

KAIMA DESIGNS PRESENTS

# 1,000 SCHOOL UNIFORMS CAMPAIGN

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## OUR CAUSE



Kaima Designs is excited to introduce CHETA hoodies! Depicting a culturally significant design, our latest addition helps to provide vulnerable girls in grades K-12 with uniform and scholarship opportunities in West Africa.

### WE HAVE ONE THOUSAND LIVES TO CHANGE!

When compassionate individuals like you come on board, real change begins. Kaima Designs redefines beauty by not looking outward & instead highlights the inner beauty of an individual through the generosity & compassion they show.

For every CHETA hoodie purchased, one school uniform will be donated to underserved children in West Africa. It is a means of empowering these girls to break free from the cycle of poverty which increases their vulnerability to child labour & forced early marriages. Following the impact of COVID19, your support is needed now more than ever!



**CHETA** is an eastern Nigerian word that means **remember**. When you purchase & wear this hoodie, you can proudly remember that:

### LOCALLY

You are supporting the employment of Canadians living with disabilities due to where the hoodies are manufactured!

### NATIONALLY

You are transforming lives in Africa & changing destinies. Education is the key to success!

### GLOBALLY

You are helping keep things green! Support a meaningful cause while saving the environment with our eco-friendly, 100% compostable packaging!



## CAMPAIGN SUPPORTER

- Follow, like & share our posts on Instagram to create more awareness!
- Tag us: @kaimadesigns1
- Pre-order the CHETA hoodie to support a great cause!

## BRAND AMBASSADOR

- Kindly help us promote sales; once you've sold 5 hoodies (please track) YOUR HOODIE is FREE!
- Become eligible to recommend the schools that will benefit from this campaign!