



YEAR 3 OF OUR 5 YEAR VISION

**Creating Leaders.
Leading Change.**

**Former des Leaders.
Pour le Changement.**

AFRICA NEW DAY

UN JOUR NOUVEAU

“To be a part of a solution, people need hope and opportunity.” -Camille Ntoto

Our Mission

Africa New Day empowers men, women and children to become leaders in their community, equipped to tackle Congo’s problems at the source.

Our Approach

Africa New Day’s programs establish a network of knowledge and faith that spreads God’s light across the nation, to bring an end to Congo’s darkest era.

Our Team

Led by the inexhaustible passion of Camille and Esther Ntoto, Africa New Day’s staff and programs have become a guiding light for countless Congolese.



Congo: A History of Atrocity

Cycles of oppression set in motion centuries ago have ravaged generation after generation of Congolese people. The war, genocide, exploitation and tribal clashes represent humanity at its worst.

Today, Congo suffers at the center of a new conflict: its uniquely rich mineral deposits, coveted by manufacturers of cell phones, video games and other high-demand electronics, generate wealth that fails to reach the impoverished Congolese people.

Despite this climate of torture and violence, lack of leadership, and so many lives needlessly lost, Congo’s people remain resilient and strong. Born into a world of darkness, they are capable to change the trajectory of their history. Restoring light to the Congolese people can not only lift the nation, but serve as a beacon of inspiration to the world.

By awakening this light within its people, Africa New Day is helping Congo transform itself one Congolese at a time.

FACTS

Size:

2nd largest country in Africa... 1/4 the size of the United States

Population:

84,000,000 (2018)

Demographics:

250 ethnic groups

242 local languages

Life expectancy <60

46% of population are children under 16

90% of population are Christian (US State Dept.)



Why Congo?

The Democratic Republic of Congo is an especially dangerous and difficult environment for women and girls

COVID-19 and Ebola Outbreaks

Mineral conflicts fueled by high-demand electronics

Ranks 179 out of 187 on the UN Human Development index

70% of population (70m) under 25 years old

Untapped human potential, Congolese are the solution

Read more about the unspeakable atrocities that have taken their toll on the DRC at AfricaNewDay.org/Why

Changing Lives



Raj / Sons of Congo

Raj is 38 years old and married with three young kids. He's also the Sons of Congo (SOC) program leader. According to Raj, he considers this work his opportunity to have a positive impact and touch the lives of every person he meets.

His life was and still is, impacted by years of political decline and repeated conflict that occurred in Congo. Ever resilient, Raj represents what life can be like for every Congolese — filled with hope and new beginnings. Raj found hope after meeting Camille and Esther Ntoto in 2007. He's been working alongside them for over 4 years, helping Africa New Day instill hope in more Congolese people. The impact? Immeasurable. Yet, the vision and pathway to change more lives is only clearer.

According to Raj, UJN made him a solution to the problem and showed him his way in ministry and entrepreneurship. Thanks to the SOC program supported by JWW, **he was able to influence, more than 18,000** men by a message of peace and reconciliation through the SOC curriculum and more than a million people follow this program in the DRC and its surroundings.

Read more stories of Impact at AfricaNewDay.org/Impact

Year 2 Impact of our 5-Year Vision:

Expert Trauma
Counseling to

1,360

Spreading our
Message through
65 Radio Stations
to a Listenership of

6.05 Million

798
Enrolled in
Primary School

School Expansion

100% Funded

Our work cannot
continue without you,
and there is so much
more to be done.

Our 5-Year Vision

Reaching 30+ million Congolese and directly transforming 45,000 lives that will change Congo.

Empowering Change Through Leadership

1 Empower to Lead Change

Africa New Day awakens men, women and children to discover, develop and deploy their God-given talent.

2 Transform Culture at the Source

Instead of waiting for relief to come, they proactively reverse the causes of conflict and suffering in their communities.

3 Multiply the Impact

Africa New Day participants become leaders who influence and disciple others, creating sustainable solutions and business in their communities

Implementing Years 3-5 of Our Vision

Operational
Budget

\$4.1 million

Capital
Budget

\$3.3 million

Total
Budget

\$7.4 million

2021 Capital Expenditure Priorities

Primary School,
Final Phase

\$246,000

Media Studio

\$30,000

Women of Congo
Production Facility

\$30,000

Our Programs

Africa New Day trains Congolese to become the leaders their country desperately needs. By design, the programs create waves of sustainable hope as each participant inspires his or her family, lifting the community and transforming the nation from within.



Generation Hope

Africa New Day trains Congolese to become the leaders their country desperately needs. By design, the programs create waves of sustainable hope as each participant inspires his or her family, lifting the community and transforming the nation from within.

15,081 Trained to date



Counseling

A counseling program for the psychological support of our beneficiaries and the staff attached to the organization, because many of the potentials are blocked by internal injuries that need to be treated.

4,941 Counseled to date



Leadership Academy

The lack of effective leadership is one of Africa's leading crises. Recognizing everyone has the potential to lead, the Leadership Academy empowers participants to be a force of change in their lives and communities.

Mentored in biblically-centered values, they learn to solve the challenges they face while inspiring others to participate as well.

All must conceive and implement their own community initiatives before earning their certificate.

4,571 Trained to date

Sons of Congo

Men play a central role in perpetuating Congo's culture of violence. The cycle is broken when the negative mindset of men is intercepted and redirected before violent acts occur.

Sons of Congo follows a Bible-based curriculum to promote leadership skills, self identity, positive masculinity, and respect for women and children.

Upon completion, participants become mentors themselves, leading future groups and expanding the transformation.

40,742 Trained to date

Our Programs



Women of Congo

If Congo is the heart of Africa, women are the heart of Congo. Women of Congo restores hope, equips and releases women to actively make a difference.

Its teachings replenish the physical, emotional and spiritual losses, while providing practical training—literacy, language, arts, vocational skills—which allows women to restore their vital dignity and self esteem as contributors to society.

They graduate into tight-knit groups for ongoing support and advancement of women-led business collaborations.

7,596 Trained to date



Primary School

Our children are tomorrow's leaders and our best hope for a brighter future. This is especially meaningful in Congo, where education can light a path of hope for lives conceived in hopelessness.

Africa New Day's primary school teaches 21st century life and leadership skills in a Christ-centered program, consistently ranked among Goma's best.

1,330 Trained to date



Media

Africa New Day began as a single voice on the radio, broadcasting a message of peace and Christ's compassion across the airwaves. Listeners responded, gathering in increasing numbers throughout the region to pray, demonstrating the power of positivity to inspire a nation.

Today, social media, podcasts and other online platforms amplify our voice, delivering our message of hope to literally millions across Africa's borders and beyond.

6,500,000+ Reached



Entrepreneurship

The investment capital, skills, training and, confidence Africa New Day provides is helping leaders launch innovative and sustainable businesses in Congo.

The diverse businesses are producing much-needed goods and services, creating jobs, and helping to shift the nation's economic culture from reliance on handouts to one of pride and self-sufficiency.

Leaders are created, businesses are started and communities are changed.

\$129,500 Funded



“Before Africa New Day, I was “just” a widow with orphans. But now, I am a sewing instructor and a master seamstress in our women’s department.”

- Anette

Read more about Anette and others like her who are leading change in the DRC: AfricaNewDay.org/Impact



“We knew the country was bleeding from war, but what we saw was something much worse.

Everything we loved about Congo had become invisible. The stories people heard were almost exclusively negative.

And in time, the young minds born here believe no other truth. That any light must come from outside, from handouts.

What we’ve shown them is that this is not the case. It’s an opportunity to see God rise in each one of our lives.”

- Camille Ntoto

Read more about the Ntoto’s and our partners at AfricaNewDay.org/About-Us

Our Partners

We are empowering men, women and children to become leaders in their community, equipped to tackle Congo's problems at the source.

With your continued compassion and support, we will transform a nation.

EASTERN
CONGO
INITIATIVE

GRACE
church
Fredericksburg



AFRICA NEW DAY

facebook.com/AfricaNewDay
AfricaNewDay
@AfricaNewDay

AfricaNewDay.org

P.O. Box 295
Seal Beach, CA 90740

Africa New Day is a 501(c)(3) tax-exempt organization. Donations and contributions are tax-deductible.