



Infinite Family: Keeping in Touch



September 2010

In the News:

[Africa After Work](#)

September 14, 6 - 8 pm
@ 44 1/2 Restaurant, NYC

Faith in Action

September 26, 9:30 am
[Second Presbyterian](#)
Indianapolis, IN

Infinite Family @ [The Village Experience](#)

November 9, 5 - 8pm
Indianapolis, IN
Shop to benefit Infinite Family

Next Online Open House,
a 30 minute webinar on
video mentoring

October 7 at 7pm
October 8 at 11am

[Register Now](#)

View the Infinite Family blog.

infinitefamily.blogspot.com

Contact us or make
a donation at:

infinitefamily.org

info@infinitefamily.org

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Infinite Family is a 501c3
non-profit charity.

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[Click](#) by Sep 17 to Raise Funds

We are excited to announce a new and easy way for fans to support Infinite Family. We've created a Community Circle on BloomSpot, a new website offering exclusive discounts for quality restaurants, bars, hotels, spas, etc. In fact, we found BloomSpot when they recently offered a special meal at our South African fave, [Madiba](#).

If you join by this Friday, September 17, BloomSpot will pay \$5 per new member directly to Infinite Family! After that, they will contribute a percentage of sales for every purchase you make thereafter. It's a great way to generate financial support to further the Infinite Family mission, literally with the click of a mouse.

To join, follow this [link](#) and explore and enjoy the savings, while supporting a great cause. Please spread the word to your friends - anyone can join.

A Buddy's "New Life"



Ayanda lived in a crime-ridden apartment building, with no furniture, little food and no parents. After losing his father and then his mother to HIV/AIDs, he and his younger brothers were moved to Nkosi's Haven. Ayanda was shy, awkward, and traumatized by his experience.

At Nkosi's Haven, things improved significantly, but he stayed "at the back of his class", distracted and unmotivated. That is, until he met Betty and Dave Voigt, who live in a log cabin in Sycamore, PA. Within six months of their video mentoring relationship, which began in June of 2006, Ayanda was at the head of the class. By the end of 2007, he was "Head Boy," the highest title awarded in a class. He remained "Head Boy" until graduating from High School in 2008.

Off to university, Ayanda struggled. His long-time dream of working in IT (information technology) seemed to come to a halt. But through Infinite Family and our friends at Bombardier Transportaion, who knew Ayanda through the career development program he participated in with them, an interview was arranged.

Just two weeks after the interview, Ayanda was hired as the first man in their previously female-dominated Learnership program.

Ayanda's supervisor at Bombardier reports :

"Ayanda is confident, has started helping people on his own now, and is really becoming a part of the Bombardier family."

Ayanda really impressed me at our last induction session where he got up and told a group of strangers his life story. He really has achieved so much and I must admit that I am sure he will go really far!"

In addition, they have drafted him to play lead on the company's soccer squad.

Ayanda reports that he works hard, has made lots of new friends, takes notes every day on what he is learning, and will be helping manage the network when one of the IT members leaves at the end of the month. He calls it his "new life."



He also wrote that he will be part of the Bombardier team that is going to build a house in an apartheid era township outside of Johannesburg.

Ayanda says, "I hope I build a strong house for them so that it can be the home for them that I never had on my own. I will make sure it is a strong house."

With your help, Infinite Family can continue to inspire and guide South Africa's teens to work toward their futures. Give today, to support the work that changes the South African leaders of tomorrow.

Top shops in NY and Pittsburgh help Infinite Family hone its message

Infinite Family owes many thanks to Mullen Pittsburgh and Kreab Gavin Anderson, both world renowned marketing and public relations firms, whose collective work has been invaluable in projecting and perfecting the Infinite Family image.



Mullen Pittsburgh, a full-service advertising agency based in Boston, has a reputation for pioneering creative work. Mullen Pittsburgh created the Infinite Family logo as well as our tag line, "The Gift is You, ". The strong yet elegant logo suggests a sense of family, while the tagline *The Gift Is You* expresses our belief that the greatest gift of all is the gift of time. Mullen's beautiful and evocative work on our promotional brochure refines our image even further.

Kreab Gavin Anderson is a global public relations and communications partnership, advising corporations and other organizations on issues of strategic importance, with expertise in CSR (corporate social responsibility) from both corporate and NGO (non-governmental organization) perspectives and strong experience in reputation management and corporate positioning. KGA, led by Barbara Shrager, Director, helped us refine our mission statement and develop talking points. This gives Infinite Family a consistent and clear message as we spread the word about our unique mission.

"Infinite Family has the potential to make an even greater impact on African youth and the future of this generation," says Barbara. "In the context of this opportunity, my colleagues and I applied our firm's approach to brand positioning, message development and advocacy to help Infinite Family achieve its goals through compelling expression of its unique strengths."

If your company is interested in becoming a Corporate Champion, like Mullen Pittsburgh and KGA, you can make a big impact on the lives of children in sub-Saharan Africa. Contact us at info@infinitefamily.org and learn more about the work of Infinite Family's other Corporate Champions by visiting our website.

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Infinite Family, a 501c3 charity, inspires and motivates teens and pre-teens with very limited resources or support networks in South Africa and Sub-Saharan Africa, so they build the confidence, skills and global perspective that promote success. It is the only mentoring program using weekly video conversations to establish long-term nurturing relationships. These relationships with adults internationally are designed to transform young people into fully contributing members of their country's sustainable, developing society.