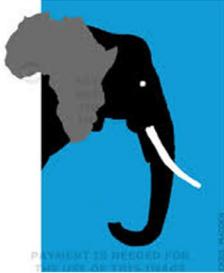
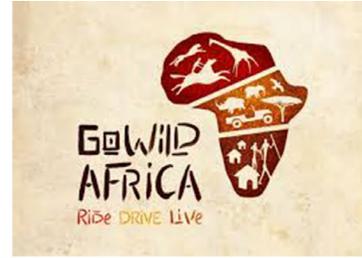


Zozu Project process work

Research & Ideation



DESIGN AFRICA



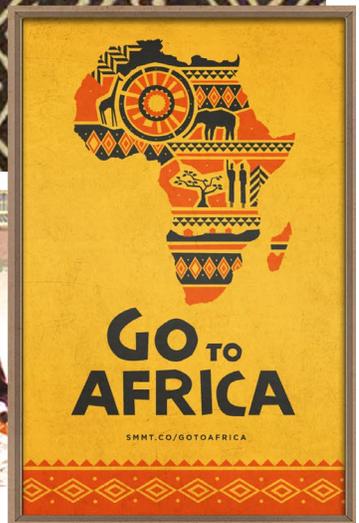
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Carrie Beyer

10.23.14

Creative Brief: ZOZU project

1. Client and Their Business

A. Background

Zozu is a nonprofit organization with the goal “to raise people in Africa out of extreme poverty”. Right now they are raising money for a community in Arua, Uganda. The funds specifically go to bringing clean water to the people through a well, constructing a school, and establishing a part time medical center. They partner with local organizations to ensure their money is going specifically to these projects. They have two main projects occurring right now, one is the opening of the school that was built for 240 students and the other is donors sponsorship program, where the person giving is paired with a child and supports them through school and general needs. Zozu deeply cares about connecting the donors with projects they are giving to, they want the sponsors to see where their money is going and how deeply of an impact it is making. Also Zozu wants to help Arua people establish themselves in a sustainable way so after Zozu leaves the people will not need anymore outside help.

Client’s words: (nouns) hope, opportunity, education, health, dignity, (adjectives) thriving, passionate, impactful, responsible

My words: (nouns) courage, faith, potential, possibility, aspiration, dream, schooling, culture, well-being, strength, vigor, pride (adjectives) blooming, successful, enthusiastic, influential, reliable, dependable, trustworthy

Client preferences: They want there to a “Tribal” feel and Africa to be conveyed very clearly. They like the use of clay red, earthy green, mustard yellow, and warm orange. Especially the typography should look tribal. Over all the sense of thriving must be conveyed.

B. Positioning

The client does not see other non-profits as competitors because they share the same goal and do similar work as the other organization. Since the work is for the better of humanity she does not see the others as competition. They admire Amazima Ministries because they are so expressive for their love of the people. They also like Help One Now because of the content of their website and how it draws one into the stories.

C. Mission

“Our mission is to break the cycle of extreme poverty by partnering with local African leaders to provide hope, education, and opportunity.”

D. Composition

Zozu has a board of directors of three people and the rest of the organization is made of about ten volunteers. Such as an attorney, an accountant, people that are or have worked in the marketing field or business, a retired teacher, and an English teacher. The founders are husband and wife who physicians whom became connected with the community through medical volunteer work in Uganda They have no paid employees. They strongly express their value of helping the people in Uganda to reach their full potential. The organization is very passionate about helping these people and that everyone deserves an education, good health, and nutritious meals. The new identity system will affect their audience that has interest in donating and learning more about them through their website. Also their future developed mark will unify the organization in Uganda by all the volunteers having similar shirts or pins, signs, and graphics on cars.

E. Culture

The clients are taking physical action to help hundreds of people in an impoverished country. The couple is giving all their time with out any support from the organization, which is very selfless and incredible. Their organization will not thrive unless they keep their word and continue to make a difference in Uganda. They are very passionate about their work and truly want to help.

F. Personality

The client likes the “tribal” style and really conveying Africa through the graphics. He/she does not like a modern feel and seems to be traditional. She/he seems to want something safe, clear, and heartwarming. Only certain people run nonprofits and have the internal drive to work for a low wage in order to put efforts towards helping others. She/he is not concerned about selling their brand or message; they thoroughly believe that the concept of them being a nonprofit is enough to keep their organization afloat. This is shown through them not thinking they have competitors and that they have no online presence now.

2. Understand the Client’s Goals

A. Project summary and goal

Through the development of a whole graphic system for Zozu I want to show that they are not just another non-profit and that they work intimately with the communities and truly make a difference. I don’t want their mark to be cheesy and make people think: “oh another organization helping kids in Africa” but to be taken seriously as people making a substantial change. At the same time it will convey African culture and the uniqueness the massive continent has compared to the rest of the world. Zozu needs to show that they are different and express their very strong concept of thriving. Through Zozu having a more online presence the more knowledgeable people will be about them and then be swayed to donate.

B. Client Goals

1. Zozu wants to make the donors feel connected to the people in Uganda.
2. They want to continue to develop the community in Arua and help the people become sustainable. Then expand to other communities throughout Africa and Uganda.
3. Make a long-term impact on lower poverty in the areas they serve.

C. Growth

Zozu will hopefully grow to having multiple projects throughout Africa. In five years they will have “expanded the primary school 3 addition classrooms and grades, and to have built a high school. In addition, we hope to have sustainable businesses in place for the school, as well as have training and economic opportunities in place for the village.” In ten year their goal is “that Solid Rock School, church, and community in Uganda will be self sustaining, and there will be expansion to neighboring South Sudan, where we will again be providing basic needs, education and opportunity.” A crisis in the area could greatly affect the client’s goals, such as the Ebola outbreak, natural disaster, or war. However the client could still try to help the people in all these cases. What would majorly limit their success are not enough donations. If they do not receive enough publicity and people do not donate or an economic crisis occurs and people do not have the money to donate.

D. Marketing

The client measures success by the “by the long term impact on poverty in the areas where we serve.” The marketing objective is to enable the client to this and help them develop a graphic system to help them achieve their goal.

3. Project Objectives and Strategy

A. Define the Problem

A marketing strategy and visual communication is need for Zozu as a way to unify their brand, create credibility, differentiate them from other nonprofits, and communicate their message. By

developing a sophisticated mark that is unique from other organizations will give ZoZu reliability as a charity people can donate and is unlike other NGOs. ZoZu needs to immediately show that they are the best association to sponsor by emphasizing that they are small fully volunteer group and have direct contact with the project coordinators in Uganda. Through conveying these ideas donors will be swayed to give.

B. Objectives

The main intent behind developing the visual communication of ZoZu is to get their cause out and have people be aware of the organization and be talking about. Then the people will be swayed to donate to the cause by having clear graphics the organization will display that they are a trustworthy, competent, and passionate group.

C. Components of the Project

First the ZoZu project needs a strong website exemplifying what they do, then ZoZu needs to start having a social media presents such as Facebook, Instagram, and Twitter. By being very active through these outlets ZoZu will show that they want their donor and everyone to be connected and involved in the work that they are doing. Also ZoZu needs to start having events to raise money whether its silent auction, informational meetings, donation boxes around town, fundraisers through a restaurant, and/or raising money through a school. Along with the events ZoZu will need posters, business cards, banners, donation box designs, letterheads, T-shirts, and many more graphic components.

4. Understanding the Audience

A. Primary Audience

Right now ZoZu's target audience is upper to middle class adults living San Luis Obispo area making at least \$80,000 a year. These are people are socially aware and want to donate and get involved with an organization that has grass roots connections in the country they are donating money. With time and publicity this audience will grow to the Cal Poly student body and other local high schools. Even though this audience would not be huge donors, they are still crucial in progressing the nonprofit. Young people are open are to change and aware of social issues, they want to help and will be a great hand in volunteer work such as running events and asking for donations. Then ZoZu's audience will expand to mainly upper to middle class people throughout California. Social media is good place to start with connecting with ZoZu's media as well as newspaper, mailers showing information and asking for donations, and emails spreading awareness. Also having a booth at the farmer's market is a good way to communicate with their audience. Politics should probably be avoided when talking to the audience because differing opinions usually deters people especially from donating money.

B. Secondary Audience

The secondary audience as a mentioned before is Cal Poly students and high school students in the area. Specifically students interested in world events, volunteering, and passion for helping others most likely many females. These are going to be motivated people that will volunteer and being willing to travel to Uganda to volunteer. Communication will be best with them through social media, an on campus booth, and getting in contact with the community service department. This audience will be moved by the cause but also by clear and eye-catching graphics.

C. Audience Goal

ZoZu wants the help of anyone that is responsible and committed to help with there cause so there is not a desired demographic for the audience.

D. Perception

Since they do not have an online presents, even in terms of articles written about them, and are so small, it seems as if they are not being perceived right now. It is difficult to gage how the public sees them if they haven't really been seen.

E. Desired Perception

They want their target audience “to know that we are making an impact in the community we serve, and that they can too.” Zozu wants to be viewed as an organization that is causing communities in Africa to thrive in every way possible. That they are very connected with the people they are helping and making a sustaining difference in their lives. They want to show the world that they are making difference in trying to lower poverty rates in Africa.

F. Promises

Zozu is promising that they are helping people in Africa live up to their full potential and enabling them to thrive and in turn alleviating them from poverty. They are promising that they know exactly where the money is going and that it is being used appropriately.

G. Response

The client wants the audience to trust and believe in the work that they are doing and then donate money. They want to fully move the audience emotionally to continue to donate and tell friends.

H. Mediums

The best way to reach the audience is through email, mailers, face to face, newspaper, and social media. Through all these venues the word can be spread in a genuine way and then people can donate. Although Zozu should start doing all of these, having a booth at the farmers market and talking to people one on one really follows Zozu’s drive of wanting the donors to connect with the people they are giving to.

5. Competition

A. Client’s Competitors

There are 1137 NGOs in western Africa alone. Many use the continent of Africa in combination of another image and showing reversed out profile of child’s head or animal. Also it is very common to use the animals from Africa such as lion, elephant, and giraffe to represent the continent as a whole. There are many tribal elements in the logos too such as repeating geometric shapes and creating a pattern. The typefaces tend to be wide and low to as if to show the vastness of the savanna in Africa or have some kind of decorative element to them. However there are also nonprofits that have a sans serif typeface and a clear two color logo with high contrast. Almost all of the organizations use images of the African children and/or women and children. There is a lot of red and warm colors, many use the color red in their designs because of the color of the land in a lot of parts of Africa and it is a main color in many African flags.

6. Messaging

A. Defining Sentence

With the help of visual communication Zozu wants to express the concepts of Africa, helping people thrive and reach their full potential, and credible organization. By the use of tribal colors and pattern, an inviting typeface, and a clear mark depicting Africa and children the ideas will be conveyed.

Communication Objectives:

Tag lines: “bringing Africans to their potential” “helping Africa to thrive” “helping to sustain Africans” “supporting communities as a whole” “opportunities for all” “health, education, economic opportunity, and hope”

Key words: courage, faith, potential, possibility, aspiration, dream, schooling, culture, well-being, strength, vigor, pride, blooming, successful, enthusiastic, influential, reliable, dependable, trustworthy

The communication intent is to show that ZoZu is a reliable non-profit organization that is putting efforts towards helping communities and children in Africa. The work they are doing are causing people to thrive and have a dependable future.

List ①

hope	reliable
opportunity	dependable
education	trust worthy
health	medical center
dignity	clean water
thriving	develop
passionate	grow
impactful	prosper
responsible	advance
carage	progress
faith	learning
potential	literacy
possibility	teaching
aspiration	nurture
dream	enlighten
schooling	guidance
culture	goal
well-being	optimism
strength	wish
viger	confidence
pride	poignant
blooming	meaningful
successful	mainy
enthusiastic	inspirational
influential	morality
	character
	respectable

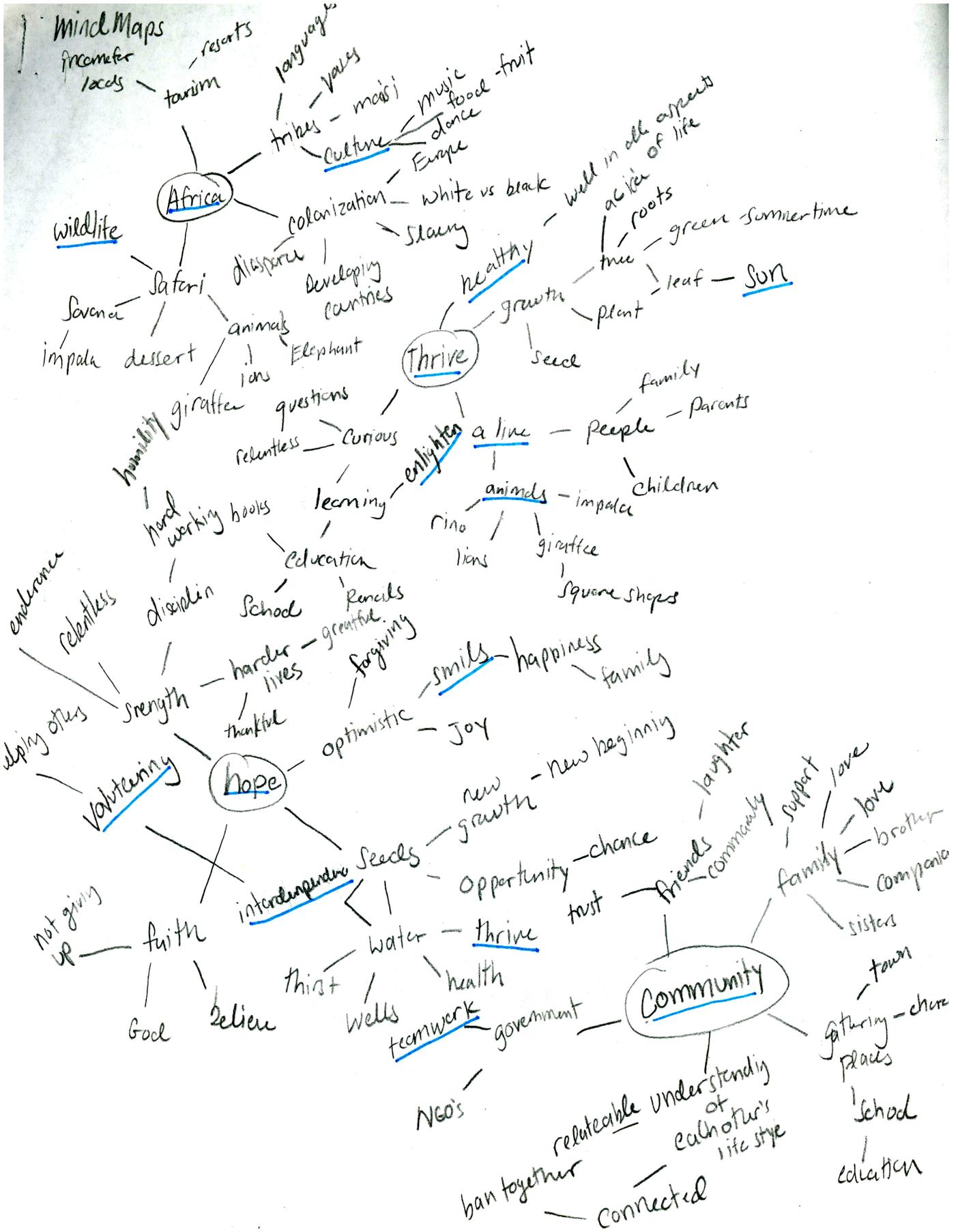
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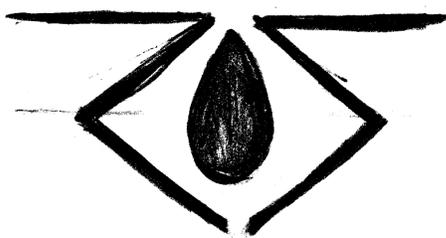
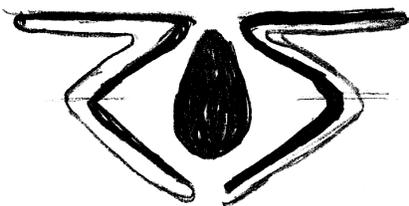
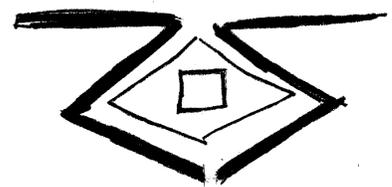
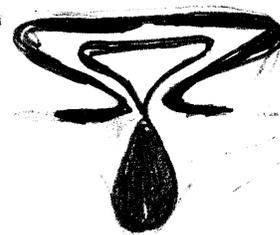
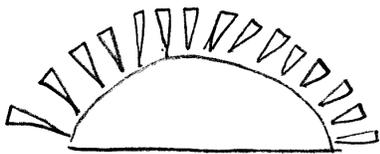
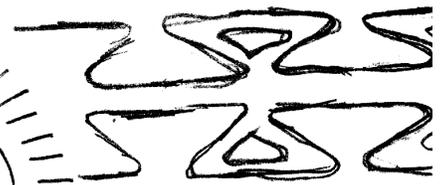
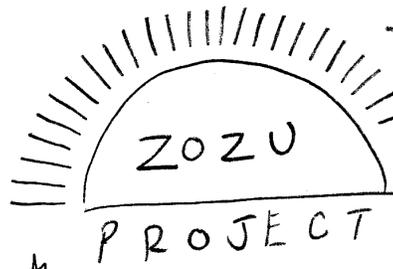
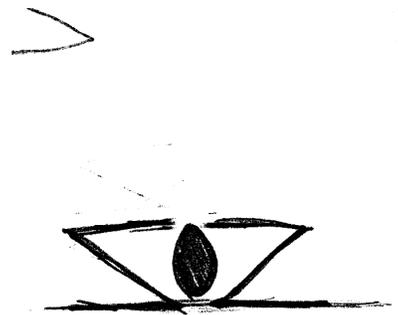
Poise
importance
merit
significance
well-being
pledged
compelling
devot
wonder
breakthrough
movement
improvement
advancement
awakening
achievement
ambition
belief
promise
believe
aspire
trust
caution
experience
interdependence

- bettering global society
- go to school
- drink clean water
- get medical attention
- receive an education
- pursue a passion
- make friends
- have role models
- play sports
- be part of a team
- expand people's global knowledge
- help others in need
- grow empathy
- understand others
- give back to global community
- be healthier
- attending church
- build global friendships
- learn
- be healthy
- connect with others
- learn to be humble
- be grateful
- be conscientious
- feel better about one self

List ③

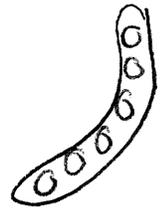
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|-------------------------|---|--|--------------|
| Africa | mother & child hand | vase | School house |
| child | beeds | book | anchor |
| parent | nature | pencil | |
| tribal pattern | rino | bird | |
| lion | Water | stethoscope | |
| giraffe | Circle | well ... of hope | |
| Elephant | nyame biribi |  -hope maintain | |
| Zebra | Aya  | endeavour, resarcfulness | |
| dove | BOA me Na | "help me & let me help you" | |
| Acacia | me mmoawo | Cooperation interdependence | |
| grass |  | | |
| smiles | | | |
| heart |  | ese ne tekrema | |
| green | | friendship, interdependence | |
| Cross | | | |
| hand | dancing | water fountain | |
| women with baby on back | sarcana | bucket | |
| tree | goat | arms | |
| leaves | face | band aid | |
| plants | pattern | butterfly | |
| sun | open arms | rainbow | |
| Star | gazel | cloud | |
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| Seedling | | ball | |

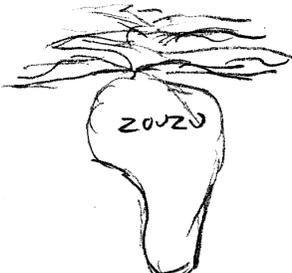


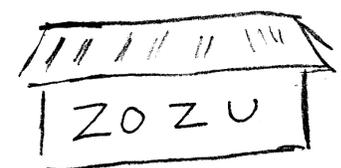
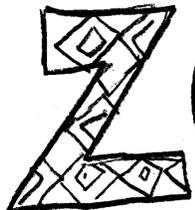


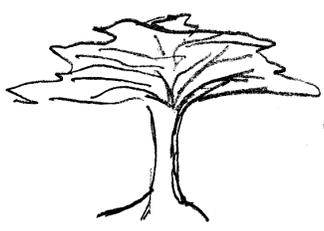
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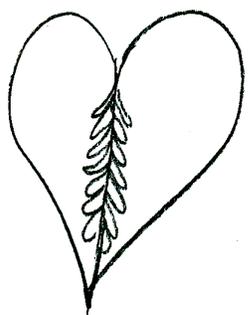
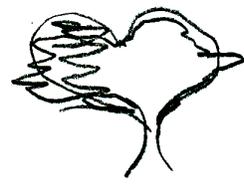
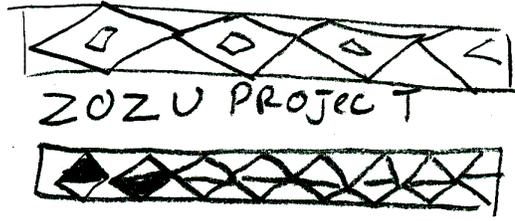
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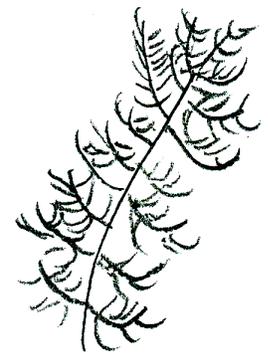
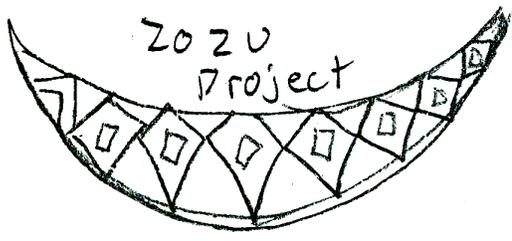
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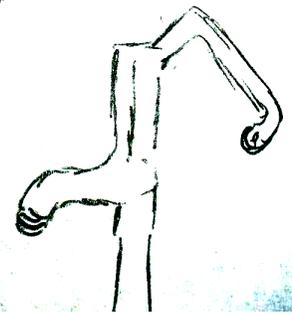
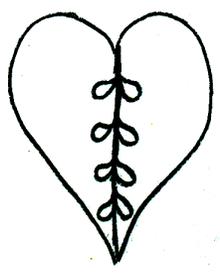
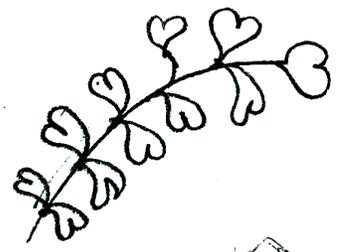
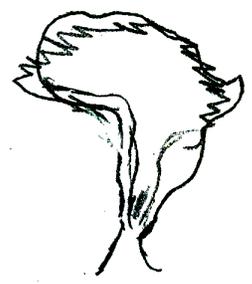
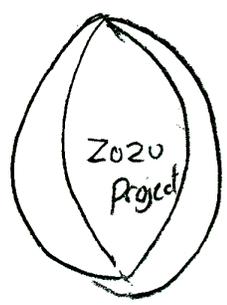
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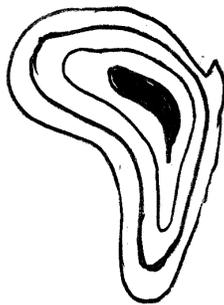
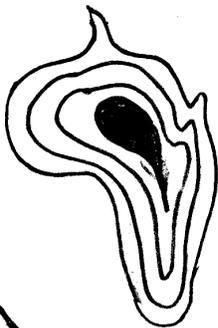
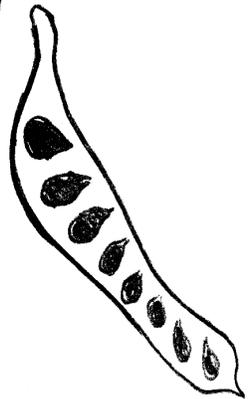
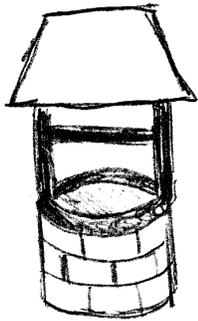
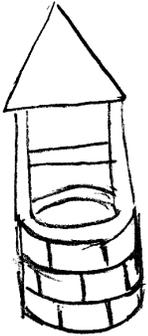
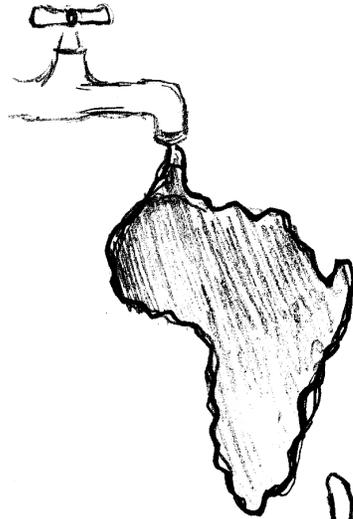
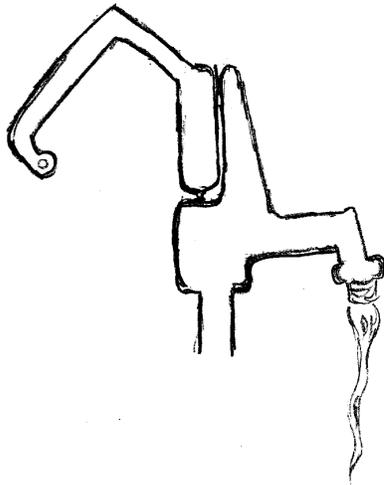
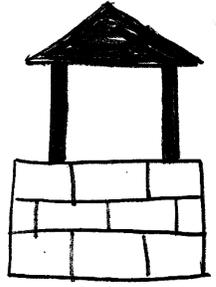
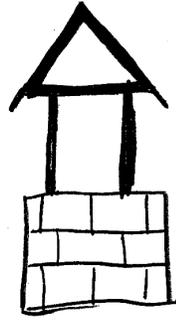
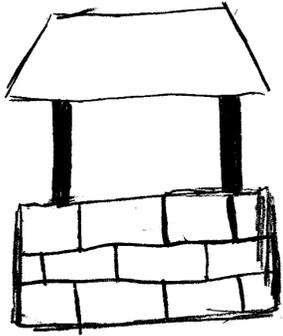


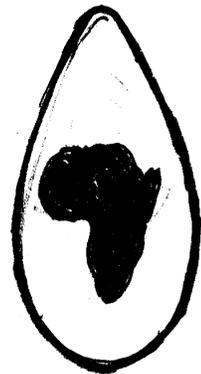
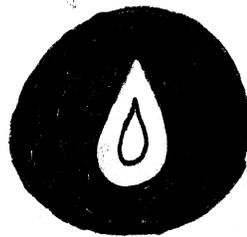
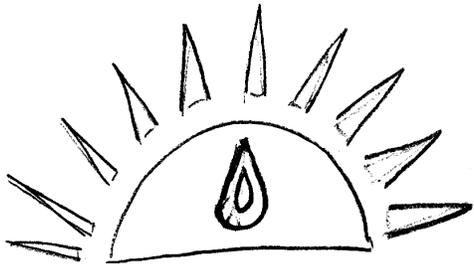
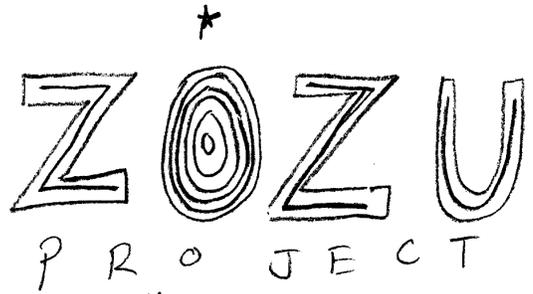
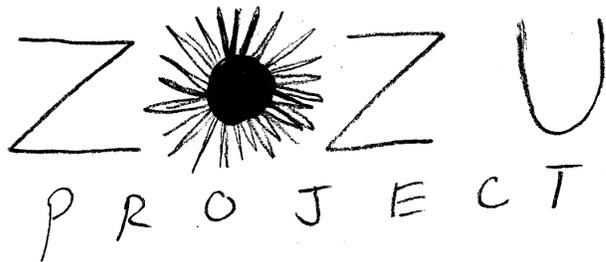
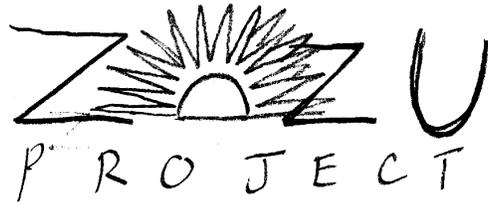
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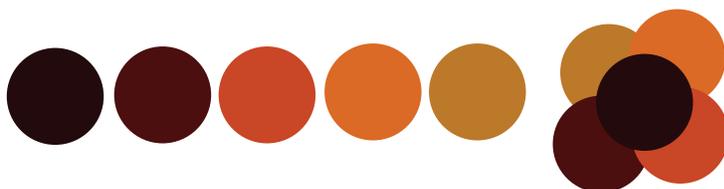
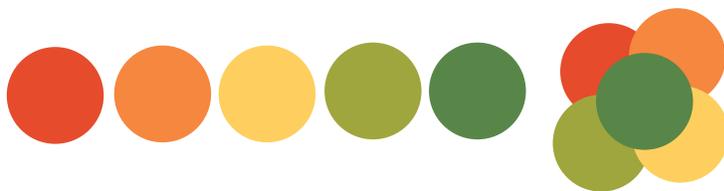
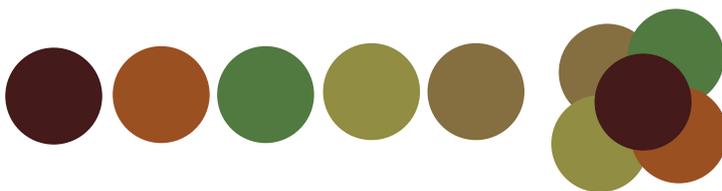
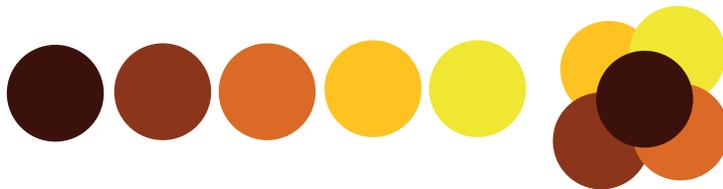
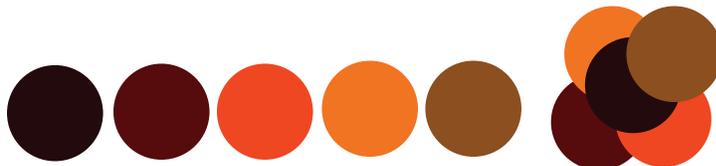
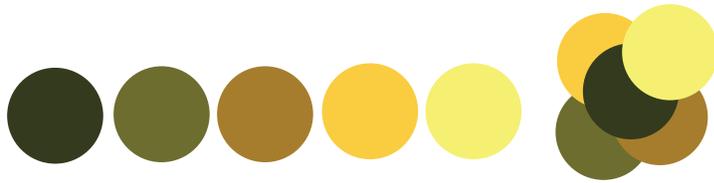
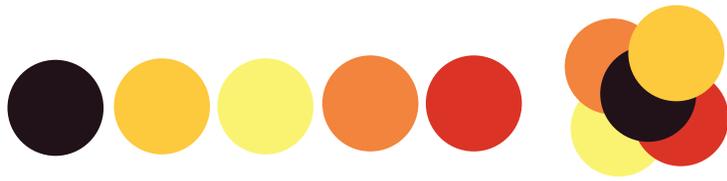




Type and Color Studies

Zozu Project	Zozu Project	Zozu Project	Zozu Project	Zozu Project	ZOZU project
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Refinement



Business System: Business Card



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Where Africa's Children Thrive



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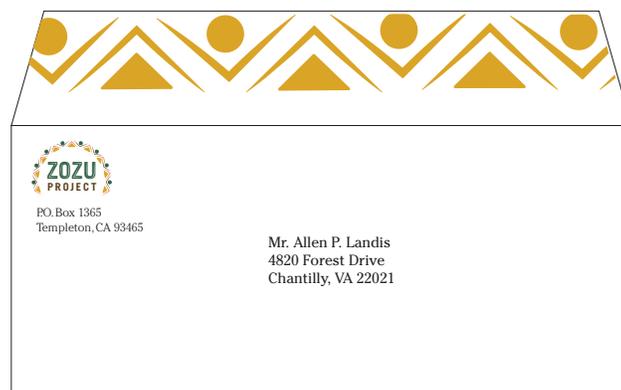
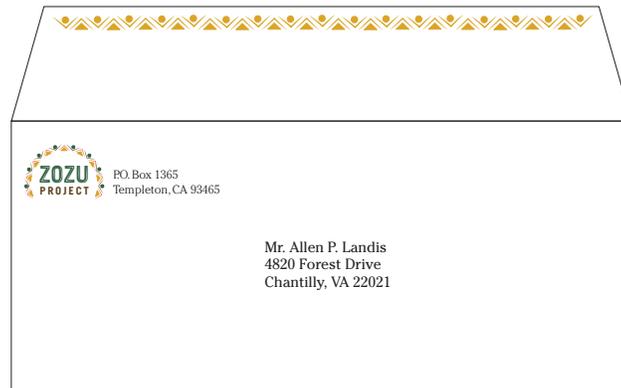


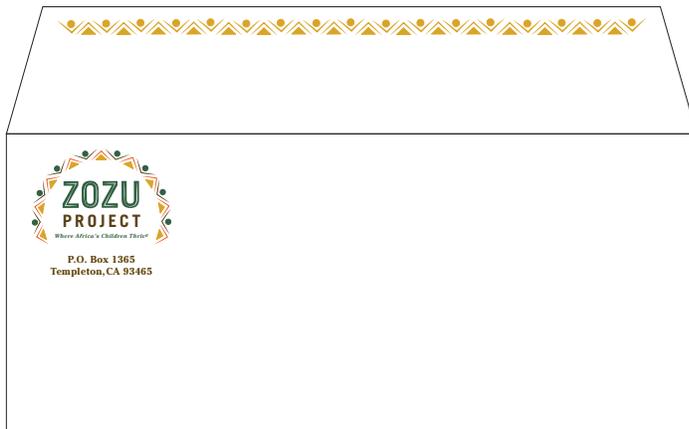
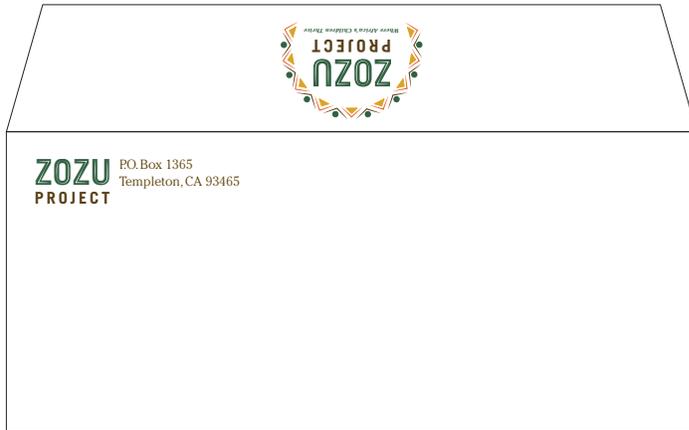
**Where
Africa's
Children
Thrive**



WHERE AFRICA'S CHILDREN THRIVE

Business System: Envelope







Kathryn E. McCormick
Professor of Design
Department of Art & Design
California Polytechnic State University
San Luis Obispo, CA 93407

11 November 2014

Dear Ms. McCormick,

Zozu is a nonprofit organization that wants to be viewed as an organization that is causing communities in Africa to thrive in every way possible. Zozu needs to show that they are very connected with the people they are helping and making a sustaining difference in their lives.

My way of conveying Zozu as an organization that gives people hope is to identify their work with a rising sun with rays made of an African pattern. The sun rising represents new beginning and optimism for a bright future by putting "Zozu Project" in the sun the organization is immediately correlated with being that prospect of better life. The sun also gives life and warmth to the world just like Zozu aspires to do. Lastly through associating Zozu with a symbol of nature the organization is showing their care in sustaining the environment and life.

The second element in the mark is the unique sunrays, that are inspired from African Shapes and patterns. The repeating geometric triangles and circles emulate the feel that traditional African tapestries have as well as represent rays. My color pallet was also inspired by African landscape and culture. These colors come together to represent Zozu's goal of helping African's prosper by the warm tones representing light and hope and the green and brown signifying sustainability.

The last aspect of the logo is the type. I used a bold, all capitalized, and sans serif typeface to show the strength and impact Zozu has or is going to have as an organization. The organic and sharp stroke through Zozu connects the type with sunray pattern. The tagline contrasts "Zozu Project" by being a smaller serif italicized typeface.

In the use of all these elements combined Zozu is shown as an organization that is helping people thrive and reach their full potential and is a credible organization. By the use of tribal colors and pattern, an inviting typeface, and a clear mark depicting life the ideas are conveyed.

Sincerely,

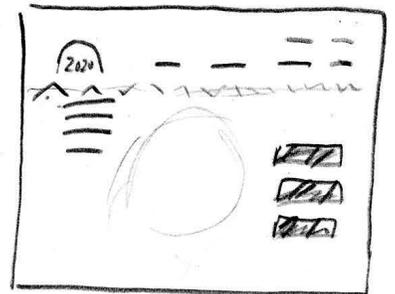
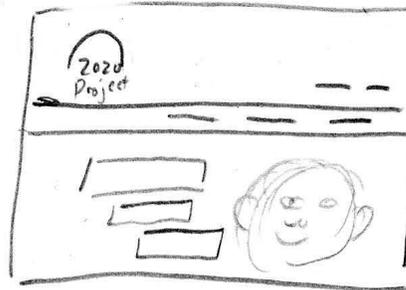
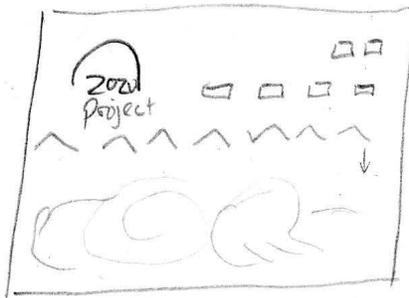
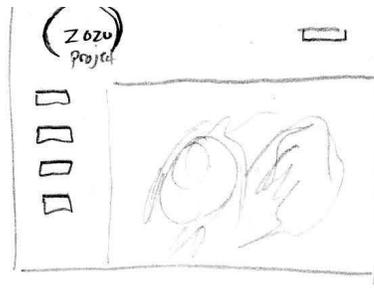
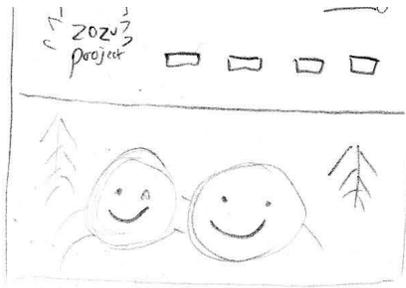
Carrie Beyer



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Application: Website



TABS:

- About Us ←
- Contact
- Volunteer →
- Donate ←
- Blog
- Events
- take action
- vision
- sponsor a child ←
- programs

Mission

Goal

Contact

~~Web~~

Take action:

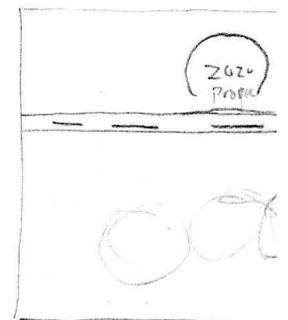
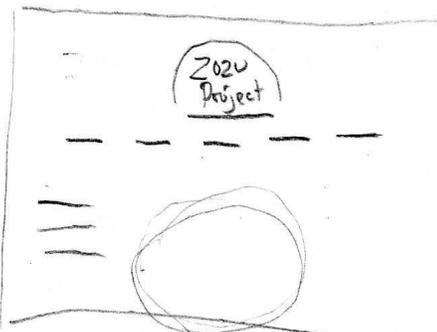
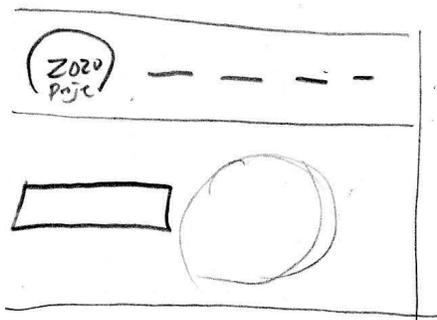
Volunteer

Donate

Sponsor a child

"one small town
Central California
schools, clean water,
education opportunities,
medical facilities
another small town
Northern Uganda"

"one small town
helping another
in Uganda"





[Mission](#)

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We empower those living in extreme poverty in Africa to thrive and reach their full potential.



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who we are

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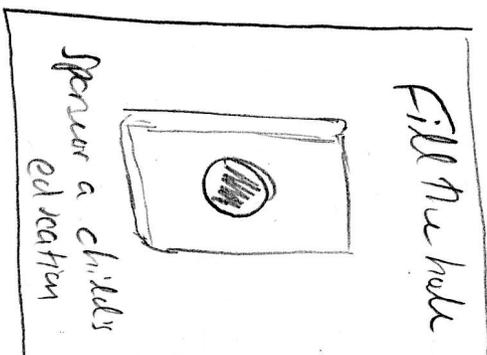
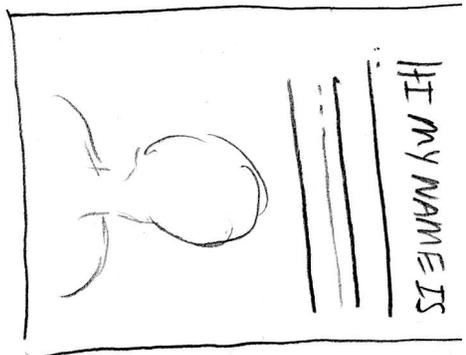
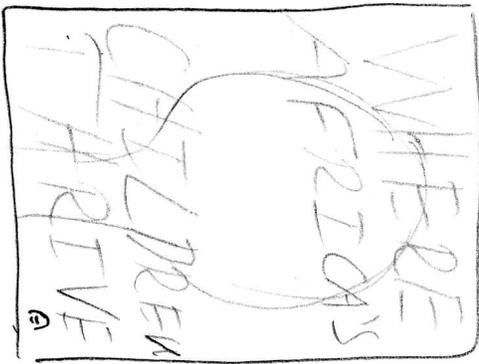
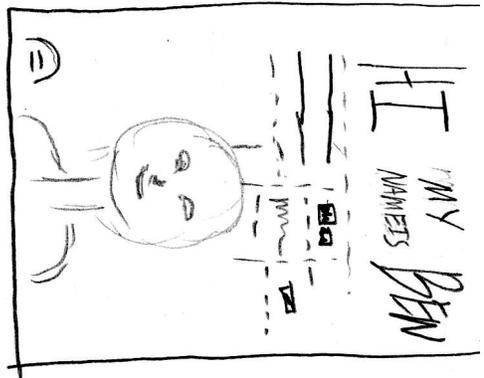
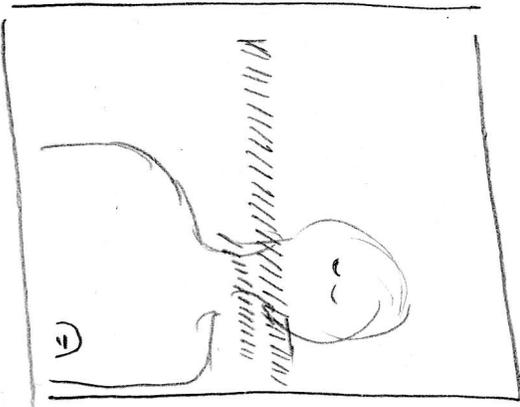
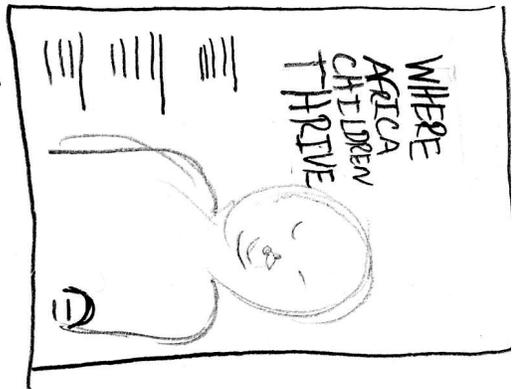
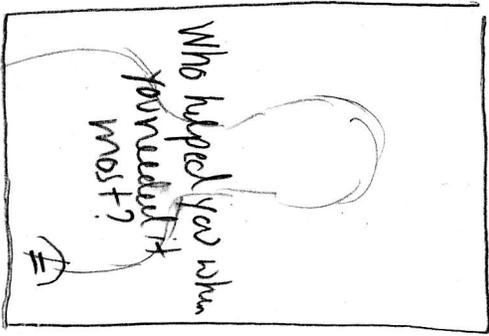
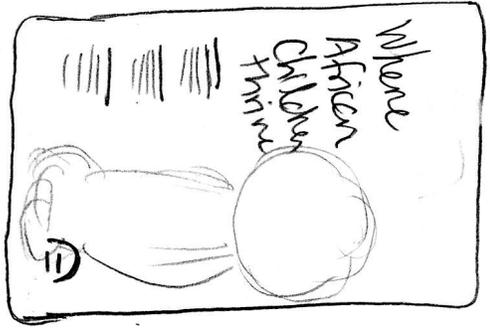
We empower those living in extreme poverty in Africa to thrive and reach their full potential.

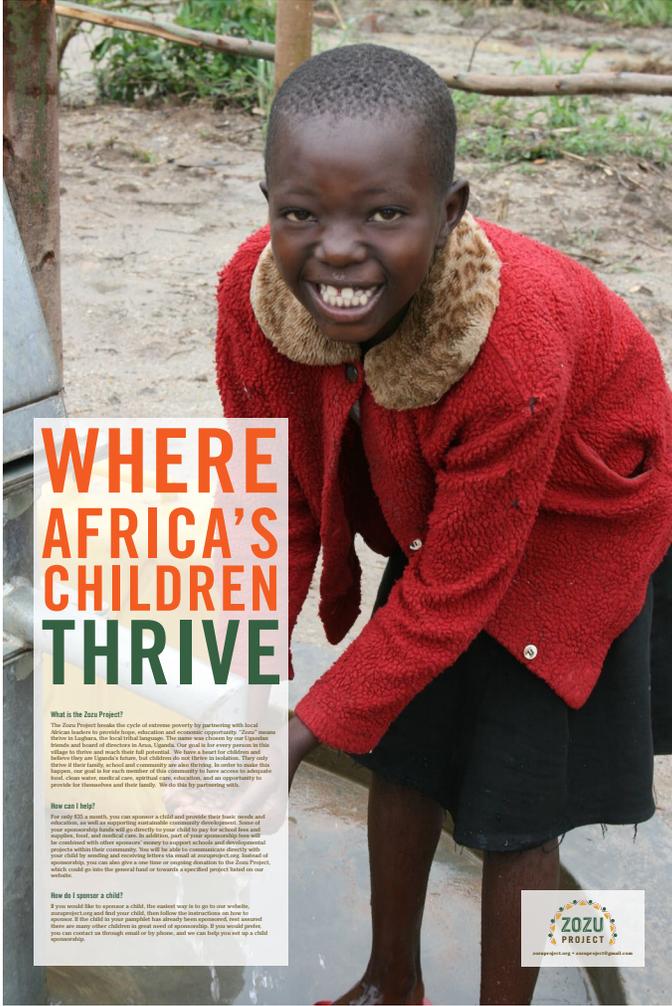


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Application: Poster





WHERE AFRICA'S CHILDREN THRIVE

What is the Zozu Project?

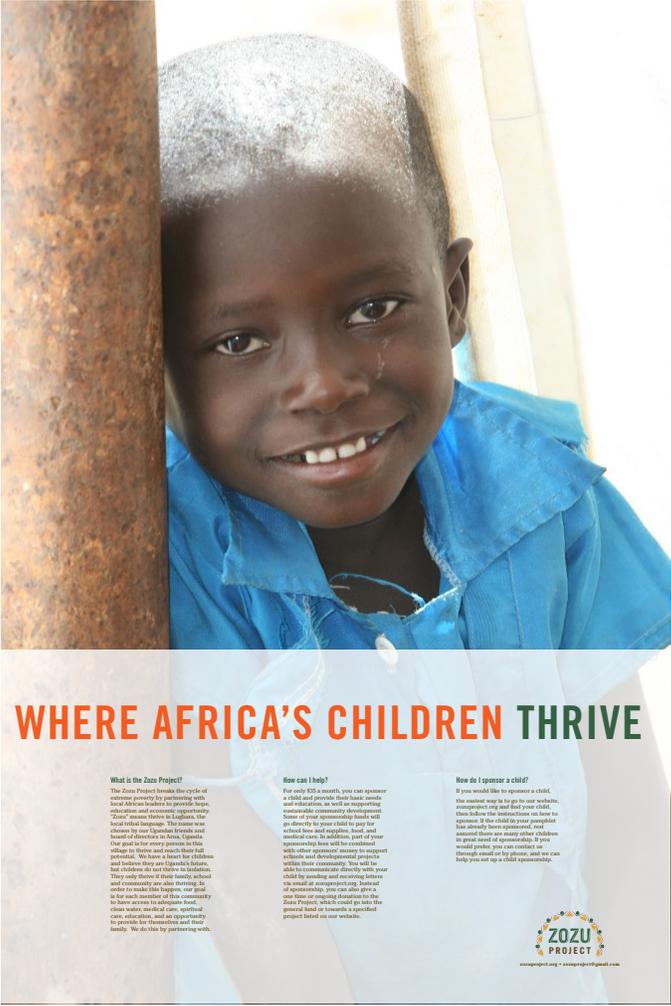
The Zozu Project breaks the cycle of extreme poverty by partnering with local leaders to provide high-quality and economic opportunities. From basic health care to education, we work to improve the lives of children and their families. We have a heart for children and believe they are God's greatest gift. Our goal is to provide them with the resources they need to thrive and reach their full potential. We have a heart for children and believe they are God's greatest gift. Our goal is to provide them with the resources they need to thrive and reach their full potential.

How can I help?

For only \$25 a month, you can sponsor a child and provide them basic needs and education, as well as supporting sustainable community development. Some of your sponsorship funds will go directly to your child to pay for school fees and supplies, food, and medical care. In addition, part of your sponsorship funds will go to support other children in your child's community. You will be able to communicate directly with your child by sending and receiving letters to the email at zozuproject.org. Instead of sponsorship, you can also give a one-time or recurring donation to the Zozu Project, which could go into the general fund or towards a specific project based on our website.

How do I sponsor a child?

If you would like to sponsor a child, the easiest way to go to our website, zozuproject.org and find your child. Then follow the instructions on how to sponsor. If the child by your profile has already been sponsored, our team has many other children in great need of sponsorship. If you would prefer, you can contact us through email or by phone, and we can help you set up a child sponsorship.



WHERE AFRICA'S CHILDREN THRIVE

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Hi *my* name is **Samuel**

*I live in Arua, My favorite sport is soccer
Uganda I love science I want to be
I need your help doctor when
I grow up*



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Who helped you when you needed it most?
Sponsor a child in need

What is the Zozu Project?

The Zozu Project breaks the cycle of economic poverty by partnering with local African leaders to provide high-quality and economic opportunity. "Zozu" means "river" in Luganda, the local dialect language. The name was chosen by the Ugandan friends and board of donors to Arua, Uganda.

The goal is to send people to this village to learn and reach their full potential. We have a board for children and believe they are Uganda's future, but children do not have the resources and community are also lacking. In order to make this happen, our goal is for each member of this community to have access to adequate health, education, medical care, spiritual care, education, and an opportunity to provide for themselves and their family. We do this by partnering with...

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How can I help?

For only \$20 a month, you can sponsor a child and provide their basic needs and education, as well as supporting sustainable community development. Some of your sponsorship funds will go directly to your child to pay for school fees and supplies, food, and medical care. In addition, part of your sponsorship fee will be contributed with other sponsors' money to support school and developmental projects within that community. We will be able to communicate directly with your child by writing and recording letters via email at zozuproject.org. Instead of just sending money, you can also be one step in helping someone in the Zozu Project, which could go into the general fund to provide sponsored project based on our website.



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CHANGE A LIFE
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**WHERE
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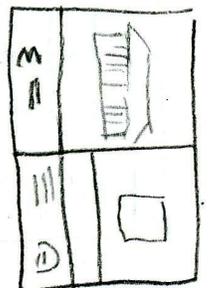
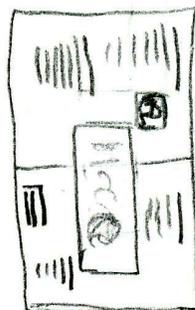
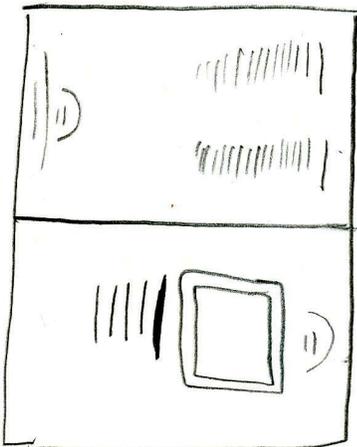
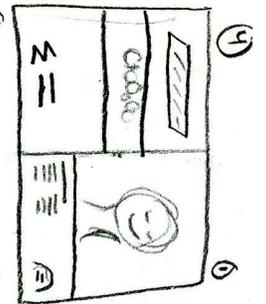
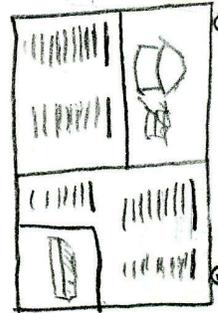
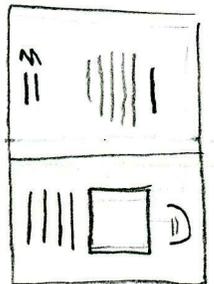
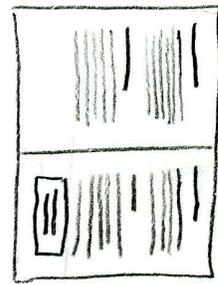
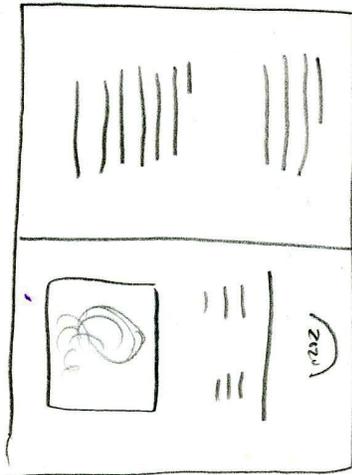
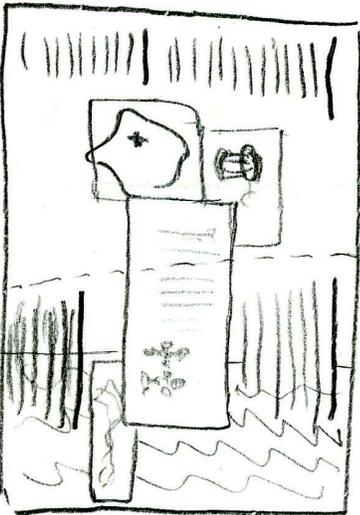
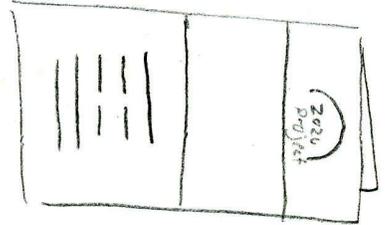
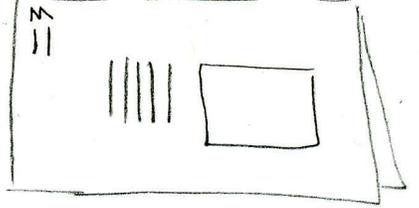
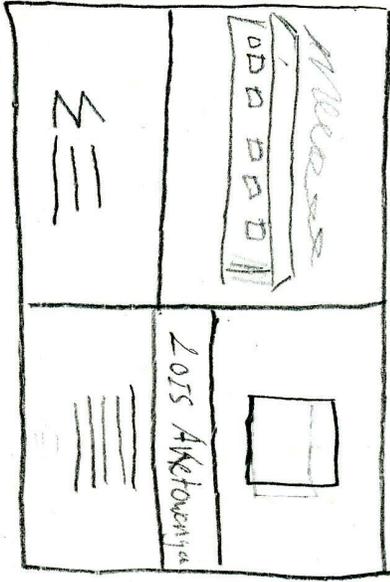
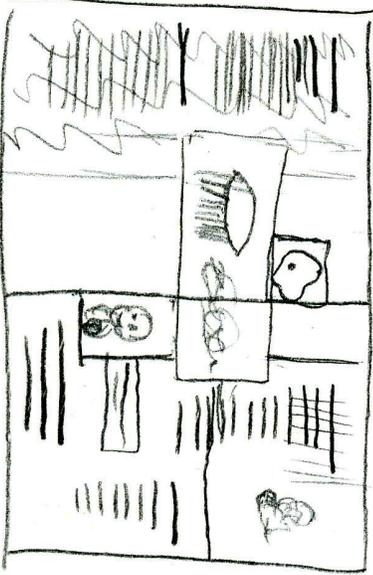


**CHILDREN
THRIVE**



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Application: Pamphlet



How can so little money go so far?

The Zoju Project has been granted tax-exempt status under 501(c)(3) of the Internal Revenue Code, so all donations are tax deductible. The Zoju Project has no paid employees, but rather a passionate group of volunteers, so all of your donation goes to Uganda. In addition, our locally run programs in Uganda are much more efficient than anything we could run. They have community support and many volunteers. Lastly, our American dollars go so far in rural Uganda, so your impact is huge!

How can I help?

For only \$35 a month, you can sponsor a child and provide their basic needs and education, as well as supporting sustainable community development. Some of your sponsorship funds will go directly to your child to pay for school fees and supplies, food, and medical care. In addition, part of your sponsorship fees will be combined with other sponsors' money to support schools and developmental projects within their community. You will be able to communicate directly with your child by sending and receiving letters via email at zozuproject.org. Instead of sponsorship, you can also give a one time or ongoing donation to the Zoju Project, which could go into the general fund or towards a specified project listed on our website.

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FIRST LASTNAME

Gender: **Boy**
Favorite Subject: **Science**
Birthday: **August 3, 2008**
Future Dream: **Doctor**
Class: **Primary, Level One**



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FIRST LASTNAME

Gender: **Boy**
Birthday: **August 3, 2008**
Class: **Primary, Level One**
Favorite Subject: **Science**
Future Dream: **Doctor**



zozuproject.org • zozuproject@gmail.com

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SPONSOR A CHILD TODAY

CHANGE A LIFE

Charles Bakkabulindi

Gender: Boy
 Birthday: August 3, 2008
 Class: Primary, Level One
 Favorite Subject: Science
 Future Dream: Doctor
 Home Town: Arua, Uganda

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HELP CHILDREN THRIVE

Where does Hope Amaniyu live?
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Hope Amaniyu
 Birthday: December 26, 2006
 Class: Primary, Level One
 Hobby: Playing games
 Future Dream Job: Nurse
 Home Town: Arua, Uganda

Get to know
Hope Amaniyu

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Empowering those living in extreme poverty in Africa to thrive and reach their full potential.