



Retail Orphan Initiative
Helping Vulnerable Children Worldwide
www.RetailROI.org

Case Study



Opportunity grows in Congo thanks to RetailROI and CongoVoice

The Democratic Republic of Congo was once known as the breadbasket of Africa. Dissected by the Congo River, Congo is home to vast natural resources. Coffee, sugar, tea, cotton, bananas, cocoa, and peanuts all grow well here; and its mountains and hills are filled with copper, gold, diamonds, and cobalt.

Unfortunately, the richness of Congo's lands has not translated to its people. Plagued by systemic corruption, decades of war, and an AIDS crisis, Congo is one of the poorest countries in the world with one of the highest death rates. Additionally, nearly 50% of its labor force is unemployed and almost half of the total population is without access to clean water.

There is hope on the horizon, however. After decades of political and social instability, ethnic strife and civil wars, a transitional government was installed in 2003, ultimately leading to presidential elections in 2006.

The time was right to invest in the people of Congo, and CongoVoice recognized the opportunity.

CongoVoice launched in 2012 in response to the growing Congolese orphan crisis. Orphaned by war and disease, the streets were the only option for nearly 10,000 children. Meeting the orphans' immediate needs was paramount, but the long-term solution had to be locally sustainable.

CongoVoice decided upon a 3-pronged approach: 1) provide for the orphans' basic needs with food, housing, medical care, and education; 2) provide higher education in the community to develop local talent and skills; and 3) launch micro-financed local businesses to establish a sustainable, local economy.

Focusing on the Ubangi region – the poorest in Congo – CongoVoice has successfully partnered with reliable local leadership to accomplish its goals. As of 2016, the Children's Center is home to 85 orphans; hundreds of students have received an education through the Protestant University in the Ubangi; and dozens of businesses have been launched through micro-finance.

RetailROI is proud to partner with CongoVoice in providing hope and opportunity to the children of Congo.

To find out how you can help RetailROI, go to:

<http://retailroi.org/Donate>

To find out more about CongoVoice, go to:

<http://www.congovoice.org>