

Have **F**un, Make **M**oney, Create **C**hange, Do **G**ood



## Uganda – Transformation Through Vision

Fighting poverty in today's world requires vision, creativity and more courage than ever.

*How do we build a bridge between the richer and poorer nations, whilst making sure both giver and receiver are enriched in the process? How can we be sure that our corporate goodwill meets real needs in an effective way?*

Please invest 5 minutes to read about our unique project which will create lasting change, both for the people of Uganda and those sponsors with the vision to partner with us.

### The Hero's Journey – a catalyst to change lives

Following our aid work and visits to Uganda in the past two years, this two-stage project aims to raise awareness of the country's needs and motivate the supply of food, medication, sanitation and, in particular, education in HIV/AIDS related healthcare. If you choose to journey with us to Uganda in Stage 2, you can get actively involved and see for yourself how real needs are being met, first hand.

#### The Project

##### Stage 1 - The Visual Journey

This will involve the creation of a **prestigious art book of photographic images** which will paint a picture of the heart and soul of this beautiful country. 20,000 high-value copies are ultimately to be published and sold internationally with the backing of UNICEF, National Geographic and GeoZoom. This will be a powerful and evocative visual celebration of Ugandan life, recorded by respected US photo-journalist, Tom Antos.

##### Stage 2 - The Leadership Journey

In mythology, the archetypal hero's journey is a symbolic recanting of the passage of human life. Joseph Campbell's model sees the hero's quest in three stages of Separation (from homeland), Initiation (battles demons in another place), and Return home (with the trophy or knowledge). Like the hero's journey, this challenge will be a life-changing experience, enriching the lives of both giver and receiver and creating a bridge of understanding, especially if the 'hero' has not been exposed to third world issues at close quarters before.

Our voyage of discovery is not a mythical one - it is a **contemporary hero's journey which will make a tangible difference to the lives of those in Uganda**. Before departure, each corporate member of the team will benefit from one-to-one assessments and leadership coaching sessions to enable them (and their sponsor company) to fully explore *values in action*. Professional facilitation throughout the journey plus de-brief and consolidation upon return will ensure experiences gained make a real difference within your organisations' CSR programmes.

We will also be making a short documentary of the journey, highlighting values-based leadership in action.



## Why Uganda?

We don't need to detail the situation that exists in East Africa. The need for structured, direct support is clear, and there is such potential to create real change and do real good. Uganda is a country of great contrasts and immense need. This book hopes to record and celebrate its culture and, through the funds raised by its sale, help fund the creation of sustainable training, education and development programmes - investing in people and their skills so they can begin to invest in themselves.

## The Project Team

**Melinda Beckett-Hughes**, instigator of the project, is a leadership coach and change consultant with 25 years' business and marketing experience. Managing Director of Portland International Consulting Group, she chairs the Portland International Charitable Trust, established in 1994, which has focused most recently on aid projects in Uganda, after falling in love with the country and its people. She works in association with established Uganda charities such as Ugandaid and Act4Africa, organisations which have over a decade of experience of grant aiding and charitable project management in Uganda.

Top US photojournalist **Tom Antos** has developed strong relationships with UNICEF, GeoZoom and National Geographic over the years and combines his amazing visual artistry with a true compassion for people. He has undertaken similar projects in countries such as the Ukraine which have raised 6 figure sums for aid projects.

The project will be managed by International Arts Director **Caroline Clegg** who has led critically acclaimed arts-related cultural development projects in Zimbabwe, Kenya, Europe and the UK and whose forthcoming production *Slave – a Question of Freedom*, based on the real life story of MENDE NAZER, an enslaved Sudanese girl, is to premiere at the Lowry Theatre in November 2010.

## The Numbers

We need to raise a total of **£55K** to cover Stages 1 and 2, including the design and production of a promotional print run of the book. During Stage 1 of the Hero's Journey, currently set for May / June 2010, Tom will shoot the images for the book and the project team will consolidate links with the aid projects you will be supporting, as well as researching potential new projects. Stage 2 will take place in February 2011 and there are places for up to 10 participants on the journey. **Sponsorship packages can be tailored to match your desired level of involvement and budget, whether you'd want to 'own' the whole project, send a team member or simply make a contribution.**

## What you get back

As a project sponsor, your organisation's name and logo will not only be printed prominently on the flyleaf of the book but also included in all promotional material. In addition, a website with links to your own organisation, highlighting your socially responsible and sustainable business aims, will be created and promoted. The potential for publicity and marketing events and programmes is significant, including photo exhibitions in New York and London which will afford plenty of opportunity for positive exposure.

However, as you can see, we are not just asking for sponsorship from a marketing / CSR budget for the photo-journal project, but hope to engage some of your aspiring leaders in the process, to contribute to their personal, leadership and business development realising, we hope, a huge return in many different ways for the money you are investing. From a purely business (coaching / consulting) point of view we believe this will be a unique and powerful way of providing deep coaching for some specially selected executives as part of a plan to continue to develop your values-driven culture.

## The Next Step

**Let's talk.** This is truly an incredible proposition and one which requires some expansion and detail to give you the full picture of what you can do to help to make it possible.

## Contact:

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The work of Tom Antos can be seen at [www.photoa1.com](http://www.photoa1.com)  
The sites of our linked charities can be found at [www.ugandaid.com](http://www.ugandaid.com)  
and [www.act4africa.org.uk](http://www.act4africa.org.uk)

***"Focus on Giving, Focus on Change"***



Please note: the images used in this letter are **not** the work of Tom Antos but are rather record photos taken by Melinda and her team on earlier aid visits, and therefore do not reflect the quality and nature of the imagery we aim to reproduce in the book.