

## Janine Maxwell Bio, Heart for Africa

Janine Maxwell could be defined by some as a “triple threat.” She is a savvy businesswoman, author, as well as a spirited humanitarian. She also is a loving and committed wife and mother.

Ms. Maxwell’s indomitable style has garnered her tremendous success in all that she endeavors to achieve. She is a graduate of Evangel University in Springfield, MO, and at the tender age of 24 founded what would become one of the most successful marketing companies in Canada. For 16 years she led Onyx Marketing Group, representing some of the most recognized companies in North America including Kellogg Canada, Disney, Kraft, Coca-Cola, and The Campbell’s Soup Company.

On the unforgettable day of September 11, 2001, Ms. Maxwell found herself part of the thousands fleeing the terror in New York City. This life-altering event sent Janine into a tailspin – on an introspective search for the meaning of her own life. This personal journey took her to Africa where she stood face-to-face with the AIDS pandemic, hunger and disease.

Drawing from her successes in business, and together with her husband, Ian, she found her true calling – she now directs a faith-based, humanitarian organization which reaches out to those unable to help themselves – the millions of orphans in Africa left in the wake of AIDS. They lead Heart for Africa, a nonprofit organization based in Atlanta, GA that focuses on **H**unger, **O**rchans, **P**overty and **E**ducation in our world’s second-largest and poorest continent.

Based on her own experiences, Janine has authored two books, *It’s Not Okay With Me* and *Is It Okay With You?*, depicting the tragedy and heartbreak in Africa. Her books serve to inspire and offer hope. Former President Clinton lists Janine’s first book as recommended reading in his book, *Giving* and has given a solid endorsement of her latest book, *Is It Okay With You?*.

Ms. Maxwell, her husband, and their two children, Spencer and Chloe, live in Georgia. Through Heart for Africa, Ms. Maxwell leads hundreds of people each year to do field work in Swaziland and Kenya. In four short years more than 4,000 volunteers have traveled with Heart for Africa to serve on eleven-day trips.

The mission trips are organized with the purpose of coming alongside orphanages (children’s homes) to help them achieve self-sustainability. They also work with a group of HIV/AIDS positive mothers who have been raising their children with a meager annual income of \$50. These women are now employed to make jewelry and other accessories that are sold in the United States. Profits are then returned to help orphans and widows. They plant gardens for self-sustainable living in the orphanages and in the surrounding communities.

Janine’s goal is self-sustainability for the children’s homes through a for-profit approach to each location, i.e. dairy farms, coffee plantations, weaving companies, and HOW (Helping Orphans and Widows) Jewelry.

The following are some of Heart for Africa’s impressive achievements:

### **Hunger**

*Every 3 seconds a child dies of hunger or malnutrition*

- Planted 500,000+ backyard gardens in Swaziland and South Africa
- Provided 95% of the households in Swaziland with a backyard garden
- Planted community gardens in Malawi helping to feed over 10,000 children
- Funded four water wells providing clean drinking water for tens of thousands in Malawi
- Funded two water wells provided in Kenya and one in Swaziland

### **Orphans**

*Every 14 seconds a child is orphaned by AIDS*

- Partnering with six children's homes in Swaziland and Kenya
- Over 200 children participating in our child sponsorship program which provides three nutritious meals a day, a warm bed, clothing, education, and more
- Built dorms in Swaziland and Kenya to provide housing for 320 children

### **Poverty**

*314 million Africans live on less than one dollar per day*

- Working on the development of Project Canaan in Swaziland, a large-scale agri-business and children's home.
- Providing a dependable source of income for women living in the rural areas of Kenya who make jewelry that is sold through home parties in the United States with HOW? Jewelry

### **Education**

*75 percent of girls between the ages of 15 and 24 don't know that AIDS is sexually transmitted*

- Built schools at four children's homes to provide education to the children in the home and the surrounding communities
- Staffing social workers in the children's homes to help the children work through their troubling pasts

Heart for Africa is a US non-profit working with local African organizations to provide self-sustainable homes for orphans through long term programs and short term service trips that deliver quality care, shelter, food, water, clothing, health care, social work, mentoring and education. The organization specializes in bringing people from North America to work in service projects alongside local partners in two African countries: Kenya and Swaziland. To date, more than 4,000 people have traveled with Heart for Africa. For more information, please visit [www.heartforafrica.org](http://www.heartforafrica.org) or call 678-566-1589. For information on Janine Maxwell's book, visit [www.isitokaywithyou.com](http://www.isitokaywithyou.com). For media information or to request a speaking engagement, contact Christine Turner at [Christine@turnerpr.com](mailto:Christine@turnerpr.com) or 303-333-1402.

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