



Janine Maxwell
Co-founder, *Heart for Africa*

Born in Northern Ontario, Canada, Janine Maxwell graduated from Evangel University in Springfield, MO. At age 24, Janine founded ONYX Marketing Group in Toronto and grew it over a 16-year period to become one of Canada's largest marketing firms, with a blue chip client list to include Kraft, Coca-Cola, Campbell's Soup, and Disney. In 2006, she left it all behind to serve Africa's children orphaned by starvation, poverty, abuse, and the AIDS pandemic.

Janine and her husband, Ian, are co-founders of a 501(c)3 organization called [Heart for Africa](#), and they live on a 2,500 acre piece of land called *Project Canaan* in the tiny Kingdom of Eswatini, Africa (formerly known as Swaziland). The Maxwell's are parents to 250+ orphaned or abandoned children, while also employing 300+ Swazi workers who grow vegetables, run a dairy and egg laying barn, vocational training centers, medical clinic and schools. They also feed 3,000+ orphaned and vulnerable children every week through 30 churches whom they partner with in the most remote parts of the country.

Janine's personal and professional journey to present-day Eswatini reads like an adventure novel. It began on September 11, 2001 in New York City as Janine was evacuated from her hotel across from the World Trade Center and told to run for her life while her husband, Ian, was on an American Airlines flight. That world-changing event was the catalyst that sent Janine into a deep depression and into the darkest parts of Africa in her search for life's meaning. Janine felt God wanted her to close ONYX and wait. What happened next was a roller coaster ride from the boardroom to the streets of Africa.

Janine is a sought-after speaker and travels extensively to speak the truth about orphans in Africa. She has the unique ability to empower others to see Africa through her eyes. Each of her two books, [It's Not Okay With Me](#) and [Is it Okay with You?](#), provides insights into Africa in a way that is fresh and filled with hope as her journeys put her face to face with the AIDS pandemic trying to understand what to do with 15 million orphans left in its wake.

Janine and Ian live on Project Canaan, Eswatini. They have two children, Spencer and Chloe.

For more information, go to www.heartforafrica.org. To engage Janine as a speaker, send an email to speaker@heartforafrica.org or call (678) 566-1589.