

LEAD

THE SQUAD

**Our mission is to
empower Africa's future
leaders through quality
education and sport.**



An aerial photograph of a city, showing a large, multi-story building in the center. The building has a complex layout with several courtyards and internal courtyards. The surrounding area is densely packed with smaller buildings and streets. The image is in grayscale and has a dark overlay.

Between now and 2050, Africa's population will grow from 1 billion to 2.3 billion.

Africa will soon have the world's largest workforce.

A crisis or an opportunity?

To ensure this manifests as an opportunity, African countries require skilled, empathetic, and entrepreneurial leaders.

That's where we come in.

LEAD

LEAD Africa is a uniquely African and globally appealing brand.

Academies combine high-quality education, professional sport training, good nutrition, healthcare, and gender equality.

Funding is generated through revenue-sharing agreements with global corporations.

LEAD's model promotes sustainable philanthropy and long-term social impact.

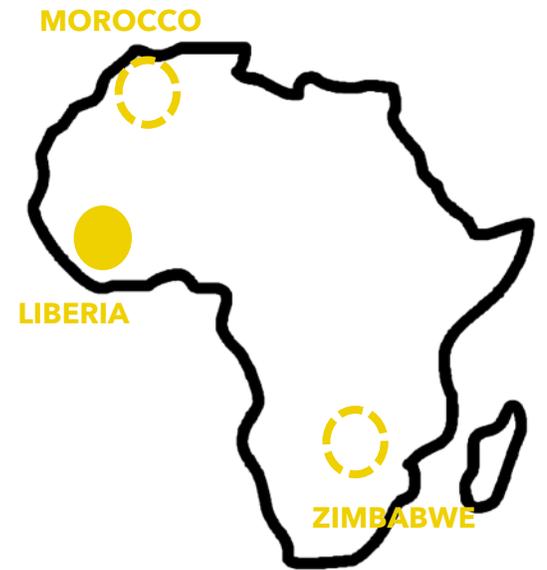


The Academies

Each academy is founded by a local champion, serving under-privileged children at primary and secondary school levels.

The academies are modeled after LEAD Africa's inaugural academy, Monrovia Football Academy, in Monrovia, Liberia (est. 2015). Our sport academy model has achieved significant evidence-based impact.

LEAD is working with partners in Southern Africa and North Africa to establish two new LEAD Africa academies by September 2019.



Our flagship: Monrovia Football Academy

Today, Monrovia Football Academy has 90 student-athletes from seven of Liberia's 15 counties.

Since 2016, the Academy has worked with independent researchers from Oxford University, Princeton University and the College of William & Mary to rigorously evaluate its impact on leadership development.

The results have generated enthusiasm from leading philanthropists across the continent, prompting the Academy's replication through LEAD Africa.



"A unique approach to academic and leadership training that must be watched."

President Ellen Johnson Sirleaf



**The Target:
54 academies by 2050.**

**That's one for every country in Africa, empowering
25,000 young leaders across the continent.**

We need you.

LEAD Africa uses 100% of public and corporate donations to fund its academies.

To make our 100% model possible, we have developed the Squad.

Our Squad is comprised of socially-conscious private donors whose contributions help to cover our operating costs.

Joining the Squad means uniting with an international community of individuals who are passionate about the future of Africa.

Join The Squad

Our Squad is established upon a three-year membership program.

By investing in our brand, you are investing in the future of leadership, education and sport for the next generation of African luminaries.

A three-year commitment allows us to carefully plan ahead, recruit the best talent and dream big when thinking about how we can best impact Africa's future.

Giving Leagues

\$10,000 a year
(**\$30,000 IN TOTAL**)

\$25,000 a year
(**\$75,000 IN TOTAL**)

\$50,000 a year
(**\$150,000 IN TOTAL**)



THANK YOU.