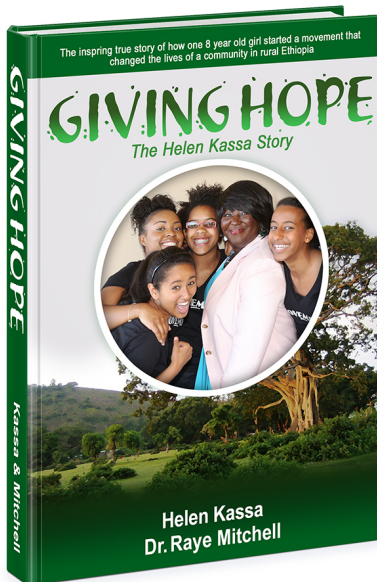


Leadership Journey for Change Ethiopia, June 2014

*The G.U.R.L.S. Lead Global Leadership Program Announces
“Giving Hope”: a Leadership Journey to Ethiopia
to Support Educational Development and Train Girls as Global Leaders*



The New Reality Foundation, its G.U.R.L.S.² Lead Global Leadership Program and The M.B.A.³ Series™ for Leadership Development programs are proud to announce their alliance and support of the Giving Hope to Kids Like Me project, started by Helen Kassa. Helen, one of the members of the G.U.R.L.S. Lead Global Leadership Program, started this emerging social change grassroots project on her own. As a fiscal sponsor, G.U.R.L.S. Lead will assist Helen expand her vision by co-authoring a book and developing a screenplay treatment to showcase *Giving Hope: The Helen Kassa Story*. “We are excited to join her advisory team and become a part of her ‘brain trust’ as she expands her commitment to leading change in education and lifting individuals and

communities out of poverty,” states Dr. Raye Mitchell, CEO and founder of The New Reality Foundation, a 501 c (3) tax-exempt organization.

Helen Kassa is a real game changer of the next generation of leaders. Helen, now 14 years of age, is an amazing leader who is bright, energetic, charming, engaging and excited about the power of leading change in education here in the United States and around the world. Her mission is to expand educational opportunities to eradicate poverty around the world.

At the young age of 8, while visiting her parents’ homeland and family in Ethiopia, Helen saw a need to help build the educational resources of this small rural village. Helen acted swiftly and organized a project, now called Giving Hope to Kids Like Me, to raise money to purchase much-needed school supplies. Working on her own, Helen raised enough money to buy school supplies for almost 1,200 students.

² G.U.R.L.S. stands for *Growth, Unity, Respect, Leadership and Success*. The G.U.R.L.S. Lead Global Leadership Program was previously known as G.U.R.L.S. Rock Global Leadership Program, with its name change effective August 1, 2013.

³ M.B.A. stands for *Motivated Brilliant Achievers*.

Fueled by passion and conviction, Helen returned to rural Ethiopia and awarded full merit-based scholarships to three promising young students. She continues to support the high-potential students by providing living expenses, school supplies, encouragement and more.

Not one to give up on a vision, and driven by a purpose, Helen made her third trip to Ethiopia to meet the families and students of the village and her adopted school. This time, Helen had raised enough funds to purchase even more school supplies and school provisions, such as chalkboards and other needed learning tools. Helen, again seeing a need, also launched and funded the efforts to build a science lab at the school. The science lab project is under construction and completion is estimated for the summer of 2013.

In 2013, Helen joined The G.U.R.L.S. Lead Global Leadership Program and quickly distinguished herself as a leader among leaders. On August 10, 2013, Helen was honored, along with other emerging leaders, as a recipient of a 2013 G.U.R.L.S. Lead Global Game Changer Award for Excellence in Promoting Women and Girls in Leadership. Helen's work in founding Giving Hope to Kids Like Me is an example of how a girl can use her power to change the world. Helen inspired and motivated other girls in the G.U.R.L.S. Lead program to develop the "We are the Movement" campaign as a mission and purpose of girls leading change—changing lives and increasing access to education for women and girls around the world, starting with a small village of children in rural Ethiopia. They have already scheduled future trips to Ethiopia in 2014 to continue Helen's program, which is indeed giving hope and changing lives.

As part of the alliance and partnership, The G.U.R.L.S. Lead Global Leadership Program has pledged to partner with Giving Hope to Kids Like Me. G.U.R.L.S. Lead will join Helen on her next journey to Ethiopia in June 2014 and will assist in her national campaign, building awareness of this important project. G.U.R.L.S. Lead will work to train two to three girls from the G.U.R.L.S. Lead Global Leadership Program to join the team on this journey for change. The project will expand to unite with one or more college-level social entrepreneur programs and global leadership training programs to gain their engagement and participation on this journey. The goal is to build a diverse team of social entrepreneurs, students, new thinkers, emerging leaders and engaged actors willing to support Helen's efforts to provide "boots on the ground" in a small rural village in Ethiopia.

The New Reality Foundation and Dr. Raye Mitchell will not only contribute financially to Helen's efforts to extend hope and foster self-determination to the boys and girls of this small rural village in Ethiopia, but Dr. Mitchell and the foundation have already implemented programs to support Helen as follows:

- a. Hosting a launch and debut reception on November 9, 2013 at the Montage Hotel in Beverly Hills, California;
- b. Joined as co-author of a new book (tentatively named, *Giving Hope*). The book tells the compelling story of Helen Kassa and her vision and connection to and with The G.U.R.L.S. Lead Global Leadership Program, as well as offers an inspirational, positive story of girl leadership power in action;
- c. Joined in efforts to develop a screenplay and/or documentary to tell the compelling story of Helen Kassa and her project. Helen presents an uplifting and engaging true story of “what a girl can do” and must be told on a global level. It is an inspirational story of a modern-day hero;
- d. Other events.

Additional information on this project will be posted on the website at www.gurlslead.org.

<http://youtu.be/eCCLPk1yjXg>

The M.B.A Series and The M.B.A. Series Executive Discussion Forums:

The M.B.A. Series was founded by three Harvard Law School classmates to support educational opportunities and for their respective foundations. The program exists to close the “access gap” for the next generation of global leaders, allowing them to gain access to inside tips, high-level skills development, mentor advice and success strategies to enable them to grow ahead of the curve. Please visit www.TheMBAseries.org and www.facebook.com/TheMBAseries to learn more about the project, join the mailing list, or volunteer.

The G.U.R.L.S. Lead Global Leadership Program:

Founded by Harvard Law School graduate and social entrepreneur Raye Mitchell, The G.U.R.L.S. Lead Global Leadership Program is a leadership-training initiative of The New Reality Foundation, a 501(c)(3) tax-exempt organization founded by Dr. Raye Mitchell. G.U.R.L.S. Rock exists to provide executive-level leadership for girls and girls of color. To learn more about G.U.R.L.S. Rock, please visit www.GurlsRock.org and www.fb.com/GurlsRockPower.