

Janine Maxwell
Co-founder Heart for Africa

In February 2006, Janine Maxwell and her husband, Ian, co-founded Heart for Africa, a faith-based humanitarian organization focusing on the areas of Hunger, Orphans, Poverty and Education in Swaziland and Kenya. The Maxwell's are leading the organization as it develops a 2,500-acre large-scale sustainable farm called Project Canaan in Swaziland. The farm is designed to provide training and employment for the community while growing literally tons of food. It will also become a permanent home for many of the children left as orphans in the wake of the AIDS pandemic.

Before founding Heart for Africa, the Maxwells founded and operated ONYX Marketing Group, one of the largest marketing agencies in, Canada. Janine started the company when she was 24-years-old and grew it for 16 years, serving clients such as Kellogg Canada, Buena Vista Home Videos (Disney), Kraft, Coca-Cola and the Campbell's Soup Company. She was with clients on 9/11 and found herself part of the thousands fleeing New York City. This life-changing event sent Janine into a period of deep introspection and a search for the true meaning of life. Her journey took her to Africa where she encountered the AIDS pandemic, hunger and disease. In response to what she had seen in Africa, Janine closed ONYX in May 2004 and made a commitment to serve the orphans of Africa.

Since its inception, Heart for Africa has taken more than 5,300 volunteers on 11-day service trips to serve at Children's Homes (orphanages) and in rural communities across sub-Saharan Africa. Project Canaan was purchased in 2009 and is being developed with children's homes, a training center, a medical clinic and a variety of commercial farming projects designed to export high-value products to support the children. Eventually, it will house orphans ranging in age from infant to teenager and will provide a Christian-based educational program.

Janine is a sought-after speaker and has traveled extensively to speak the truth about orphans in Africa. Her story is compelling and she has the unique ability to empower others to see Africa through her eyes. Among her speaking engagements are several visits to Taiwan, which resulted in the inception of Heart for Africa TAIWAN. This sister organization raises awareness of the severe poverty in which these orphans live and also raises funds to support the development of Project Canaan. In the last three years many students have traveled from Taiwan to Swaziland to serve with Heart for Africa. In 2010 Janine was awarded the Chou Ta Kuan Fervent Love of Life Award, which gave her the opportunity to meet with President Ma to discuss the future of Project Canaan.

Janine authored her first book, *It's Not Okay With Me*, detailing her personal journey and depicting the tragedy and heartbreak in Africa, and released her second book, *Is It Okay With You?* in February 2010. Both serve to inspire and offer hope.

Janine is a graduate of Evangel University in Springfield, MO. She currently lives in Atlanta with her husband, Ian, and their children, Spencer and Chloe.

For more information, please visit www.heartforafrica.org or call 678-566-1589. For information on Janine Maxwell's books, visit <http://www.isitokaywithyou.com/> or to request a speaking engagement, email us at speaker@heartforafrica.org.