



BECAUSE OF KENNEDY

Caring for Orphans | Empowering the Vulnerable

Dear friends,

Thank you for the opportunity to share Because of Kennedy with you.

God used our daughter's adoption to break our hearts for what breaks his. Kennedy "Fireselam" Gleason was born in an orphanage in Ethiopia on October 19, 2008. Just 5 ½ months later April 1, 2009, after battling with severe malnutrition and illness our sweet Kennedy went to be with Jesus.

While this broke our hearts, it also ignited a passion within us to fight for the orphaned and vulnerable in Ethiopia. Fifteen years ago, we started by partnering with orphanages to provide formula and much need supplies to help babies thrive. Kennedy did not have this opportunity. Over time we felt God calling us to grow our ministry. In Ethiopia, 68% of the population is living in multidimensional poverty (i.e., struggling to provide adequate shelter, food, education, clothing and necessities such as water).

Because of Kennedy educates, empowers and equips vulnerable families to raise themselves out of poverty, partners with the local church to lead people in a growing relationship with Christ, and conducts research to develop new and innovative solutions to alleviate poverty and disparities in Ethiopia.

Families in these programs are experiencing life-changing transformation - going from illiterate to literate, from defeated to empowered, from struggling to thriving, and most important from dead to alive in Christ. Being the second most populous country in Africa, the need is great but so is the opportunity to make a lasting impact.

Will you be part of this mission?

Will you join us in creating an environment where vulnerable families can truly thrive? Together, we can cultivate "good soil" (Mark 4:5-8) - equipping families with tools, education and spiritual foundation they need to grow, flourish, and become leaders in their communities. We believe transformation doesn't stop with the individual, it multiples. These empowered families don't just survive; they give back, lift others up, change generations to come.

Your support can be the difference between hopelessness and a future filled with promise. Will you join us in this life-changing work?

Rudy & Katie Gleason
Founders of Because of Kennedy (BoK)



WHO WE ARE

OUR MISSION:

Because of Kennedy exists to care for orphans and empower the vulnerable in Ethiopia while demonstrating faith, hope and love in Jesus Christ.

OUR VISION:

Our vision is to equip the orphaned and vulnerable to become difference makers in their community and the world.

OUR APPROACH:

Because of Kennedy meets the mission and vision by achieving the following objectives:

- Development** - Provide support and training to alleviate poverty and disparities among the orphaned and vulnerable.
- Discipleship** - Leading people in a growing relationship with Jesus Christ through partnerships with the US and Ethiopian Church.
- Discovery** - Conduct research to develop new and innovate solutions to alleviate poverty and disparities.

MILESTONES:

- 2009

January - Kennedy joined the Gleason Family as she fought for her life.

April - Kennedy lost the battle of Malnutrition.

August - Because of Kennedy (BoK) became a 501(c)(3) nonprofit organization.
- 2010

August - 10,500 bottles of formula and essential supplies were sent to our partner orphanages in Ethiopia.
- 2011

August - Gleason's moved to Ethiopia to expand their programs.
- 2011-2015

Vulnerable children in Ethiopia were enrolled in school. Women started to dream of how their life could be different. Christmas Smiles Campaign launched - blessing close to 8,000 families to date.
- 2016-2019

New feeding programs were launched. New church partners were established.
- 2018

August - We partnered with Bero Kale Heywet Church to build several new classrooms to keep the Selam Academy open.
- 2020-2021

BoK registered in Ethiopia as a foreign nonprofit, we hired staff and launched the Family Empowerment, Child Development, and Feeding Programs.
- 2022-2024

250 vulnerable lives were transformed. Vulnerable women were empowered and equipped. Children received educational support, medical insurance and care, lunches, counseling, and regular activities.
- 2024

November - 61 families graduated our Family Empowerment, Child Development, and Feeding programs.

December - 40 new families started our 3 year program.
- 2025

Launch of the Cultivating Hope Campaign to expand our reach throughout Ethiopia.

ANNUAL GIVING OPPORTUNITIES

MONTHLY GIVING OPPORTUNITIES

\$50,000
1 AVAILABLE

A gift at this level fully funds the Because of Kennedy Family Empowerment Program which includes Training, counseling, savings matching, medical insurance.

\$25,000
2 AVAILABLE

A gift at this level funds the Because of Kennedy Child Development Program. This provides a child's educational fees, uniforms, shoes, school material, tutoring, medical care, social activities, bible study, summer camp and counseling.

\$10,000
5 AVAILABLE

A gift at this level funds the Because of Kennedy Feeding Program, which includes: a warm nutritious lunch and snack at school each day and a snack at the program once a week. It also includes social activities and bible study.

\$1,500
MONTHLY

A gift at this level provides funding for the Family Empowerment Program, allowing women the opportunity to go from illiterate to literate, from defeated to empowered, from struggling to thriving, and most important from dead to alive in Christ.

\$1,000
MONTHLY

A gift at this level provides schooling for children in the Child Development program. This provides a child's educational fees, uniforms, shoes, school material, tutoring, medical care, social activities, bible study, summer camp and counseling.

\$500
MONTHLY

A gift at this level helps provide lunch for the children in the Feeding program 5 days a week at school. The child receives a warm nutritious lunch and snack at school each day and a snack at the program once a week. It also includes social activities and bible study.

\$5,000
5 AVAILABLE

A gift at this level helps match the women's weekly savings. The women in the Family Empowerment Program save money each week and this money is used by them to start a locally, sustainable business.

\$2,500
8 AVAILABLE

A gift at this level allows us to host two 1-week VBS/Sunday School over the summer and/or holidays for the children in our programs and community (this would reach over 700 families in a predominately non-Christian community).

\$1,000
30 AVAILABLE

A gift at this level provides school lunch and snack for a child in our program for a year.

\$250
MONTHLY

A gift at this level provides Sunday School opportunities in a predominately non-Christian community.

\$100
MONTHLY

A gift at this level provides medical insurance and care for our families. Families in our program receive medical insurance, annual medical visits, and sick care when needed.

\$50
MONTHLY

A gift at this level provides the salary for a literacy teacher for our women. Most of the women in our program did not have the opportunity to attend school when they were young.

SPECIAL OFFERINGS:

Because of Kennedy is committed to fighting for the orphaned and vulnerable in Ethiopia, for more information about our special projects, planned giving, matching gifts, or another form of giving, contact Katie at Katie@becauseofkennedy.org.



TESTIMONIALS



“Several years ago, I was honored to join the Gleason’s on a trip to Ethiopia. While not speaking the same language, I did sense a deep connection at the heart level. I was so moved by our time together that my wife and daughter have also since traveled to Ethiopia. That first trip began a lasting relationship with BoK and the beautiful people they serve. BoK has taught our family and so many others what it tangibly looks like to love God and love others.”

Craig Bowler
Pastor & Professor

“I realized how much BoK cares about me, how God sees me as beautiful and loves me and I feel ready to change my life.”

Aster took a bold step towards change; she began selling second had items on the streets. Just before graduation Aster shared with us, “For the first time I am able to purchase basic and essential food items for my family because of this program.”



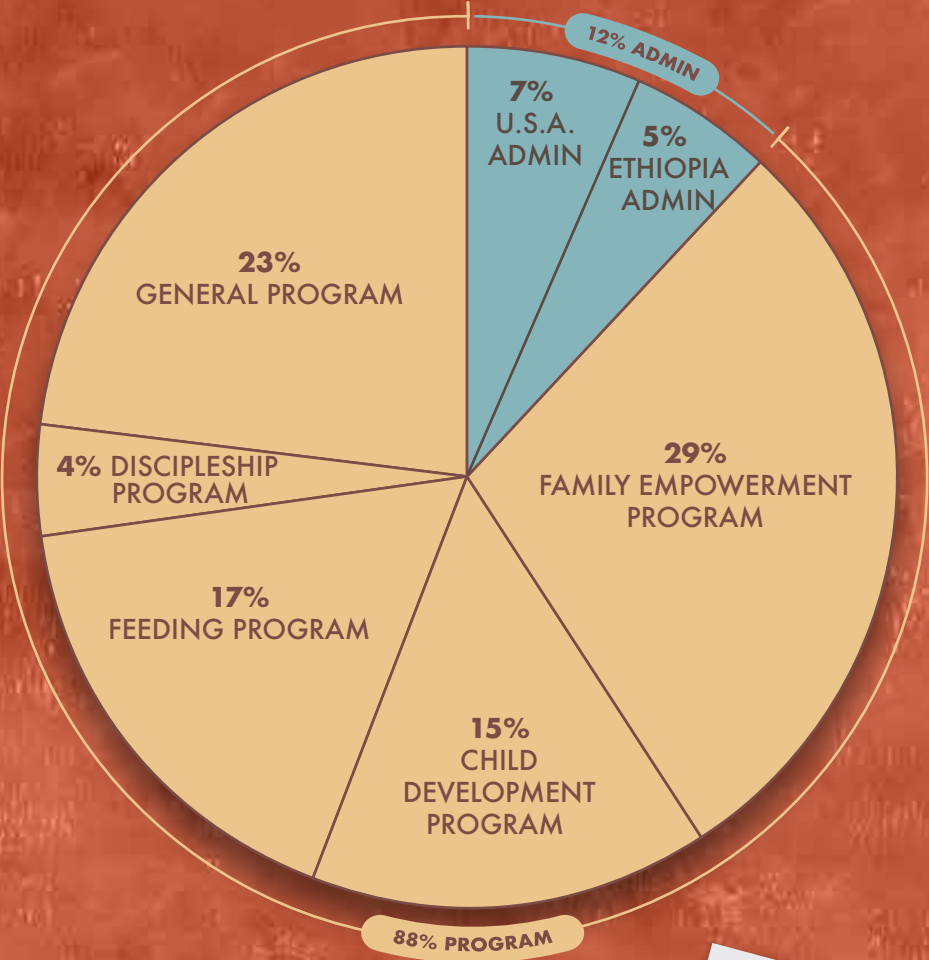
Aster
Beneficiary in BoK Family Empowerment Program



“Because of Kennedy is a light in the darkness. God is revealing our shared humanity and uniting worlds. A simple letter from the US transformed not only one woman’s life in Ethiopia but those of us she shared it with. I will always be grateful to Because of Kennedy, that connection strengthens me in ways I may never fully realize.”

Raeann Mendoza
Monthly Donor

YOUR DOLLARS AT WORK





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Empowering the Vulnerable

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BECAUSE OF KENNEDY

The Cultivating Hope Campaign



Yes, I/we would like to be a part of what BoK is doing in Ethiopia!

Please accept our annual/special gift of _____.

Please accept our monthly gift of _____.

Name: _____

Email: _____

Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Give online at: <https://becauseofkennedy.org/donate/>

Mail donations made payable to Because of Kennedy to: **Because of Kennedy, Inc. P.O. Box 441361, Kennesaw, GA 30160**

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