

MAASAI
CHILDREN'S INITIATIVE

MAASAI CHILDREN'S INITIATIVE:
PREPARING GIRLS FOR A BRIGHTER FUTURE

WHO WE ARE:

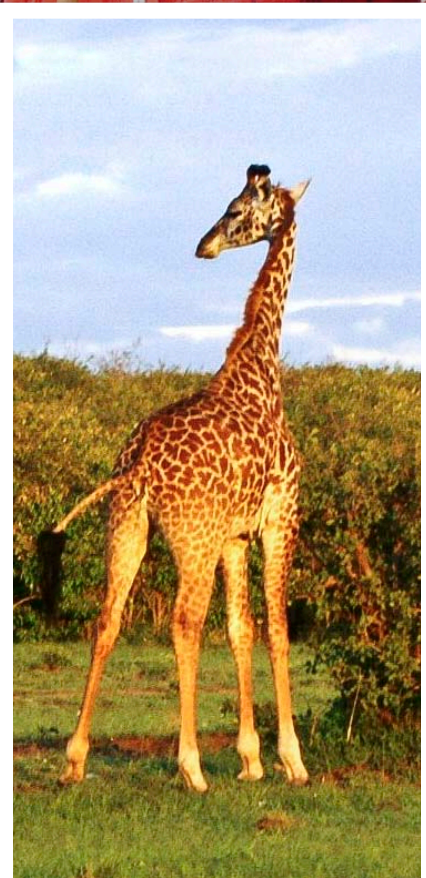
A LOCALLY RUN ORGANIZATION WITH AMERICAN BACKING

MCI is a community-based organization headquartered in the Talek community in the Maasai Mara Game Reserve in Southern Kenya. Our founder and executive director, Sekeyian Yiaile, grew up in a Maasai village, attended college and graduate school in the United States, and returned to Kenya to promote educational opportunity, economic development and women's empowerment in rural Maasai communities.

MCI is supported financially by Matthew P. Bergman, a Seattle-based trial lawyer, and is registered in the United States as a 501(c)(3) private non-profit corporation. Mr. Bergman serves as the chairman of MCI's board of directors.

MCI works within existing Maasai community structures and social networks to nurture the forces of progressive change and educational development. In just five years, we have enrolled more than 300 Maasai girls in our schools and fed more than 1,000 children on a regular basis.

Our school programs have also had a ripple effect in the communities we touch through improved nutrition and hygiene, access to computer technology, conservation awareness, and new opportunities for business development.



THE NEED:

OVERCOMING BARRIERS TO ECONOMIC AND SOCIAL GROWTH

The Maasai are a noble and dignified people who have proudly maintained their traditional lifestyle and cultural identity. Despite their rich culture and proximity to Kenya's major region of eco-tourism, the Maasai are one of the most marginalized and poorest tribes of East Africa. Less than 10 percent of Maasai children complete primary school.

Because of sustained poverty, poor facilities, geographic and political isolation and restrictive cultural practices, Maasai girls are far less likely than boys to attend school. Female literacy among the Maasai is less than five percent. In contrast, Kenya's average literacy level is at an all-time high of 80 percent. And study after study about promoting progress in developing countries points to educating girls as the single most effective avenue to achieving economic and social growth in the developing world.



OUR ANSWER:

A SUSTAINABLE MODEL FOR EMPOWERING WOMEN

By focusing on female education, MCI seeks to improve the social, economic and political strength of the entire Maasai community. We have built two schools for girls—**The Fred Baron Maasai Girls' School**, a day school which enrolls 150 girls, ages 5 through 12, and **Mara Hills Academy**, a boarding school that enrolls 100 girls, ages 12 through 18.

MCI also supports three regional schools—**Njanga Olo Losgero School, Enkongu Narok Village School, and El Kurot School**—through our feeding program, tuition assistance, and academic and technology support.

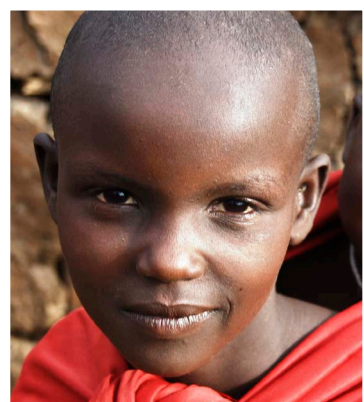
MCI SUPPORTS OUR SCHOOLS AND COMMUNITIES WITH:

- **Solar-powered computer labs** that give students and their families access to the Internet, enabling them to better compete in Kenya's job market. Also, with Internet access, MCI does not incur textbook costs because all of our instructional materials are online. So far, MCI has built three solar-powered computer labs.
- **School feeding programs** that encourage students to attend and stay in school. MCI's feeding program reaches approximately 500 students every day. Since it began in 2006, participating schools have seen attendance grow exponentially.
- **Tuition assistance** to pay for school fees and uniforms for students attending government-run schools.



HOW YOU CAN HELP

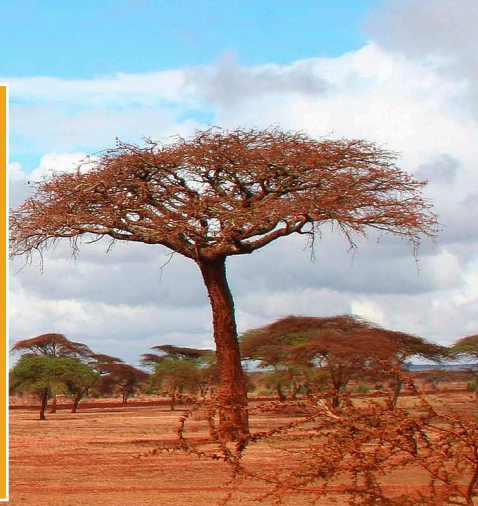
As a Maasai-run organization with advanced cultural competence and minimal overhead, MCI is savvy about the Kenyan economy and marketplace and can avoid the inefficiencies and inflated billing that plague many Western-operated charities. Our financial savvy coupled with a diverse grassroots network of local supporters enables us to extract a tremendous amount of programming from every dollar we spend. Donations to MCI have a palpable and immediate impact on improving educational opportunities of Maasai children.



CAPITAL NEEDS

Each year we focus on new projects to advance MCI's goals and vision. In 2011, we are raising money to:

- Drill a solar/wind-powered well to provide clean water to the Mara Hills Academy, MCI headquarters and neighboring villages. (Cost: \$75,000)
- Build a fully equipped science center for Mara Hills Academy. (Cost: \$45,000)
- Purchase a vehicle to provide transportation between schools and villages. (Cost: \$30,000)



OPERATIONS

It costs \$150,000 a year to run MCI. Your donation helps, no matter how small. For example:

- **\$25** feeds a child for one month
- **\$50** buys a student's uniforms for a year
- **\$100** pays a student's tuition for a semester
- **\$250** pays a teacher's salary for a month
- **\$500** pays for a classroom's supplies for a year
- **\$750** provides school lunch and cooks to an entire school for a month



YES! I WOULD LIKE TO DONATE TO MCI

Please complete the following information, or donate online at www.maasaichildrensinitiative.org

Your Name: _____

Billing Address: _____

Address Line 2: _____

City: _____

State: _____ Zip/Postal Code: _____ Country: _____

Phone: _____

Email Address: _____

☐ Yes, I'd like to receive emails from Maasai Children's Initiative

Please detach donation form along dotted line and mail in an envelope to:

Maasai Children's Initiative

P.O. Box 2010
Vashon, WA 98070

Donation Amount: _____ ☐ Monthly ☐ One-Time

Payment Type: ☐ Check (Payable to: Maasai Children's Initiative)

Credit Card: ☐ Visa ☐ Mastercard ☐ Am. Express ☐ Discover

Card Number: _____ - _____ - _____ - _____

Expiration: _____ / _____ Verification Code: _____
Month Year

Signature: _____

Thank you for your tax-deductible contribution!

The **Maasai Children's Initiative (MCI)** advocates for social empowerment and economic development for Maasai girls, through education, leadership development and technology training. While we support the education of all Maasai children, our vision is that Maasai girls become empowered to determine their own futures, make wise life decisions and positively impact their communities.

"Salvation for a race, nation, or class must come from within. Freedom is never granted; it is won. Justice is never given; it is exacted. Freedom and justice must be struggled for by the oppressed of all lands and races, and the struggle must be continuous."

—A. PHILIP RANDOLPH