

Backgrounder

The 2015 Million Dollar Umoja Journey

History Of The Umoja Journey

The 2015 Million Dollar Umoja Journey is the second Umoja Journey conducted by International Needs Canada—a member of the International Needs network of faith-based charitable organizations that finance and manage projects that alleviate poverty and promote social justice in 35 countries around the world. The inaugural Umoja Journey, conducted in 2012, consisted of a tour of five countries in Central Africa: Kenya, Uganda, Zambia, Tanzania, and the Democratic Republic of the Congo. The Umoja Journey was created by David Marshall, Executive Director of International Needs Canada as a way to engage donors in contributing to projects, such as hospitals which carry high legacy value because of their longevity, as well as to more perishable but critically needed items such as ambulances. Details of the inaugural Umoja Journey are provided in the recently published book *Umoja: A Journey from Success to Significance* co-authored by David Marshall and Colleen H. Cole. The tagline for the Umoja Journey is Adventure with Purpose. For the adventure component of the journey, participants to visit some of the most exotic locations on each continent, luxuriating in the beauty of nature or enjoying five-star service in hotels and resorts. Along the way, to fulfill the purpose of the journey, participants will visit and are invited to assist in auditing the progress of various sustainable development initiatives managed by International Needs as part of their mission: Transformed Lives, Changed Communities. Participants then make financial contributions and become engaged in maintaining the success of the projects they visit.

The 2015 Million Dollar Umoja Journey

The 2015 Million Dollar Umoja Journey is a Land Rover- based adventure tour of six continents—Africa, Australasia, Asia, Europe, South America and North America—designed to raise \$1 million to support sustainable development projects around the world. Each continent represents a separate leg of the journey. Road-trips through North America, Europe, and Australasia are designed to promote the Umoja concept and attract adventurers who wish to financially support sustainable development projects around the world. Trips through Latin/South America, Asia and Africa also have significant and unique adventure components but are focused on supporting development projects.

Key Projects

The purpose of the Latin American leg of the 2015 Million Dollar Umoja Journey is to support the establishment of the National Institute of Perinatology in Guatemala and the creation of an Interactive Library at the Rose of Sharon School in Barranquilla, Colombia. The Interactive Library project is being supported as a social responsibility initiative of Thomson-Reuters—one of the corporate sponsors of the 2015 Million Dollar Umoja Journey.

The Umoja Journey through Asia includes stops in India, Bangladesh and Nepal. In Bangalore, India the 2015 Million Dollar Umoja Journey will visit the headquarters of the ACTS Group of Institutions—a system of 5000 schools devoted to providing

an integrated education (*Agriculture, Crafts, Trades and academic Studies*) to orphans and other vulnerable children. International Needs Canada is collaborating with ACTS to manufacture and market Astha Guitars—a new brand of premium-quality guitars leveraging technical expertise from a Swiss guitar maker to train underprivileged craftsmen from ACTS in the art of making high quality instruments. Profits from the sale of the guitars in Europe and North American markets would support ACTS in its mission. The Canadian launch of Astha Guitars is scheduled for March 2015 in Toronto.

In Bangladesh, Umoja adventurers will visit a variety of development projects including Savar Children's Village—a girls' orphanage near the site of the Rana Plaza which collapsed in 2013 costing more than 1000 impoverished garment workers their lives.

In Nepal, the focus of the Umoja experience will be the Lydia Vocational Training Center—an institution that offers education, life skills and coping skills to impoverished young girls and women living in remote communities, vulnerable to sexual exploitation and human trafficking.

Legacy Retreats

The 2015 Million Dollar Umoja Journey is designed to attract individuals of high net worth who wish to move beyond wealth acquisition as their primary life goal towards establishing a legacy of social significance by contributing to sustainable development projects that address social justice issues, transform lives and change communities in impoverished countries. The Umoja Journey features a series of Legacy Retreats—expert facilitated seminars at exotic locations designed to provide an opportunity for participants to reflect on their understanding of legacy with a view to moving toward a broader definition that embraces contributions to the achievement of social justice as a measure of social significance.