

2024 Grant Proposal

Project: #OperationFreshWind

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Project Description: #OperationFreshWind is a demonstration project of Youth Achievers USA Institute, a 501c3 public charity, collaborating with youth carrying out the spirit of the original [Free African Society](#) in Maseru, Lesotho. Officially known as the Kingdom of Lesotho, the constitutional monarchy is one of 48 Sub-Saharan African countries. It is encompassed by South Africa and has an area of approximately 11,583 square miles. Lesotho has a population of slightly over 2 million people. It attained independence from the United Kingdom on October 4, 1966, and changed its name from Basutoland to Lesotho immediately after independence. Lesotho means “Into the land of the Sesotho people.” The majority of the Lesotho people (40%) live below the poverty line with 25% infected with HIV. The country is also characterized by a high unemployment rate, economic collapse, and leadership challenges.

The Partnership on Economic Inclusion (PEI) seeks to help increase the income and assets of extremely poor and vulnerable people through two interrelated objectives: the development and scale-up of **government-led** economic inclusion programs for that population and the creation of a cutting-edge platform for global learning and knowledge.

This project seeks to partner with the government, The World Bank and the World Council of Churches to counter a credible threat to the planet’s economic security. The realization of this scar on the #GlobalCommunity is in its failure to meet the basic needs of the planet’s most vulnerable souls.

The world sees economic security as the ability of people to meet their needs consistently. The concept is important for individuals and nations, where it is a factor in assessing national security, and is connected to the concept of economic well-being. But the world does not see Sub-Saharan Africans here. They are landlocked in a Euro-mindset of minority versus majority. As Generations Z and A emerge pregnant with possibilities, global growth is projected to slow significantly amid high inflation, tight monetary policy, and more restrictive credit conditions. The possibility of more widespread bank turmoil and tighter monetary policy could result in even weaker global growth and lead to financial dislocations in the most vulnerable emerging market and developing economies (EMDEs).

The Need: [The State of Economic Inclusion Report 2021 \(worldbank.org\)](#) recognizes that Lesotho exists, but falls short in its assessment of value in this community of believers. KEA LUMELA is to the #TumeloFamily what vibranium is to Wakanda.

A youthful entrepreneurial spirit presents a hopeful countermeasure to a bleak outlook on the world’s economic future. They want to lead. Those among us in positions of trust, must help to transform individual want into met needs.

TABLE B.1 Reviewed Programs and Evaluative Studies (Quantitative Evaluations Only) (continued)

Country	Program	Government/NGO	Entry point	Lead implementing agency	Program components	Study	Total cost, where available (2011 US\$, PPP)	Outcomes of interest analyzed (broadly defined) ^a
Lesotho	Child Grants Programme (CGP) and Sustainable Poverty Reduction through Income, Nutrition and Access to Government Services (SPRINGS)	Government-led	Complementary	Government	1. Unconditional cash transfer 2. Training	FAO and UNICEF (2018)	—	Income, consumption, assets, savings, education

Relationship to past projects: #OperationFreshWind seeks to engage corporate and community partners in a demonstration of corporate faith. It is one value that has sustained believers since the beginning of time. In 1956, the United States Congress legislated faith and codified into Public Law 84-140. The justification is not religious. It demonstrates a generally desired relationship within “One Nation Under God.”

Food and Agriculture Organization) and UNICEF (United Children’s Fund). 2018. “Impact Evaluation of Lesotho’s Child Grants Programme (CGP) and Sustainable Poverty Reduction through Income, Nutrition and Access to Government Services (SPRINGS) Project.” FAO, Rome. Large-scale SSN programs that link their beneficiaries with existing livelihood programs have also experienced similarly positive results for some outcomes. Other complementary unconditional cash transfer and livelihood programs are said to increase asset accumulation and well-being in Lesotho (FAO and UNICEF 2018; Pace et al. 2017). Still, children are growing up poor.

Since 1996, YouthUSA has sustained an economic inclusion strategy referred to as “Money-n-the-Bank.” The strategy combines capacity building and government-funded financial literacy with nonprofit endowments to qualify low-income youth as economic beneficiaries. Each youth beneficiary’s “Money-n-the-Bank” goals represent a 7-pillar investment in their own future. Allocations from the endowment reflect equity in a shared savings asset.

Helping unbanked and underbanked Americans enter the economic mainstream promotes a noble thought; but, as the history reveals, it’s not easy. First introduced in 1991, the Assets for Independence Act (AFIA) worked its way through several sessions of Congress, finally passing in 1998. The 105th Congress appropriated \$105 million to fund IDAs over the course of 5 years. AFI was the “largest federal funder of IDA programs” awarding grants to more than 400 non-profits and government programs. More than 84,000 families received some sort of assistance from AFI through the IDA and financial education programs. Over 40% of these families have been able to “join the economic mainstream” through the purchase of assets.

Budget Summary (list large line items): #OperationFreshWind engages youth beneficiaries and caring adult stakeholders in playing the economic inclusion game, but better. The project is sustained by member-ownership in joint venture contracting firms. That means professionals for project management positions. The budget funds a joint venture management consulting contract aimed at creating microbusiness opportunities for veteran and disadvantaged small businesses.

	Budget Item	Quantity	Amount
	Contract Personnel		
1	Project Director	1	50000
2	SharePoint Administrator	1	30000
3	Community Asset Manager	1	30000
4	Trustee	1	20000
5	Intern	3	30000
8	Farming Equipment	1	12000
9	Laptop Computer	10	17500
10	Travel		20000
11	Supplies		6000
12	Office		12000
13	Miscellaneous		10000
13	Total budget for this project is		237500

Key words to use for research: youth, leadership development, low income, poverty, economic, small business, entrepreneurship, media

1. What is the geographic focus of this project (if any)?
 - Lesotho
2. What areas of interest are we covering with this project?
 - Poverty
 - (Positive) Youth Development
 - Economic Inclusion
 - Economic Development
 - Entrepreneurship
3. What type of support do we need for this project?
 - Youth from low income families
 - Professional Legal
 - Professional Accounting
 - Professional Trust Management
 - Professional Social Enterprise Development
 - Experienced Disadvantaged Entrepreneurs
 - Experienced Veteran Entrepreneurs
 - Transitioning Government Program Officers
 - Transitioning Corporate Program Officers
 - Faith Leaders
 - Multi-Media Equipment and Supplies