



Ian Maxwell

Co-founder, *Heart for Africa*



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Ian Maxwell was born and raised in Ottawa, Canada and graduated with an Economics Degree from Bishops University in Lennoxville, Quebec. He is the former vice president of operations for Onyx Marketing Group in Toronto, one of Canada's largest marketing firms. In 2006 along with his wife, Janine, he "left it all behind" to serve Africa's children orphaned by starvation, poverty, abuse, and the AIDS pandemic.

Ian and his wife Janine co-founded the 501 (c) 3 organization called Heart for Africa, which is located in Alpharetta, Georgia. It is a humanitarian organization that focuses on bringing HOPE to the Kingdom of Eswatini (formerly Swaziland) in the areas of Hunger, Orphans, Poverty and Education. In 2012 the Maxwell family moved to Eswatini to lead the development of a 2,500 acre farm called Project Canaan which employs 300+ Swazis and is home to more than 250 orphaned or abandoned children who now call Project Canaan "home". Ian holds dual roles as CEO of Heart for Africa US and Director of Project Canaan. He oversees all facets of the organization and is ultimately responsible for the implementation of achieving the set goal of becoming self-sustainable. Ian is passionate about the vision and mission of Heart for Africa and is thankful every day for the opportunity to serve the people of Eswatini.

Ian and Janine live on Project Canaan in Eswatini and they have two biological children, Spencer and Chloe.

For more information, go to www.heartforafrica.org.