,333.00
22	Safety Cost Lump Sum	1	$	278.00	$	278.00
GRAND TOTAL				$	**24,321.88**

How Can You Get Involved?

Make an Investment

Project FOCUS' success has always come from the grassroots support of our community. Through many small, individual donations, we have been able to make it this far and, as we embark on this new development project, we are asking for friends, families, communities, and strangers to come together to bring the internet to Lyantonde. 100% of investments in Uganda will be used for community development projects. All donations are tax deductible.

If you are interested in making an investment, please Click Here.

Match an Investment

For those who are capable of making a larger investment towards the project, support our grassroots campaign online, in high schools, and on university campuses by making a matching investment.

If you are interested in matching an investment, please contact rhea@projectfocus.org.

100% of the investments will be used for community development projects in Uganda. All investments are tax deductible.

Spread the Word

For our campaign to be successful, people need to hear about it.

Please visit youtube.com/projectfocusorg to watch our video. Share the link with your friends.

Help us prove that an online community can gather enough support to provide the internet to a rural community in Uganda without it.