



**KAEME
FOUNDATION
INTEGRATED
MARKETING
COMMUNICATIONS
PLAN**

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EXECUTIVE SUMMARY

Kaeme Foundation is a not-for-profit organization with a mission to reunite orphaned children with their families in Ghana. Even though the organization was founded over a decade ago, and has reunited over 230 children with their families, only a handful of the Ghanaian public is familiar with Kaeme.

Additionally, there is little familiarity with Kaeme in the United States, where the organization is headquartered. One contributing factor to the lack of familiarity is that there has been little effort to cultivate support from potential donors. The foundation receives a majority of its funding from its founders, John and Marci Stevens, who wanted to prove the concept of the organization with their funds, then later encourage others to donate to the cause.

Through both primary and secondary methods, this Integrated Marketing Plan (IMC) includes:

- a Current Situational Analysis
- a Target Market Analysis including stakeholder personas
- a summary of Objectives, Strategies, and Tactics that will enable Kaeme to address issues identified through research as the way to increase donor participation in monetary contribution, raise awareness of Kaeme's efforts on social media, and improve beneficiary self-esteem and confidence
- Ethics and Evaluation process to assess the progress in the implementation of our recommendations

In addition, the plan provides the following collaterals to aid in its execution:

- A social media content calendar
- Website redesign mockups
- Sample annual report and donor thank you letter

SITUATIONAL ANALYSIS

Over the years, Kaeme has struggled with misperception from the public and stakeholders. A lack of a comprehensive marketing and communication strategy and implementation has contributed to this issue. An Integrated Marketing Communication plan will enable Kaeme to refresh its branding, increase visibility and understanding with potential stakeholders, and compete effectively in the nonprofit space.

For primary research, a member of our team interviewed Meredith Bailey, the Executive Director of Kaeme. For secondary research, our team examined the online marketing and communication tactics and approaches of a few of Kaeme's competitors, as well as Kaeme's own social media presence.

COMPETITOR COMMUNICATIONS ANALYSIS

Kaeme Foundation is a social work organization reunifying orphaned and abandoned children in Ghana. The following competitors serve similar missions:

- O Africa, a nonprofit established in 2002 by Lisa Smith to care for abandoned children in their communities
- The Department of Social Welfare (DSW), the Ghanaian government agency responsible for all the children in the country. The department's Foster Care Program sometimes competes with Kaeme's objective of reunifying all children in institutions with their families
- UNICEF Ghana, which works directly with children in the country

In addition to organizations with similar missions in Ghana, Kaeme also competes with organizations based in Utah for donations, volunteers, and other resources. These include organizations such as Mentors International and Ouelessebougou Alliance.

Much like Kaeme, the services provided by these organizations are directly for orphaned and vulnerable children. These children are therefore considered the primary customers in this industry. However, prospective donors and volunteers are additional stakeholders to keep in mind. Kaeme's competitors employ effective online marketing strategies to communicate with donors and other stakeholders. UNICEF and O Africa both use social media extensively in their communication efforts. O Africa has a link to their newsletter on the homepage to inform customers about the current events with the organization.

Below is a SWOT analysis focusing on the strengths and weaknesses of these competitors:

Organization	Strength	Weakness
O Africa	<ul style="list-style-type: none"> • Excellent website interface with hyperlinks, quality images, and consistent branding • Vibrant social media pages, 6,000 on Facebook, 1,000 followers on Instagram • Great storytelling and transparency with the use of donations 	<ul style="list-style-type: none"> • No twitter account. Less interactions (few likes, no comments) • Little interaction on post and little engagements on post • Less engagement with the public. Website is not updated.
Department of Social Welfare	<ul style="list-style-type: none"> • Elaborate website • Facebook page with 2,000 followers • Several research works from credible authorities on Facebook page Government agency 	<ul style="list-style-type: none"> • No interaction on social media posts • No Instagram or Twitter
UNICEF Ghana	<ul style="list-style-type: none"> • Very active website Large following on social media, high resolution on graphics, great storytelling • Global reach 	<ul style="list-style-type: none"> • Less interaction and engagement
Ouelessebougou Alliance	<ul style="list-style-type: none"> • High resolution graphics and pictures • Great website, FB page with 2,000 followers, 585 followers on Instagram and Youtube, great storytelling • Strategic partnership with local organizations, great interactions on posts, vibrant social media pages with regular posts, transparency through posting of annual financial reports. 	<ul style="list-style-type: none"> • Not a lot of content on YouTube • Blog is not consistently updated
Mentors International	<ul style="list-style-type: none"> • Vibrant social media pages with regular posts • Transparency through posting of annual financial reports on website • 1,000 Instagram followers, 15,000 Facebook followers, over 400 YouTube subscribers • Great interaction on posts 	<ul style="list-style-type: none"> • Not a lot of content on Youtube • There is no blog and the information on the website is scant • No interaction nor engagement with customers
Kaeme Foundation	<ul style="list-style-type: none"> • Great website • 7,000 Facebook followers, 200+ Instagram followers • Available blog 	<ul style="list-style-type: none"> • Website not up to date • Less interaction and engagements on posts • Poor storytelling • Little to no work is done on blogs • Pictures and captions are not consistent throughout social media platforms

The following could be observed further as the strengths and weaknesses of the competitors:

O Africa

The website provides sufficient details on the mission and work of the organization, including annual reports dating as far back as 2003

- The reports provide details of the work done and how resources were used. This provides transparency to the donors
- They employ the help of partners and international ambassadors who help direct traffic and attention to the organization's activities. The public transfers the credibility they have for these ambassadors to O Africa
- The various pages on the website have stories with hyperlinks to provide additional information for curious visitors of the website
- The social media handles are updated regularly with pictures and videos of events and stories that appeal to the audience emotionally
- The use of poverty porn marketing is adequately employed on the website. This is where sad-looking faces of people and children, in particular, are used to appeal for funds. Here is how a donor is invited to see how donations are used from the website "You might wonder how we spend the valuable donations we receive from generous individuals? Have a look at our photos above to learn more". (<https://oafrika.org>) See Appendix 1. Having a look at those photos has a powerful impact on the audience and usually causes them to take action by donating to help the cause

Despite having the above positives about the website and social media, the following weaknesses were observed on the various platforms:

- There is less interaction and engagement on their social media posts. With over 899 posts on Instagram, there are only 25 likes and comments from visitors

Department of Social Welfare

- A very resourced and active website with program outlines, reports, and government policy documents
- The site has photos of children with great and attractive smiles that emphasize the hope they seek to bring to the vulnerable in the society
- It makes a great appeal to the general public by providing information about government activities
- The site is a source for information on research topics that relate to children and social issues. This makes the website attractive to the general public

Weaknesses:

- There is very little engagement and interaction with the audience on their social media handles including Facebook where they have over 2000 followers
- It appears the objective of these channels is to provide information, and not necessarily to engage with the public

UNICEF Ghana

- An active website with a great interface and pictures
- Pictures are carefully selected to appeal to the emotional senses of the audience. See Appendix 2
- By being part of the global UN brand, it uses global activities and global influences to promote its organization
- It has over 9.7M followers on Instagram, and 12M likes on FB

Weaknesses:

- However, with this large following on social media platforms and its great storytelling, the percentage of feedback and engagement by the audience on posts is still low and the organization can do better in using these engagements
- The use of the sad-looking faces of children, though effective in appealing to the emotional senses of audiences, could be seen as unethical and perhaps abusive of those children's rights

Ouelessebouyou Alliance

- The home page of Ouelessebouyou Alliance gives a good background of the people and the area the organization is working with
- Powerful use of photos and videos to allow donors and audience to be part of the change that is being made in a far distance Mali
- Great website interface that makes use of hyperlinks that connect to stories on projects being undertaken by the Alliance
- Published annual financial reports on the website promote transparency and give stakeholders an idea of what their funds are being used for
- In addition to regular social media handles, the organization has a YouTube channel with 1.44k subscribers and about 85 videos

Weaknesses:

- YouTube posts are quite inconsistent
- Less effective use of the blog with virtually no post

Mentors International

- Social media handles are vibrant
- It has about 15000 followers on Facebook
- 1000 on Instagram.
- By way of promoting transparency, the organization publishes its financial statement for as far back as 2015 on their website

Weaknesses:

- The organization has little content on their YouTube channel
- No engagements with stakeholders on social media pages
- Some content has no supporting background information. For example, the statement “Through our proven programs of personal and business development, on average each \$1 donated creates 3.5X of economic impact in the lives of mentored families” has no link to the source of that information

CORPORATE IMAGE

A short survey was conducted among both internal and external stakeholders in Ghana to find out how Kaeme is perceived by the general public. The survey revealed the following:

- Many of the external stakeholders have an erroneous view that Kaeme is an adoption-focused organization, and that Kaeme focuses on working in orphanages so that they can get children to place for adoption.
- Stakeholders at DSW were suspicious of the Kaeme Foundation's motive of helping the children
- Orphanage owners and directors perceive Kaeme's mission is to shut down residential homes, thus reducing their employment opportunities.

At the moment, there is no brand strategy in place. Roadmapping Kaeme's marketing and perception goals would help address the effectiveness of their social media and branding in clearing these misconceptions

BRAND AND MESSAGE DEVELOPMENT STRATEGY

Kaeme Foundation is the only organization in Ghana that focuses solely on reunifying children in institutions with their families. O Africa is spread thin with Family Support Services, Young Adult Support Services, Foster Family Care, and Care Reform (which is under the same umbrella as Kaeme's mission). The Department of Social Welfare has a broader mandate to oversee all issues regarding orphaned and vulnerable children. Being a government agency, the DSW lacks the financial resources to make extensive progress with its mandate. As such, DSW relies on the Kaeme Foundation for assistance in implementing its program of profiling, assessment, and reunification.

UNICEF focuses on the general protection of children. This is expressed on their website with this statement: “UNICEF works in over 190 countries and territories to save children's lives, to defend their rights, and to help them fulfill their potential, from early childhood through adolescence. And we never give up.” (unicef.org).

Mentors International's brand strategy is to help improve the livelihood of the poor globally through mentorship, training, and providing financial support through microloans. With this brand differentiation from these competitors, Kaeme has been successful in carving a niche for itself in the area of reunification.

DISTRIBUTION STRATEGY

The Kaeme Foundation currently uses several platforms to communicate to its constituents. Executive Director Meredith Bergin Bailey outlined the use of the following channels to provide information for their followers:

- **Facebook**—This is Kaeme's most active account. With nearly 7,000 followers, Meredith Bergin-Bailey can regularly boost posts (her husband works at Facebook). Kaeme posts on Facebook regularly.
 - **Strengths:** Consistent branding, regular posts, uniform content with other Kaeme communications.
 - **Weaknesses:** low engagement with followers (low likes and shares; the posts with the highest likes seem to be poignant stories about the children). Messaging is not creating interest. Imagery could be improved. Branding could be modernized.
- **Website**—Kaeme has a solid website, which has consistent branding, with hyperlinks that allow the user to browse and easily identify how to donate and contact Kaeme.
 - **Strengths:** Basic website but very functional. Explains the organization's message, with lots of content available for exploration. Consistent branding.
 - **Weaknesses:** Needs updated imagery and lacks a modernized look. Edited copywriting needed. Lots of old content, not much updating since 2016.
- **Blog**—Kaeme features a blog on their website. There are a total of 10 posts.
 - **Strengths:** Some interesting content. Consistent branding.
 - **Weaknesses:** Very limited posts; mainly inactive since 2016. Could use more persuasive and strategic messaging. Needs updated imagery. Lacks a modernized look.
- **Instagram**—Kaeme has an Instagram account with 228 followers and 181 posts.
 - **Strengths:** Consistent branding. Regular posts, good original content. One video. Reels posted seem to generate the most engagement.
 - **Weaknesses:** Duplicate posts with the same content per post. Could use engaging messaging and imagery. Low engagement with followers.
- **Newsletter**—Kaeme has a newsletter that is periodically sent out. We do not know how consistently the organization sends this newsletter.
 - **Strengths:** Consistent branding. Interesting content.
 - **Weaknesses:** Same information as a blog post. Very brief. Does not have a true newsletter format.

- LinkedIn—Kaeme has a LinkedIn account, which started in the mid-2010s. The account has nearly 250 followers.
 - Strengths: consistent branding content. Engaging posts.
 - Weaknesses: Inactive account; content not updated since 2015. Very limited posts (8).
- YouTube—Kaeme has a YouTube channel, which has 13 videos.
 - Strengths: Some videos have decent viewership, with nearly 500 views. Good content.
 - Weaknesses: Last video post was 3 years ago. Need more videos with member stories.

The channels that have been most effective for Kaeme Foundation would be the website, Facebook, and Instagram. Different generations prefer different donation channels. Research suggests that Boomers prefer to donate via mail; Gen X-ers prefer to donate via Facebook, social media, or apps, and Millennials prefer to donate via apps, Facebook, social media, or texting (Hubspot, 2022). This suggests that keeping a strong Facebook account and branching out to use other methods of outreach—with social media, apps, and direct mail—would help to increase donations and market awareness for Kaeme Foundation.

Some recommendations would be that YouTube, a platform that seems ineffective for Kaeme, could be abandoned, especially if TikTok and Instagram Reels are utilized. The blog and newsletter could be combined into one channel, featuring new content about Kaeme’s progress with reunifications and current impactful events in Ghana and the US. Some additional tactics that have shown success for nonprofits include:

- User-generated content campaigns
- Annual report
- Time-sensitive challenges
- Volunteer help guide
- Survey data
- Social-media challenges (TikTok, Instagram, Facebook)

With the development and proliferation of social media platforms, some potential channels for non-profit outreach have been identified as:

- SEO optimization with key phrases and keywords
- Twitter
- Email series
- LinkedIn (a great resource to connect with corporate partners)
- In-person events
- Print Marketing (mailings)
- Media Publications
- TikTok for Good
- Webinars
- App (could be accessed through a partnership)

- Annual Reports and other downloadable content (guides, educational information)
- Messaging—stronger calls to action, strategic messaging. Transparency
- Incorporate user-generated content
- Television spotlights (Ghanian news, other options)

BUSINESS-TO-BUSINESS STRATEGY

Kaeme Foundation does not currently use any specific means to give information to other businesses. They have traditionally relied upon the connections of the founders, according to Meredith Bergin Bailey. This is an area where there are great opportunities.

What partnerships with other non-profit organizations/coalitions could be formed at a higher level? Are there any influencers, thought leaders, officials, or other organizations who would be a good fit to partner with for this campaign? These two questions need to be explored for the Kaeme Foundation.

The way that the Kaeme Foundation markets its organization would need to shift to engage corporate and non-profit partnerships. Having opportunities to give visibility to a contributing donor would foster this quid-pro-quo situation. Featuring corporate sponsors on a website, hyperlinks on the Kaeme website and social media sites, newsletter promotion, Facebook banner, and other outreach methods could attract sponsorships. Many nonprofits have structured relationship packages they offer businesses to attract and incentivize this mutually beneficial relationship.

In addition, corporate sponsorship— and the ability to have tax write-offs— creates the ability for businesses to support nonprofits and most have a dedicated budget just for this purpose. Providing other non-profit partners visibility through dedicated posts in return for mutual support can create increased market visibility for both entities.

Partnering with other non-profits for Giving Tuesday is a way that many non-profits increase the visibility of their organization and gain leverage. In addition, grant programs and donation campaigns are other unexplored options for the Kaeme Foundation.

PUBLIC RELATIONS STRATEGY

Kaeme does not currently have a marketing or public relations department, nor is this something that the organization's budget currently accounts for. Executive Director Meredith Bergin Bailey handles a majority of public relations-related tasks. The organization also has an internship position that assists with some public relations responsibilities, such as updating the blog on the organization's website.

Most information about Kaeme can be found directly on their website, kaeme.org. The website is professional, simple in design, and easy to navigate. Kaeme interns have maintained a blog on kaeme.org in the past, but it is also updated infrequently, with about five years passing between the last two posts. Additionally, Kaeme sends a monthly e-newsletter to subscribers.

Kaeme can be found on Facebook, Instagram, YouTube, and Twitter. However, Facebook is the only social media channel where Kaeme posts regularly and has a considerable following. There have not been any new videos on the YouTube channel in three years, and there is no link to Twitter from the kaeme.org website like with the other social media platforms. Instagram is updated more frequently than YouTube and Twitter, but engagement appears low.

Kaeme once partnered with a news program local to Ghana to rehome a child. However, it does not appear that Kaeme has made use of this connection again. One potential PR strategy to investigate further would be to develop opportunities to grow and develop their relationship with the television station.

EVALUATION

Evaluating the current marketing strategy for Kaeme involves analyzing what is being done right or wrong, and determining how goals and objectives are being achieved. An effective marketing strategy requires constant evaluation where information for gauging performance is gathered and monitored (IEduNote).

Kaeme Foundation does not have an evaluation program for its marketing strategy. The IMC that we develop for the organization will recommend evaluation criteria based on the 5 C's:

Clear -- main ideas easily identified and understood.

Concise – gets to the point without using unnecessary words or images.

Concrete – includes specific examples or explanations.

Correct – in information, word choice, and grammar.

Coherent ---- information presented in a logical sequence

The following applies the 5 C's to the Kaeme Foundation's competitors:

Organization	Clear	Concise	Concrete	Correct	Coherent
O. Africa	*	*	*	*	*
Department of Social Welfare	*	*	*	*	*
UNICEF Ghana	*	*	*	*	*
Kaeme	*	*	*		
Ouelessebougou Alliance	*	*	*	*	*
Mentors International	*	*	*	*	*

According to IEduNote, the table below may be used as a standard in evaluating the company's ongoing marketing strategy:

Purposes and Areas of Evaluation and Control			
	Purposes		
Areas	Finding new opportunities/ avoiding threats	Keeping performance on track	Problem solving
Environmental Scanning	*		
Product-market analysis	*	*	
Marketing program performance analysis	*	*	
Effectiveness of mix components	*	*	

In explaining the effectiveness of this table, IEduNote states that "This classification represents the major strategic evaluation activities that occur in any firm. As indicated, there are three reasons for the evaluation. The evaluation types listed in the exhibit are accomplished in the areas of evaluation where Xs have been placed." Kaeme Foundation may adopt this form to assess the effectiveness of the marketing strategy that will be recommended through the IMC.

TARGET MARKET ANALYSIS AND CONSUMER PROFILES

PRIMARY RESEARCH

For the primary research, we conducted surveys and interviews with relevant stakeholders within Kaeme Foundation.

We sent survey questions to staff members of the DSW and conducted further interviews among some of the beneficiaries, children who have been reunited by Kaeme with their families and are now attending college.

Interviews

We conducted interviews amongst 6 beneficiaries (children), to assess their demographics and psychographics. These children fall between the ages of 18 years and 25 years old. This category of beneficiaries was chosen mainly because of their college-level education - a group that can comprehend the messages that will be recommended by this IMC, even though the age range for children whom Kaeme supports is between 0 and 25.

Questions such as:

- How did you come in contact with Kaeme?
- What made you accept the help from Kaeme to return to your family?
- What do you aspire to become?
- What are your immediate goals?
- What are some challenges you faced before Kaeme Foundation came into the picture to provide support?

All interviewees stated that before getting assistance from Kaeme Foundation, they lived in residential homes popularly referred to as orphanages. This is because they had either lost a parent, had been abandoned or had been placed in the facility because of the poor living conditions of their parents. Their greatest goal was to secure and complete higher education which they believe provides a brighter chance of getting a good job in the future. The beneficiaries are largely able to access Kaeme's support upon the recommendation of orphanages by DSW. But for the interventions from Kaeme, the beneficiaries would have had very little hope of realizing the visions and goals they each had.

Surveys

We created a survey questionnaire on Google Forms and distributed it to targeted employees of the DSW who have had some working relationship with Kaeme.

Staff Members of the Department of Social Welfare

The DSW is the government of Ghana's agency that is responsible for the provision of social welfare services in Ghana (Adubofuor 2019).

Unfortunately, most government departments and agencies lack adequate funding for their programs, and DSW is no exception. "An institution such as this is expected to have skilled employees, and resources, among others, to facilitate the provision of quality services. However, DSW is reported to be facing several challenges including lack of infrastructure and adequate staff" (Adubofuor 2019). This situation compels DSW to rely on NGOs such as Kaeme Foundation to fulfill its mandate.

Ms. Patricia Eshun, a program coordinator at Kaeme states in an interview that "Since the establishment of Kaeme Foundation, we have worked with and have had direct relations with over 100 members of staff from the DSW. Some of whom have retired, died, or left the job to other organizations." Working with DSW as an arm of government gives Kaeme legitimacy and credibility among the industry's stakeholders. With this background, we sent survey documents to about 15 members of staff from the DSW. Out of 15 expected responses, we have received 4 responses so far. Apart from collecting data on their demographics and psychographics, we also asked questions relating to their initial perceptions of Kaeme Foundation before working with them, and if these perceptions have changed. We also asked if there was anything Kaeme Foundation could do better in their opinion.

Respondents fall within the age group of 25 years to 44 years and are evenly distributed in gender roles. They fall within the 4 major ethnic groups in Ghana, half of them are married whereas the remaining half are unmarried and 25% of them hold a Master's degree. They have up to 15 years of practice in the field of Social Work

While a section of the respondent has a perception of Kaeme Foundation to be focusing on helping every poor and underprivileged child, another section understood the objective of Kaeme Foundation to be about reuniting children with their families. It is observed from the respondents that their view about Kaeme after a few years of working together becomes very positive. 25% of respondents have had a positive change of perception about the mandate and objective of Kaeme and believe that the foundation is delivering on its mandate.

In our quest to know what Kaeme can do better as an organization, stakeholders suggested that Kaeme Foundation expands its objectives and extends support to all children living in poor households and unfavorable conditions. This they believe would prevent children from getting to live in the tough conditions of residential homes. Another section suggested that children are placed in a transitional program for a couple of weeks to address possible challenges that may arise before they are reunited or placed in families.

SECONDARY RESEARCH

Generalized Donor Information

Some of the most compelling data surrounding donorship and the connection to demographics come from a study in February 2016. Commissioned by Abila, Finn Partners explored questions with a representative sample of 1,136 donors in the United States across all age segments who made at least one donation to a nonprofit organization in the past 12 months (nonprofitpro, 2016).

Key Findings Include:

Maintaining fundamental best practices is the key for nonprofit organizations: without the visibility of these tenets, no amount of strategy will make a difference. Fundamentals include:

- Show that a donor's money is being used wisely.
- Show donors that your organization is reputable.
- Show donors that your mission is sound.
- Show donors that their contributions make a difference.

Organizations are missing the mark with communication: Nonprofits are 10 times more likely than donors to feel they're not communicating enough, while donors would like to see the same or less communication.

Critical content is the most important aspect of communication with donors. Rich content is essential for organizations to keep donors engaged. By showcasing personal stories, getting updates on accomplishments, and being thanked, donors feel far more engaged despite which channel is used.

Giving makes donors feel the most engaged: making a financial contribution is foremost for engagement, followed by volunteering.

Generational engagement is a missed opportunity: Very few nonprofit respondents surveyed are actually targeting appeals or communications to their donors by age. Studies indicate that there are big differences in communication and engagement references by generation.

Organizations are missing opportunities by not using donor preferences: Only 52 percent of donors feel like the organizations they support to take their preferences into account when communicating or appealing for donations.

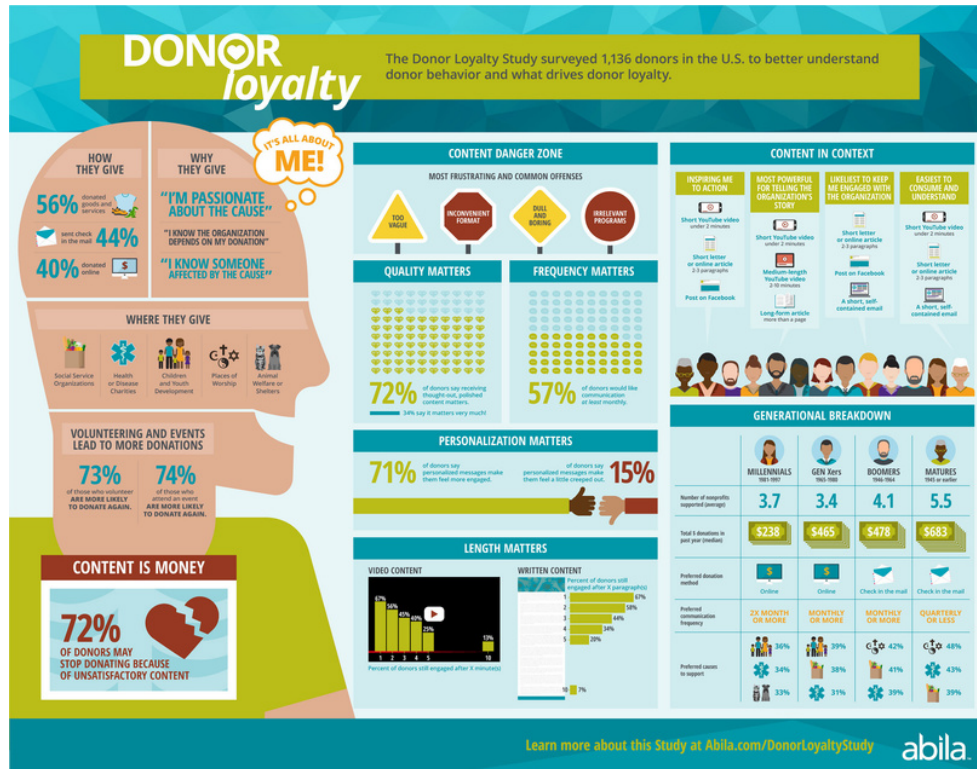
Most donors are women: (Sellen and Skidmore, 2021)

- Single or married women give 10% more than men in the same demographic and are more likely to give as their income rises.
- Women are more likely to give online than men, outpacing them by $\frac{2}{3}$ on Giving Tuesday.
- Women are more likely to be a part of charitable groups (collectives), with more than 1,000 giving circles operating in the US in 2016.
- Globally, affluent women are generous-giving more across the board no matter where they reside.

88% of all nonprofit funding is derived from 12% of an organization's major donors. (Hadad, 2022)

“Three major characteristics identify the key donor: The first represents past contributions to your organization. This is the best predictor of future giving. Look for recency, frequency, and monetary contribution. Look for how often the donor has contributed, when the last gift was, and how much was given to your institution. The second characteristic is real estate ownership as this variable can show high net worth. If you own \$2 million or more in property value, you are 17 times more likely to make philanthropic gifts. The third characteristic is political giving. Making a large gift to a political campaign means this type of gift can also be made to your nonprofit. This method of giving also shows a mission focus that your organization can relate to in a dramatic fashion. If a donor has given more than \$2,500 cumulatively to federal political campaigns, they are 14 times more likely to give to charity than the average donor.” (Hadad, 2016)

Donor Loyalty Characteristics



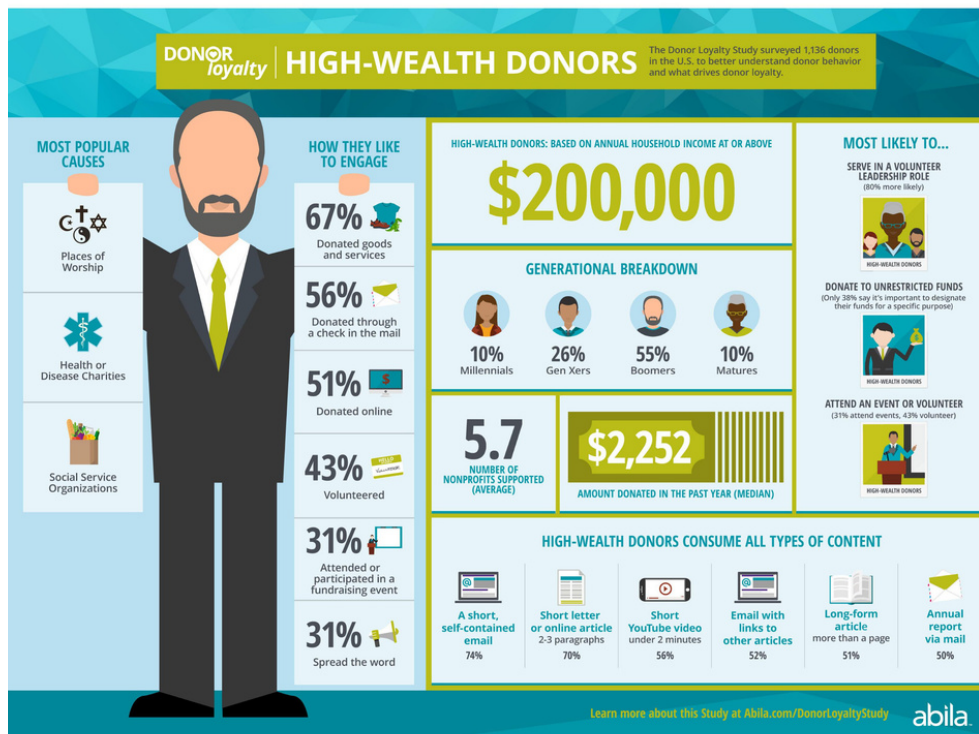
(NEWswire, 2016)

Frequent Donor Characteristics: (Newswire, 2016)

- **Who:**
 - Owns real estate
 - Donor history, especially with political campaigns
 - Past contributions to non-profit organizations
 - Female
 - 40% College-educated
 - Income over 200k/year
 - Baby Boomer Generation
 - Value volunteering in a leadership role
 - Give to multiple organizations
- **Why:**
 - Believe in the cause
 - Org depends on me
 - Know someone affected
- **How:**
 - Donating goods
 - Sending a check in the mail
 - Giving online
 - Sponsoring a friend
 - Commemorating a friend

- **Communication:**
 - Short emails
 - Short online article
 - Short YouTube videos
 - Email with links
 - Post to Facebook
 - Annual report via email
- **To Whom:**
 - Religious Organizations
 - Health-related causes
 - Social services
 - Animal care
 - Children's charities
 - Education

Frequent Donor Characteristics



(NEWSWIRE, 2016)

Generalized Orphan Child Information

Understanding the causative factors of children moving into institutions is also an important piece of finding a lasting solution to the problem. Studies have revealed that only a fraction of children are in institutions in Ghana due to being truly orphaned, unlike many other African countries that have lost parents through diseases, especially HIV. It has been observed that most of these children in the orphanages are not orphaned but rather, are sent to live in these institutions due to poverty. This is confirmed by Kathryn Kahn by this statement “When discussing orphans, their lives, and their futures, the study of poverty is essential. There are many reasons why a child might be an orphan, but the reason for children living in orphanages is largely financial. If there is no one to support the child, the child will often end up in an orphanage” (Kahn 2014).

She further stated that “there are comparatively a small number of orphans and vulnerable children (OVC) in Ghana who are orphaned due to the HIV/AIDS epidemic. Because of this, most of the orphans and vulnerable children in Ghana are placed in orphanages due to poverty” (Kahn 2014).

Reunited Beneficiary Characteristics

- *Who:*
 - Lived in an orphanage
 - Parents may have died
 - Female/male
 - Enrolled in school
 - No source of income
 - Very religious
- *Why:*
 - Poverty
 - No kinship care or supervision
 - Foster Care Program not consistent
 - Lost parents
- *How:*
 - Recruited by orphanage directors and owners
 - Rescued from child trafficking scheme and brought to the orphanage
 - Rescued from the lake by anti-child labor program
 - Abandoned by parents
 - Rescued out of abusive situations by the Department of Social Welfare

- *Communication:*
 - WhatsApp
 - Phone calls
 - SMS
 - YouTube video
 - Telegraph
 - Facebook
 - Tiktok
- *Who Provides Support:*
 - Religious Organizations
 - Foreign Donors
 - Orphanage owners and directors
 - Department of Social Welfare
 - Individuals and philanthropists
 - Education

A study by Priyanka et al. in 2018 titled "A Comparative Study Of Self-esteem And Level Of Depression In Adolescents Living In Orphanage Home And Those Living with Parents", revealed a staggering fact about the lack of self-esteem of orphaned children. "The findings of this research suggest that there is a significant difference in self-esteem and depression of the orphan children and children living with parents. The orphan children reported lower self-esteem and high depression than the children living with their parents." And Erango and Ayko suggest "From the logistic model analysis, eleven risk factors were found to be significant at the level of 5%." They found this low self-esteem in orphans to be due to:

- The lack of consideration from society
- Lack of voluntary support
- Absence of physical protection and love
- Lack of financial and material support
- Living conditions of parents before death
- A weak relationship between parents before death
- Low average monthly income
- Change in home circumstances
- And the age of the child itself
- Death of both parents due to AIDS

The first four items on the list above seem to fall under the purview of Kaeme Foundation.


The foundation may therefore adopt the following measures to make it easier for the beneficiaries to reach Kaeme and access the support the organization has to offer:

- Train enough mentors for each beneficiary
- Ensure beneficiaries have easy access to mentors, education coordinators, and caseworkers
- Organize at least a biannual forum for the beneficiaries to openly discuss their challenges
- Have Kaeme representatives make regular follow-up visits to schools and homes to check on the beneficiaries
- Continue to work with DSW to reach out to more orphans in the RHCs and get them to benefit from the Kaeme's work

Having identified these challenges, concerned organizations such as Kaeme and individuals should be able to implement psychosocial interventions that would enhance their self-actualization.

PERSONAS

Frequent Donor Persona



Brenda
Williams

Background & Demographics

Brenda has had a very profitable career as an investment banker, recently moving to a smaller firm as she is looking for new opportunities in the years before her retirement.

Age: 59

Location: Palo Alto, California

Gender: Female

Education: MBA, Stanford

Profession: Investment Banking Principal Executive

Salary: \$689,000

Lifestyle: Single, no children

Technology/Social Media

Brenda has embraced the ever-changing tech scene, being especially privy to advancements as she lives in the Silicon Vally area.

- Email
- Twitter
- Facebook
- Instagram
- YouTube
- Cell phone
- Podcasts—NPR and anything Mystery

Motivations

Brenda has been actively involved in politics and her community, especially her alma mater, Stanford University.

- Reads the yearly financial disclosure report
- Values personalized emails and outreach
- Wants respect
- Finds meaning in involvement in a higher cause
- Appreciates being a team player
- Driven in the workplace
- Wants to make a difference in the world, especially regarding children's issues

Personality Traits

Brenda is outgoing and fun-loving. She appreciates the finer things in life and has worked hard to have financial success. She indulges in wine, the arts, and owns several pieces of highly-valued real estate. She loves to read and travel. Her style icon is Jackie Kennedy.

- Strong work ethic
- Responsible
- Extroverted
- Precise
- Generous
- Loyal

Challenges

Brenda values connection and wants to feel a part of something bigger. The pandemic has challenged her previous social outlets. She has struggled with the attitudes of younger members at her firm.

- Idealism conflicts with current social climate
- Feeling older and less valued
- Connection to meaningful causes
- Struggles with a more virtual business world post-pandemic
- Feeling underutilized
- Balance with work demands
- Giving back to the next generations in an impactful way



Joyce Boadu

Background & Demographics

Joyce is an experienced social worker with a passion for children. She has worked within the field of child care and support at the Department of Social Welfare for the past 10 years.

Age: 38

Location: Adenta, Accra, Ghana

Gender: Female

Education: Master's Degree

Profession: Psychologist

Income: \$20,000

Lifestyle: Unmarried

Technology/Social Media

Joyce has fully embraced the technological space and makes great use of her devices and applications. Through tech, she is able to do more and achieve more within her field than her colleagues.

- Email
- Instagram
- Facebook
- Twitter
- Cell phone
- WhatsApp

Goals/Metrics/Motivations

Joyce is very much concerned about supporting needy children from underprivileged societies. Even when she is away from work, she engages leaders in her community to support needy children.

- To help as many orphaned and vulnerable children as possible
- To assist young people facing challenges in terms of their education, personal, and social relationships

Personality Traits

Joyce enjoys a quiet environment and having meaningful conversations. She prefers to spend time with family and alone indoors than to have a big night out.

- Introvert
- Peace loving
- Caring
- Timely

Support from Organization

Based on the challenges the Department of Social Welfare faces, Joyce is of a firm belief that Kaeme Foundation's activities are in the best interest of the community and the children it serves.

- To continue providing finances and resources towards the targeted people
- To continue to have a good relationship with NGOs and other stakeholders in caring for children
- Continuous coaching from supervisors



Grace Menash

Background & Demographics

Grace was born in a small farming village with a population of about 500 people. She has been orphaned since the age of five.

She lived in an orphanage consisting of 20 female orphans, until her reunification with her aunt a few years ago. She is poised to complete her college education and pursue her dream marketing profession.

Age: 20

Location: Wawase, Eastern Region, Ghana

Gender: Female

Profession: Marketing student

Socioeconomic Background: Low income family, weak relationship with parents before death, dependent on philanthropy, "hand to mouth"

Technology/Social Media

Grace used to be fascinated by technological devices, such as cell phones and tablets that visitors brought into the residential homes. She now has a personal phone and computer to aid in communication.

- WhatsApp
- Phone calls
- Instagram
- Facebook
- TikTok
- Snapchat

What can we do?

As Grace continues to depend on Kaeme Foundation, she hopes to continue to receive support in what she already enjoys, and participate in some expanded programs as shown below:

- Provide scholarship
- Provide mentorship
- Provide internships and jobs
- Provide a network base
- Provide start-up capital
- Provide physical protection

Challenges

Grace's education was slowed down by some challenges, both personal and external. These challenges, if not addressed, have the potential of preventing her from achieving her goals.

- Poverty
- Low self esteem, lack of confidence
- Lack of guidance
- Change in home circumstance
- Lack of physical protection and love

Goals

Grace's perspective about her future changed after she was reunited and assured of sponsorship by the Kaeme Foundation. She has set the following goals for herself:

- To complete tertiary education and secure a lucrative job
- To become established, accomplished, and fulfilled
- To become a source of hope for others

OBJECTIVES, STRATEGIES, AND TACTICS

Setting specific, measurable, attainable, relevant, and time-bound objectives help companies to make important decisions on the directions they seek to pursue. From the situational analysis described above, certain decisions need to be made to take Kaeme from where it is now to the next level of impact for the people it serves.

Since its establishment, Kaeme Foundation's funding has been primarily by its founders - John and Marci Stevens and family, with some donations from their friends. The foundation has given full scholarships to 14 college students and over 200 students at various levels of education in Ghana, according to the CEO Mrs. Helena Obeng-Asamoah. She also mentioned that the foundation hopes to expand its scope of work, and geographically, by going international in the future.

Given the volume of work and the prospects for expansion, the organization must attract other reliable donors to support what the Stevens family and friends have provided thus far for its work. Beyond this overarching objective of increasing additional donor participation, the need to increase brand awareness through rigorous social media campaigns and engagement with beneficiaries are discussed below with their strategies and tactics.

OBJECTIVE NO.1

Increase Kaeme's pool of active donors from one family to one hundred families by the 4th quarter of 2022

Strategies

This vigorous goal, to increase active donors by 99 donorship, will require intentional and assertive strategies. Promoting the Kaeme cause and increasing donor support can be achieved by **hosting multiple fundraising events**. It will be essential to increase donors' understanding of Kaeme's efforts, mission, and impact. Having **senior management hold lunch meetings with targeted donors** is one way to increase willingness to join the Kaeme cause in addition to creating feelings of belonging to Kaeme's mission.

- Hosting Instagram live, webinars, and live website question and answer sessions, engaging more with the public about its activities, and then inviting them to join the Club of Donors for Kaeme.
- Send individualized thank you letters to donors. This is known to boost engagement among donors.

Planning and executing **quarterly social media fundraisers, particularly during Giving Tuesday, that feature a celebrity or influencer** on all Kaeme's social media platforms is another essential outreach effort. This will need to be prefaced by regular posts on all of Kaeme's mostly-dormant social media sites. Promoting orphan-focused stories, artwork, and pictures will increase trust and engagement with target donors.

- Increase partnership through credible and wide-reaching platforms like the Utah Nonprofit Association amongst others where volunteers and donors can seek for credible nonprofits to work. UNICEF makes use of the influence of Goodwill Ambassadors such as David Beckham, drawing the attention of the world to its activities and impact. Here is what he said about the reason he created a fund with UNICEF "I created my fund with UNICEF because I want a world where children grow up safe- safe from violence, war, poverty, hunger, and preventable disease. A world in which all children can reach their full potential. Together, we need to imagine a better future for every child and make sure that we achieve it" (David Beckham). Kaeme's founder John Stevens should work with Steve Young, a successful American Football player, to reach out to other celebrities and get their commitment to attend the fundraising dinner and identify who is willing to participate in publicity.

Highlighting each social media post about Kaeme's impact on children over the years and including **staff and individual children and their stories** would invite emotional engagement.

- **Refresh Kaeme's visual brand on all visual communications. Using a modern font, updated and refreshed color scheme, and high-quality photography for all posts will accomplish this tactic. This is highly recommended to meet all of Kaeme's goals with donors.**

Engaging Kaeme's stakeholders through **calls to action—asking them to commit to bringing one donor each by end of the last quarter of the year 2022**, is another strategy to help increase the donor pool. Another effective tactic by Kaeme leadership would be to solicit corporate sponsors who will match donations, which would provide added incentives. Provide personalized content to increase engagement among donors.

- Provide more information about Kaeme's activities, including proceeds of donated funds for potential donors to appreciate the level of transparency to its stakeholder

OBJECTIVE NO.2

Increase awareness of the impact of Kaeme on the community in the field of orphan reunification by increasing engagement and traffic on Kaeme's social media platforms from an average of 30 reactions per post to 100 by the end of the 2nd quarter of 2022, and 500 by the 4th quarter of 2022.

Strategies

Providing education about Kaeme's impact on the lives of orphaned and vulnerable children, potentially through the communities in Ghana through various communication methods, will help create community buy-in and goodwill.

- **Increase brand visibility through newspaper advertisements, billboards, street posters, and swag such as branded t-shirts.** Kaeme can draw the attention of the public to its social media platforms and its work as well as its challenges. Be proactive by posting more frequently and having staff members make additional likes and comments on each post.
- Through networking, find beneficiaries to **create artworks, letters, and appreciation notes that can be used as content across social media platforms.** This will get the public to interact although indirectly with donors and other stakeholders who do not get the chance to meet the beneficiaries. Their stories will become a bit personal and real to the audience, and it will create more interest on the platform.
- **Tailor messaging** to suit the category of persons within the community. They can maintain consistent communication outreach to all target personas. For millennials: personalized monthly emails; Gen X: Instagram, Twitter, and Facebook donation drive or text/app outreach; Boomers: quarterly mailers with budgetary report data included.

Transparent communication to DSW and other government partners about Kaeme's mission and methods will facilitate acceptance of Kaeme as a credible NGO in Ghana by increasing awareness of the need for orphan and family reunification in Ghana and the role Kaeme plays in that effort.

- **Bring awareness to all of Kaeme's social media sites**, including art workshops with DSW staff, orphanage directors, and community outreaches. This will be done by increasing the frequency and quality of educational content targeted to non-profit and government partners.
- **Create social media content to excite followers and invite them to interact**. Invite them to share with friends and their followers. This content should revolve around the personal stories of children and staff, highlight the impact of Kaeme's programs and create emotional engagement and increase credibility through proof of concept.
- **Create interactive chatrooms on the website and other social media sites** and have staff members join and get them to initiate frequent discussions among those on the platforms each time there is a new post. This should be based on staff demographics to apply their skills to the right segmented social media group

OBJECTIVE NO.3

Improve beneficiary self-esteem through internshipS and other organizational programs to be held after each semester break.

Strategies

Get two companies to provide one internship slot each for Kaeme beneficiaries by June 1, 2022. By **increasing the number of partner companies in the internship program up to ten** by end of the year 2022, opportunities for Kaeme's beneficiaries will be increased and facilitated. Children who once lived in orphanages have low self-esteem and have difficulty feeling like they belong and lack the courage to act in public. Kaeme Foundation should negotiate with public and private entities and **find mentor beneficiaries in real job settings** each time students are on break.

- Kaeme can **secure internship opportunities in leading international organizations** such as UNICEF through partnerships and networking from Kaeme leadership, and companies in the industries that beneficiaries desire to have a career in.

Kaeme Foundation should work with staff to **organize periodic activities and workshops aimed at bringing together all beneficiaries** and have them learn and draw inspiration from each other. The first of such activities should be done by the second quarter of 2022. Programs such as the Latter-Day Saints Self-Reliance Program and the Education for A Better Job should be made accessible to each beneficiary in college during their first-semester break.

- **Use the network that senior staff members** of Kaeme have built over the years, and the goodwill of the organization to promote this internship and workshops to other NGOs who seek the welfare of these orphaned children. Beneficiaries can be invited to Accra to participate in Kaeme-sponsored training and workshops.

Through Kaeme's network, beneficiaries can be paired up with experts, accomplished individuals, and leaders in their various fields of study. These experts would serve as mentors to these beneficiaries and help them reduce the learning curve they may have in the future, as they progress through their profession.

- **Recruit and provide periodic training for mentors** who could assist in ongoing monitoring of the beneficiary's progress and provide monthly feedback to the Kaeme team for evaluation and improvement.

Encourage beneficiary-donor interaction, where service or training donors may be able and willing to provide mentorship and friendship to the beneficiary.

- Use social media platforms to provide information on current affairs, job opportunities, and socializing among beneficiaries. Expose beneficiaries to periodic activities that are held by other sister organizations including O Africa and UNICEF, to help them form a bond of friendship outside people they grew up with and are used to.

SCHEDULE & BUDGET

The following table shows a timeline of activities that will help Kaeme achieve the various objectives discussed above. The table also shows the estimated cost of implementing these programs.

TASK	TIMELINE	BUDGET
Increase Kaeme's pool of active donors from one family to 100	By the 4th quarter of 2022.	\$10,000 for meals for the rest of 2022
Have at least 10 dinner appointments with potential donors	Three each in the 2nd and 3rd quarters, four in the 4th quarter.	
Organize artifacts from Ghana for fundraising activities		
Once a year major dinner		
Increase engagement and traffic on Kaeme's social media platforms from an average of 30 reactions per post to 100, and then to 500	100 reactions per post by the end of the 2nd quarter, 500 reactions per post by the end of the 4th quarter	\$500 for UNA membership and creating posts
Review and improve social media platforms		
Create chat rooms for each social media platform		
Review and improve Kaeme website		
Have orientation with each beneficiary in college to establish their individual interests and needs		
Find two internship slots for beneficiaries		
Get beneficiaries to participate in LDS Self-Reliance Program		
Set up a forum for beneficiary and donor interaction		

EVALUATION PLAN AND ETHICS ASSESSMENT

ETHICS

The Oxford Dictionary defines ethics as “moral principles that govern a person's behavior or the conducting of an activity.” This is especially important in the nonprofit space. Donor scarcity can often lead to unscrupulous behavior, with nonprofits all vying for the same funds.

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Having a code of ethics or statement of values helps attract talented employees, recruit board members, retain donors, and of course, ensure that all transactions are aligned with the values of the organization.

The purpose of developing a formal ethics statement is to provide stakeholders with guidelines for making ethical choices and ensuring accountability.

“Healthy nonprofit organizations place importance on the specific interests of the donors, volunteers, and staff associated with them. . . Nonprofits achieve reciprocity when they recognize and celebrate the match between donor interests and their own.” (Strickland, 2008). The ethics pyramid shown in Figure 1 highlights the importance of ethics in the foundational focus of non-profit organizations.



Figure 1. Hierarchy of Ethical Values for Nonprofit Organizations

WWW.LIBRES.UNCG.EDU

Transparency inspires confidence and builds trust. Nonprofits can demonstrate their commitment to ethical practices by being entirely transparent with financial information and fundraising practices. This is of high importance to certain key donor demographics, namely Baby Boomers.

- Communications must be accurate and honest.
- Provide credit for images and photographs and video. Only use images with prior permission, and never include information with images of minors that could be identifying.
- A fundamental financial transparency practice is to make it easy for visitors to a nonprofit's website to find information about the nonprofit's budget and annual financial disclosure report.
- Follow all state fundraising laws.
- There are certain documents that tax-exempt nonprofits must make available to the public. Make this easily accessible.

PERSONAL AND PROFESSIONAL ETHICAL DILEMMA

Kaeme's employees must adhere to the highest ethical standards. "Ethical dilemmas are situations in which there is a difficult choice to be made between two or more options, neither of which resolves the situation in a manner that is consistent with accepted ethical guidelines" (Your Dictionary). As a nonprofit entity, Kaeme must ensure its employees adopt Wilson's six rules for ethical decision making as found in Wilson et al pg 263:

- **Make your ethical decisions now:** Each must examine their value system and define professional and personal ethics now. Once this is done in advance, choosing to do the right thing is made easier.
- **Develop empathy:** Treat others as you would want to be treated. Working with underprivileged orphaned and vulnerable children could pose situations where you could be judgmental and overly critical. Be courteous and treat all stakeholders with respect.
- **Take the time to think things through:** Be methodical and careful in making a decision especially in dealing with children. When you are pressured to make a quick decision about something and you feel uncertain or confused, take your time and avoid being rushed.
- **Call a "spade" a "spade":** Be courteous but fearless in speaking the truth. Speak and defend the truth and avoid deception in all its forms including, lying, cheating, and stealing. Avoid appropriating anything that does not rightfully belong to you because it is stealing. Provide constructive assessments and accept performance reviews in good faith.
- **Recognize that every action and decision has an ethical component:** In dealing with children and donors' funds, every decision is equally important and has far-reaching consequences. Make sure to review the ethical ramifications of actions and decisions along the way.
- **Establish a freedom fund:** This makes you financially prepared for future unexpected financial crises. It also allows you to be independent and even quit a job when confronted with ethical dilemmas with your employers. Ensure you contribute a portion of your monthly salary to this fund. This would enhance your financial stability and prevent you from engaging in any financial malfeasance due to pressure from crises.

CODE OF ETHICS AND PROFESSIONAL STANDARDS

Adhering to a professional ethical standard is critical to earning the trust of both donors and beneficiaries – the two most important stakeholders for Kaeme. The company must ensure that employees work with the code of ethics found in its employee handbook. James E. Faust stated in an address to law students in 2003 the following as shared in Wilson et al. page 260:

There is a great risk of justifying what we do individually and professionally on the basis of what is “legal” rather than what is “right”. ...” The philosophy that what is “legal” is also “right” will rob us of what is highest and best in our nature. What conduct is actually “legal” is in many instances, way below the standards of a civilized society. ... If (we) accept what is legal as (our) standard of personal or professional conduct, (we) rob (ourselves) of that which is truly noble in (our) personal dignity and worth.

In dealing with orphaned and vulnerable children, Kaeme employees should always be guided by not just what is legal, but most importantly what is ethical and is in the highest interest of the children they serve.

EVALUATION PLAN

Evaluating the effectiveness of the objectives, strategies, and tactics developed for Kaeme Foundation is not a concluding event. Best practice determines it is part of a cycle to ensure nonprofits are providing the best possible programs and services within their stated mission. The cycle includes:

1. The identification of objectives or outcomes the organization hopes to achieve
2. Assessment of the extent of change that occurred as the result of specific activities
3. Refinement of programs and services based on the results

The key is to systematically check to see that the processes you have identified to reach the outcomes are appropriate. Consistent evaluation leading to improved outcomes is the final piece of the Integrated Marketing Communications plan.

Objective No.1: Increase Kaeme's pool of active donors from one family to one hundred families by the 4th quarter of 2022

- Use spreadsheets such as Google Sheets, Smart Sheets, or Excel
 - Track the number of people donating monthly
 - Track the frequency of individual donors
 - Track the attendance and frequency of attendance to general events and fundraising events
- Use bank reports
 - Track amounts donated by individuals and their consistency
 - Track monthly donors and the frequency of donations from individuals from now till the end of the 4th quarter.

Objective No. 2: Increase engagement and traffic on Kaeme's social media platforms from an average of 30 reactions per post to 100 by the end of the 2nd quarter of 2022, and 500 by the 4th quarter of 2022

- Use Instagram and Facebook Insights
 - Track average engagement (reactions, comments, shares, and reposts) on posts
 - Track individual engagement on posts/ content
 - Track the reach of contents
- Use spreadsheets such as Google Sheets, Smart Sheets, or Excel
 - Track weekly/monthly additions of followers
 - Track the level of reception to contents

Objective No. 3: Improve beneficiary self-esteem through internship and other organizational programs to be held after each semester break

- Use superior assessment feedback
 - On their later performance at work or in their internship as compared to the early stages of the internship
 - Demonstration of leadership and ability to take initiative
 - Level of enthusiasm to take up the task and perform same
- Use spreadsheets such as Google Sheets, Smart Sheets, or Excel
 - Track academic performance before enrolling in internships and other self-esteem projects/programs
 - Track academic performance after internships and self-esteem programs
 - Track beneficiaries' willingness to participate and be involved in leading roles of projects and activities
- Track general performance using self-esteem assessment tests and simulations

DELIVERABLES

SOCIAL MEDIA CONTENT CALENDAR

- Q1 2022
 - 8-10 blog posts
 - 2 thought leadership articles
 - 1 content marketing campaign (ex. newsletter)
 - 1 social media challenge or campaign
 - 1 event
- Q2 2022
 - 8-10 blog posts
 - 2 guest blog articles
 - 1 content marketing campaign or data report
 - 1 social media challenge or campaign
 - 1 new partnership
- Q3 2022
 - 8-10 blog posts
 - 1 thought leadership article
 - 1 educational resource/tool
 - 1 social media challenge or campaign
 - 1 new partnership
 - 1 event
- Q4 2022
 - 8-10 blog posts
 - 1 thought leadership article
 - 1 guest blog post
 - 1 social media challenge or campaign
 - 1 new partnership
 - 1 annual report/year-end campaign

WEBSITE REDESIGN MOCKUPS



SHOW YOU CARE.
CHANGE THEIR WORLD.

Sponsor a Child Today →



THE JOURNEY TO
CHANGE THE
WORLD STARTS
WITH ONE CHILD.

Our mission is to build families and protect vulnerable children in orphanages in Ghana. Our vision is for every child in an orphanage to find a healthy loving family.

The Department of Social Welfare estimates that 80% of orphanage-housed children in Ghana have family. Many of these families do not have the resources to house, clothe and care for their child.

HOW WE CAN MAKE A DIFFERENCE



Sponsor a Child

Kaeme provides tuition and/or nutritional support to the reunified child and family.



Spread the Word

Kaeme staff conduct home assessments and work with a psychologist to prepare the child and family for reunification.



Go the Extra Mile

We organize monthly events and drives to raise funds and awareness for our cause.

OUR IMPACT

- 215 reunified children
- 3000 hours spent in 2022 with reunification efforts
- 185 reunification kits
- 450 children still waiting





SEE WHAT OUR SPONSORS HAVE TO SAY

"When I donated to Kaeme, I was blown away by the gratitude I received. Seeing how my small monthly donation changed her life was a heartwarming experience."

-- Helene P., sponsor since 2009

"Receiving updates on the kids and seeing their happiness as they learn is a rewarding experience. Knowing I am helping make their life better in such a small way is an amazing feeling."

-- Shawn G., frequent donor since 2012

Most reunified children initially require some level of financial support: education, housing, nutrition. 100% of your donation will go to supporting these reintegrated families.



Businesses and fellow foundations have given their time and support to help us make a difference in children's lives:

- Davis Thorne and Partners
- Gold Lion Business Services, Inc.
- The Savannah Foundation
- Langtown High School
- Green Aero Tours

MEET THE PARTNERS WHO HELP US TRANSFORM LIVES



CONNECT WITH US

P.O. Box 1544, Palo Alto, CA 94302

kaeme.foundation@gmail.com



Keep up with our events on social media
kaeme.org

SOCIAL MEDIA CAPTIONS GUIDE

Caption format (not to be followed systemically)

- When - Time
- Who - Personalities
- What - Activity
- Why - Purpose / Impact
- How - Process
- Call To Action

Caption for Reporting a Day's Activity; (A meeting with Opinion Leaders in Tema)

Today, Kaeme team members (Dorothy and Comfort) together with the CEO (Helena Asamoah) met with the Chiefs and leading members of the Tema Traditional Council to finalize discussions on how Kaeme would reunite about 20 children in orphanages located in the community.

This is part of fulfilling Kaeme's mandates and assuring the opinion leaders of protecting every child after the reunification and integration process.

Follow us on all our social media handles and check out our website for further details on how this meeting went.

Introducing a beneficiary

Meet Benedicta, an undergraduate student at the Kwame Nkrumah University of Science and Technology and a beneficiary of Kaeme. Benedicta aspires to become a doctor and is presently in her second year of studies. Benedicta was reunified with her uncle and aunty 6 years ago.

Benedicta has been able to reach such heights through your donations and support.

Kindly visit kaeme.org to know more about Benedicta's aspirations. Don't forget to share your thoughts with us on some opportunities Benedicta can take advantage of while in school.

Captions for Instagram reels

Highlights of Kaeme's midyear get-together happened yesterday at Labadi Beach.

Visit our YouTube channel or kaeme.org for more visuals.

BENEFICIARY INTERNSHIP OPPORTUNITY INTRODUCTION LETTER



April 23, 2022
The Human Resource Manager
African Heavy Machinery Services
P. O. Box 274, Accra, Ghana

Dear Madam,

Letter of Introduction

I write to introduce Gifty Ahadzi, an undergraduate student at the University of Ghana. Gifty is a beneficiary of Kaeme Foundation's Mentor For Growth Program, discussed earlier with your organization at our last meeting.

Gifty aspires to become a cooperate secretary and is presently pursuing a Bachelor of Arts Degree in Secretarial and Management Studies. She seeks to gain a practical experience in her field of study through opportunity for internship. We would appreciate it if you would provide Gifty this opportunity to intern in your organization during this summer break.

Kaeme Foundation will continue to provide any assistance to support you and Gifty for her to receive the best internship experience.
Counting on your usual cooperation.

Yours faithfully,

Helena Obeng-Asamoah
CEO

P.O. Box 1544, Palo Alto, CA 94302
kaeme.foundation@gmail.com



ANNUAL REPORT

JAN - DEC 2022



ABOUT

THE JOURNEY TO CHANGE THE WORLD STARTS WITH ONE CHILD.

Our mission is to build families and protect vulnerable children in orphanages in Ghana. Our vision is for every child in an orphanage to find a healthy loving family.

The Department of Social Welfare estimates that 80% of orphanage-housed children in Ghana have family. Many of these families do not have the resources to house, clothe and care for their child.

To show transparency and solvency, the Kaeme Foundation publishes a yearly annual report to account for the funds used by staff and to support our children's efforts. We are proud to show that 100% of our funding goes to the care of Ghana's most vulnerable members.

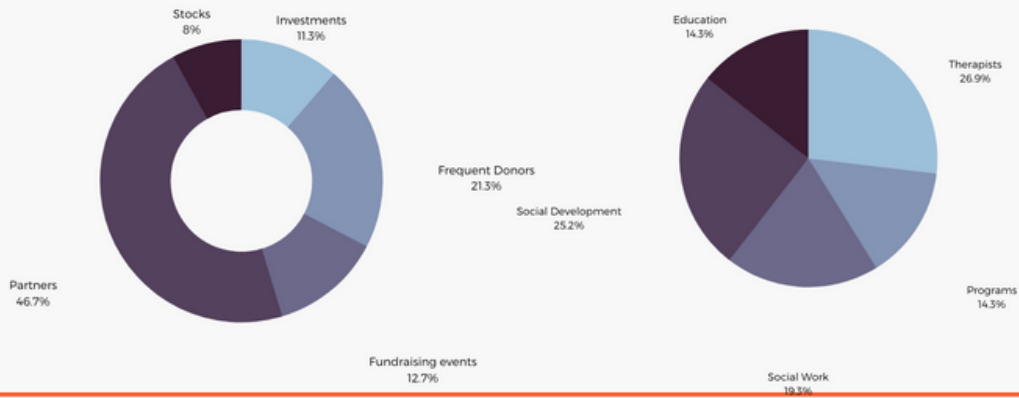
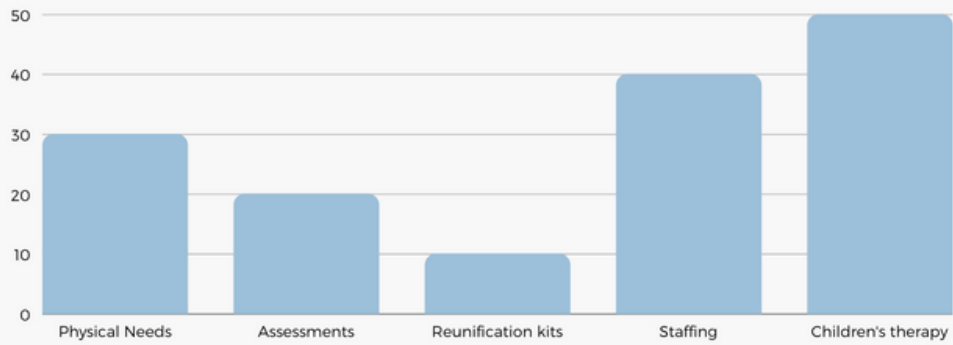


DONATIONS

JAN - DEC 2022

After reading a story in the New York Times Magazine about children being sold into slavery in Ghana, West Africa, John Stevens and Marci Kirk Stevens felt that they needed to do something to help each child. They founded the Kaeme Foundation and joined forces with the Ghanaian Department of Social Welfare to find a permanent loving family for each child.

Most reunified children initially require some level of financial support: education, housing, nutrition. 100% of your donation will go to supporting these reintegrated families. Kaeme is a 501(c)3 nonprofit organization, EIN: 27-0833467.



THANK YOU LETTER



Dear Jim,

You made my day!

As I sat here this morning opening the mail, I came across your generous donation. I can't tell you how much I appreciate your support for our lifesaving work with Ghana's most vulnerable children.

Here at the Kaeme Foundation, our goal is to make sure that no child in our area with kin lives in an orphanage. While we served over 25 children in 2022, the sad fact is that over 450 kids in our area still live in orphanages rather than with their families most nights last year.

Your generous donation of \$200 will go a long way to helping us end needless child abandonment in Ghana. In fact, with your gift, we will be able to provide support to 5 kids with reunification efforts 2022.

Thank you! You have made a real difference in the lives of the kids we serve. Thanks to you, 5 children will go to bed full, well-nourished, and one step closer to living with their families than the night before.

Jim, thank you once again for your donation. It means the world to us!

With gratitude,

Stephen Abu
Chairman of the Board
Kaeme Foundation

P.O. Box 1544, Palo Alto, CA 94302
kaeme.foundation@gmail.com



Childrens Foundation

NEWSLETTER



OUR STORY

After reading a story in the New York Times Magazine about children being sold into slavery in Ghana, West Africa, John Stevens and Marci Kirk Stevens felt that they needed to do something to help each child. They founded the Kaeme Foundation and joined forces with the Ghanaian Department of Social Welfare to find a permanent loving family for each child.

KAEME MEETS WITH OPINION LEADERS IN TEMA

Today, Kaeme team members (Dorothy and Comfort) together with the CEO (Helena Asamoah) met with the Chiefs and leading members of the Tema Traditional Council to finalize discussions on how Kaeme would reunite about 20 children in orphanages located in the community.

This is part of fulfilling Kaeme's mandates and giving the opinion leaders an assurance of protecting every child after the reunification and integration process.



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The Department of Social Welfare estimates that 80% of orphanage-housed children in Ghana have family. Many of these families do not have the resources to house, clothe, and care for their child. Your donation can help. [CLICK HERE TO DONATE TODAY](#)

CITATIONS

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