

GLOBAL GIVING II NEWSLETTER

22 MARCH 2018



Our work continues to grow, taking shape in ways beyond what I thought possible. Last quarter we launched our Global Giving campaign and set a target to raise 10,000USD in our opening month. It was unbelievable to see that we exceed our goal by over 100% and raised over 25,000USD in that period. Whilst the donation campaign continues, with the funds collected so far we are able to build three new Project Maji sites and perform water, sanitation, and hygiene (WASH) training to those communities. Thank you to all who contributed and your un-wavering support.

FASHION PARTNERSHIP LAUNCHED WITH KENYAN-GHANAIAN DESIGNER

We launched a new partnership with Setutsi, a Kenyan Ghanaian up and coming designer and were recognized within the Young President Organization (YPO) as one of their most innovative companies. On the ground, it has been a busy spring and we are looking forward to opening multiple new sites throughout this summer.

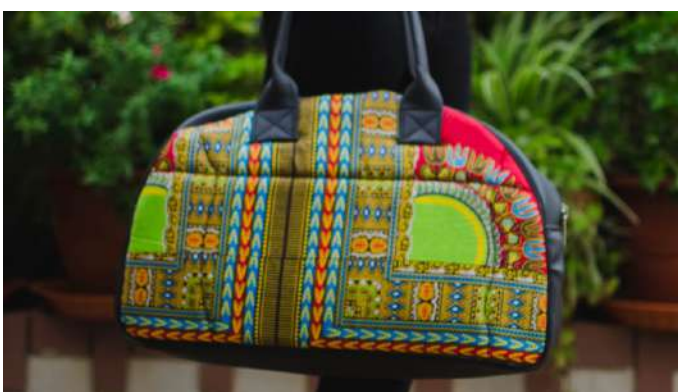
"Style is a way to say who you are without having to speak." – Rachel Zoe

You can support Project Maji and look cool through our new partnership with Setutsi. Setutsi (pronounced Se-tu-chi) brings traditional African prints into the modern fashion era by combining authenticity and style to create a streetwear range honoring the continents heritage. The designer, Setutsi, who is proudly Kenyan and Ghanaian, not only has an eye for creating cool clothes but is committed to making a difference.

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“Launched in April, this partnership raises the awareness of water poverty among young adults living in Nairobi and they can support our work simply by buying a piece in the Project Maji collection,” stated Roshni Aggarwal, Project Maji’s Youth Ambassador. Roshni, championed this partnership because, “...as a high school student living in the capital, we can often forget the challenges that face communities less than thirty minutes away. Providing clean water to community is not only a human right but a necessity for the health and growth of this country.”

Through this partnership, “we are not only raising funds for new sites but also simultaneously raising awareness about the role fashion plays in water and supporting an up incoming designer from the communities where we work,” stated Sunil Lalvani. The new Project Maji line, includes sweatshirts, t-shirts, and bags. If you are interested in purchasing an item please message us at Nicole@projectmaji.org. Stay tuned for a Dubai-based fashion show coming this fall.



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PROJECT MAJI GOES TO NETHERLANDS

Our New York based Youth Ambassador, Ashna Mehta, a recent graduate at New York University attended the NEXUS Europe Summit this past March. NEXUS, is a global community founded to bridge communities of wealth and social entrepreneurship. With over 3,500 members from 70 countries, the platform unit young investors, social entrepreneurs, philanthropists, and allies to catalyze new leadership and accelerate change. Ashna represented Project Maji at the global event in Rotterdam, Netherlands. Not only did the event provide an opportunity to show case our work but also provided an opportunity to network with like-minded future change makers.

YPO ANNOUNCES THE 2018 GLOBAL INNOVATION AWARD



As part of the YPO Innovation Week, the Young Presidents Organisation recognised the top innovators from among more than 25,000 YPO members across 130 countries, the "...Global Innovation Awards highlights those who are leading the way in creating forward-thinking companies and significant opportunities now and for the future generations," stated Keith Alper, chair of YPO Innovation Week. Our CEO, Sunil Lalvani, was recognized for this during an event in Nairobi, Kenya from 8-10 May. Project Maji was one of seven finalists and recognized for the innovative technology that eases the water burden across sub-Saharan Africa.

Want to get further involved?

Want to help us the other 374 days a year? Contact us today!

Nicole@projectmaji.org · www.projectmaji.org