

### **KEY FINDINGS: Centre International pour L'enfant et La Mere**

#### **History/Background:**

- C.I.E.M. created by Mariam Breant to raise awareness and increase aid to the hospital in Seguela, which still has damages from the Ivoirian Civil War in 2004.
- The organization supports CHR Hospital of Seguela and its residents.
  - Modern, but lacking in up-to-date equipment/medical advancements
  - 2004 – civil war divided Cote d'Ivoire, humanitarian services in poor condition
  - Sanitary conditions dangerous.
    - Clorox used for sanitation, accommodations are dilapidated, hospital beds are broken, and IV treatments are being administered with rusted or unclean IV needles.
  - Hospital serves population of Worodougou – population 456,700. Staff consists of nine doctors, four midwives, 10 nurses, and 16 aides. On average, the hospital staff treats approximately 8000 patients per year
  - Lacks funding

#### **Mission Statement/Purpose:**

- CIEM is a nonprofit organization striving to improve the lives of both women and children in the Ivory Coast. It seeks to address their physical, emotional, and education needs.
- This project aims to bring comprehensive, high quality health care to the CHR hospital of Seguela. Through this project, and with the assistance of the American Medical Foundation, the hospital will obtain much needed medical supplies, be taught how to use them, and undergo repairs.
- The American Medical Foundation has donated medical supplies and an educational staff to CIEM. However, CIEM must fundraise to raise money for the shipping and handling of the supplies.

### **Potential Sponsors:**

- Domestic-oriented organization like the Capital Area Food Bank
- One industry to look into would be courier services. A number of corporations, such as FedEx, UPS, and DHL, would likely garner positive press coverage for the partnership. Although DHL has a strong track record with corporate responsibility, the company's existing partnership with UNICEF could interfere with sponsoring CIEM.
- Another potential sponsor for the event is Friends of Cote D'Ivoire, an organization made up of former Red Cross workers and volunteers who were stationed in Cote D'Ivoire. The organization has funded a number of projects focused on helping children in the country.
- Cote D'Ivoire is the leading coca bean exporter in the world, fueling conflicts in the country. Since most American corporations that sell chocolate products depend on the country to make its profit, there is an incentive to sponsor the event. It would be worthwhile to reach out to local chocolate businesses, like D.C.'s *The Cacao Tree* and *Chocolate Chocolate*, as potential sponsors of the event.

### **Potential Threats:**

- Not a lot of name recognition
- Competition with bigger charitable organizations
- Zero budget

### **Potential Opportunities:**

- No other organizations located in the Washington, D.C.-area with CIEM's goals.
- Already good relationship with American Medical Foundation
  - Trusted, well-respected
- D.C. good political, proactive environment for social change

### **KEY FINDINGS: Mariam Breant**

### **History/Background:**

## **RESEARCH**

- Breant comes from the Ivory Coast (Cote d'Ivoire). The Ivory Coast is a small country with around 25 million inhabitants. She and her family are originally from Guinea. Her uncle, Soumanguru Kante, was an emperor in Guinea.
- Breant is the third of nineteen children (her father had married many wives). All of her siblings looked at themselves as one family rather than half brothers and sisters, etc.
- At a young age, she was seen as rebellious
  - Especially artistic and outspoken from someone coming from a Muslim family
  - Married math teacher – white male from France
  - First of her tribe to date outside the village
- Breant did not attend any music classes and started to sing professionally 6 years ago.
- Influences include Mariam Makeba (first activist against apartheid in South Africa  
Strong female figure in African music) and Tina Turner
  - In the Ivory Coast, when you're sad you sing, when you're happy or someone dies, you sing. It's a part of life—not just entertainment. It's almost like writing in your journal. For example, when people sing the Bible in church they do not recite it. It's a very spiritual and religious experience. Singing is a great stress reliever and a healing process.

### **Mission Statement/Purpose:**

- Breant has always been a firm believer of equality and justices
- “Intelligence starts when you break the rules.” – Breant
- “90% of intelligence is our liberty- become intelligent when we are free. You cross barriers and see new things and new knowledge” – Breant
- The African government is a big subject within her music as she discusses social injustice in her songs. There is a lack of serving leaders in Africa.
- “We are a new nation, yet we are the oldest civilization in the world.” – Breant
- “We are a rich continent, but it's not being managed the way it should be.” – Breant

## **RESEARCH**

- She sings about how human rights are diminishing as war is increasing. She wants there to be a focus on education and health care for the children of Africa. In addition, she also sings about the corruption that is embedded into the political system.
- “As a woman, we give birth, and our children go to war (you don’t have a right to kill my child). It’s not fair.” – Breant

### **Potential Sponsors/Partners:**

- Already has a sponsorship plan; it’s not finished (she will email this to us).
- Scott Painter is a group she would like to perform with. She once sang with Scott in a reggae band in Baltimore. She has not performed with any other groups besides Scott. Breant is open to having a live band at the event, but we would have to pay them.
- Is interested in a bigger venue such as college park, (UMD): there is a ballroom in there that could be used for the event for her to sing.

### **KEY FINDINGS: Capital Area Food Bank**

#### **History/Background:**

\* After significant cuts in The Food Stamp Program, the Capital Area Food Bank (CAFB) was created on January 15, 1980 by two local organizations, the United Planning Organization and the Interfaith Conference of Metropolitan Washington.

\* In its first year of operation, the food bank managed to offer food to almost one hundred organizations and deliver 1,540 pounds (700 kilograms) of food each month.

\* In the 1980’s the CAFB established ties with major grocers Safeway and Giant for direct donations of perishable foods.

\* Starting in the year 2000 the Food Bank began to implement many innovative and highly successful programs. These included the Brown Bag Seniors Program and the Food For Kids Program.

\* In 2004, the Food Bank hosted its first annual gala, The Blue Jeans Ball.  
o The goal of the Blue Jeans Ball is to help raise funds to support the food bank’s partners, and to promote general awareness about the issue of hunger in the DC area.

#### **Mission statement / Purpose:**

\* The mission of the Capital Area Food Bank is to feed those who suffer from hunger in the Washington, D.C. Metropolitan Area by acquiring food and distributing it through our network of member agencies; and to educate, empower and enlighten the community about the issues of hunger and nutrition.

## **RESEARCH**

\* The organization's mission is to feed anybody in the city who may be unable to provide food for themselves.

\* In addition to providing food, the Food Bank is committed to educating DC communities about hunger and nutrition.

### **Sponsors/Partners:**

- \* Booz Allen Hamilton - Community Relations DC Office: 202-508-6500
- \* Giant Food, LLC. - Landover Corporate HQ: 301-341-4100
- \* NACDS Foundation
- \* Safeway - Corporate Offerings: 1-877-723-3929
- \* Turner Interiors - General Contact: 310-450-7091
- \* Michael E. Dunn & Associates, Inc. - Main Contact: 703.527.6644
- \* Saratoga Insurance Brokers, Inc. - Main Contact: 410-781-6396
- \* YRCI - Main Contact: 703-995-9600
- \* Buchanan Ingersoll & Rooney PC - Washington DC Office: 202 452 7900
- \* EDJ Associates, INC. - Main Contact: 703.738.9150
- \* Mt. Vernon Knights of Columbus - Virginia Contact: 703-360-1964
- \* Caroline Mattingly Lewis
- \* Smithfield Foods, Inc.
- \* Washington Capitals - Sponsorship Opportunities: (202) 266-2248
- \* Michael Beriss & Jean Carlson

### **\* On-Campus Partnerships**

African Students' Organization

Sabiyha Prince - Sprince956@aol.com

Fanta Aw - fanta@american.edu

D.C. Today D.C. Tomorrow  
<http://dctodaydctomorrow.com/>

Alliance of Students Against Poverty  
<http://www.asap2025.org>

Marcy Campos - mfcampos@american.edu

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Student Organization for African Studies

Black Student Alliance

Susan Shepler - shepler@american.ed

