

A FUNDED FUTURE FOR GOTABGAA

The 8-Point Strategy + a 10-Year Vision.

Presented by Arap Rotich · Candidate for President

THE PEOPLE'S TEAM · #THE1M\$TEAM

THE TRUTH WE'VE AVOIDED

**NO MONEY.
NO MISSION.
NO FUTURE.**

25 years of vision. 25 years of struggle.

Every great Gotabгаа idea has died on the same hill: we never had the money.

Tonight we change that.

THE 8-POINT FUNDING STRATEGY

1

KENYAN NIGHT

Annual fundraiser gala

2

GI FINTECH

Built-by-us platform

3

501(c)(3) GRANTS

Sponsors & foundations

4

WORKPLACE GIVING

HR portals & matching

5

STUDENT BRIDGE

OPT-to-career pipeline

6

SCHOLARS NETWORK

Professors lead education

7

MEMBER POTENTIAL

Every job, every superpower

8

GLOBAL FAMILY

Canada, Australia + more

Plus: a 10-Year Vision drafted by a GI Think Tank.

PART 1

EVENTS & EXPERIENCES

Funding through what we do best — gathering.

KENYAN NIGHT

"One night. One Kenya. One million dollar mission."

WHAT IT IS

- Annual NYE gala — once a year, every year
- Open to all Kenyans (not just Kalenjin) = 5x bigger audience
- Tickets, sponsorships, raffles, silent auctions
- Rotich DJs — built-in talent, no entertainment fee
- Branded as a Gotabgaa-hosted Kenyan cultural showcase

WHY IT WORKS

- All Kenyans means bigger ticket sales — every Kenyan in the city comes
- Recurring annual event = predictable income stream
- Plays to Rotich's actual skill — authentic, not corporate
- Reinforces Gotabgaa as a unifier of the Kenyan diaspora
- Sponsors love events with media buzz and crowd photos

PROJECTED ANNUAL NET:

\$50,000 - \$100,000

Year 1, growing thereafter

PART 2

BUILD OUR OWN

We have the talent. Let's act like it.

GI FINTECH

Built by us. Used by us. Profits to us.

\$95B

Annual remittances to Africa

15,000

Kalenjin diaspora — built-in user base

1%

Fee structure beats traditional banks

THE PLAY:

- 1 Identify all Kalenjin IT professionals already in GI
- 2 Form a build team. Architect the platform (mobile-first, low fee).
- 3 GI 501(c)(3) takes equity stake — revenue flows back to the kitty forever.
- 4 Launch with our 15,000 diaspora users. Word of mouth does the rest.

Wave: \$1.7B valuation. · LemFi: \$1B/month processed. · Why not us?

PART 3

LEVERAGE WHAT WE HAVE

Our 501(c)(3) and our members.

GRANTS & CORPORATE SPONSORS

The kitty fills itself — we just have to ask.

CORPORATE SPONSORS

REMITTANCE

Western Union, Remitly, Wise

BANKING

Equity Bank, KCB, Safaricom

AIRLINES

Kenya Airways, Delta

BEVERAGE

Coca-Cola, Pepsi, Heineken

AUTO

Toyota, Subaru dealerships

LOCAL KENYAN BIZ

Restaurants, real estate, insurance

GRANTS & FOUNDATIONS

CISCO GLOBAL IMPACT

Up to \$75K for tech-enabled solutions

FINRA INVESTOR ED

\$50K-\$100K for financial literacy

STATE FARM GOOD NBR

Community development grants

DRAPER RICHARDS

Up to \$300K for social ventures

KENYA EMBASSY DC

Diaspora program funding

USADF

African diaspora projects

WE'VE NEVER ASKED. THAT'S WHY WE'VE NEVER RECEIVED.

WORKPLACE GIVING

"Your HR portal is a fundraising goldmine. We've been ignoring it for 25 years."

THE MATH:

200 GI members × \$500/yr + corporate match
= \$200,000+ annually

HOW IT WORKS:

1 DESIGNATE GI

Members add Gotabgaa to their HR giving (Benevity, YourCause, United Way)

2 EMPLOYER MATCHES

Many employers match \$1-for-\$1 — up to \$15K/employee/year

3 VOLUNTEER HOURS = \$

Companies donate \$10-\$25 per hour of employee volunteer time

EMPLOYERS WITH MATCHING PROGRAMS:

Microsoft • Google • Bank of America • Verizon • Home Depot • Walmart • Amazon • Apple

EVERY MEMBER. EVERY POTENTIAL.

Where you work is where you can help GI.

FOOD LION CORPORATE

Steer CSR giving + matching programs toward GI

TECH (MICROSOFT, AMAZON)

Drive workplace giving + recruit talent for GI Fintech

BANKING & FINANCE

Sponsorship intros + financial literacy programs

HEALTHCARE & PHARMA

Medical mission supplies + health screening sponsors

ACADEMIA (PROFESSORS)

Lead GI Scholars Program, lectures, university partnerships

SMALL BUSINESS OWNERS

Annual sponsorship + event hosting + service donations

ROTICH'S COMMITMENT: a member-skills audit in the first 60 days.

PART 4

INVEST IN OUR PEOPLE

Funding programs that change lives.

THE STUDENT BRIDGE

"They came for an education. Let's not let them lose everything after the diploma."

THE INVISIBLE CRISIS:

F-1 students graduate. OPT runs out. H-1B lottery fails.

Most fall into legal limbo: no mentorship, no employer pipeline, no safety net.

THE 5-LAYER SOLUTION

1

PRE-GRAD PREP

OPT workshops, resume coaching,
US job-market readiness

2

GRAD ASSISTANTSHIPS

GI professors identify TA/RA
openings — stay legal through grad
school

3

EMPLOYER PIPELINE

Database of GI hiring managers —
referrals + visa sponsorship

4

LEGAL SUPPORT

Pooled funds for immigration
attorney retainer or partner firm

5

BRIDGE GRANTS

\$500-\$2,000 emergency support
during visa transitions

THIS IS WHAT FAMILY DOES.

GI SCHOLARS NETWORK

"We have PhDs in our community. Let's act like it."

MOBILIZE THE BRAIN TRUST:

1. GI SCHOLARS PROGRAM

Scholarships for Kalenjin students, matched with PhD-holding mentors

2. SUMMER LECTURE SERIES

Free virtual lectures by GI professors — STEM, business, healthcare, law

3. UNIVERSITY PARTNERSHIPS

Professors negotiate institutional scholarships and internship pipelines

4. TUTORING + SAT/ACT PREP

Diaspora kids taught by our own grad students and academics

5. RESEARCH GRANT PIPELINE

Tap into professors' grant networks to fund diaspora research projects

EVERY MEMBER HAS A SUPERPOWER. LET'S FIND IT.

PART 5

OUR GLOBAL FAMILY

USA is our home. The world is our family.

ONE GOTABGAA. FIVE CONTINENTS.

"From the Rift Valley to five continents. We are one."



THE USA IS THE BEDROCK. THE FOUNDERS. THE FOUNDATION.

A bigger Gotabgaa makes the US chapters stronger — not smaller.

We don't leave family behind — wherever they live.

THE GLOBAL FAMILY INITIATIVE

Four pillars to bring every Kalenjin home — wherever they live.

1 CHAPTER FORMATION SUPPORT

Paid Regional Coordinator stipend. Legal templates for local registration. Starter operations budget. 3-year path to full chapter status with voting rights.

2 VIRTUAL-FIRST, IN-PERSON ALWAYS

Live-streamed AGM with regional watch parties (Sydney breakfast = Atlanta dinner). Quarterly virtual all-hands. Off-year regional mini-conferences.

3 REGIONAL AMBASSADORS

Non-voting advisors representing each region (N. America, Oceania, Europe, Gulf, Africa). Direct line to the Board. Voice without restructuring power.

4 GLOBAL EXCHANGE FUND

Phase 2 (post-\$1M endowment). Travel grants for emerging-region members to attend AGM. Cultural exchanges. Joint multi-chapter projects.

PHASE 1 STARTS NOW. PHASE 2 ACTIVATES AT \$1M ENDOWMENT.

PART 6

BEYOND ONE TERM

Gotabgaa doesn't end at the border. Neither should we.

THE GI THINK TANK

My 2-year term is the launch. The plan goes further.

THE COMMITMENT:

I will build a GI Think Tank — a council of professors, executives, entrepreneurs, and elders — to draft a 10-Year Vision for Gotabgaa, **to be voted on by the membership and outlive any one president.**

THE 10-YEAR ROADMAP

Yrs 1-2	Yrs 3-4	Yrs 5-6	Yrs 7-8	Yrs 9-10
BUILD	GROW	EXPAND	DEEPEN	ANCHOR
\$1M endowment + Kenyan Night + Workplace giving	GI Fintech launches + Canada chapter + Scholars program	Australia chapter + Regional Ambassadors + \$2M endowment	Investment Circle + Global Exchange Fund + UK chapter	5 continents formalized + \$5M endowment + Permanent HQ

"Gotabgaa doesn't end at the border. Neither should we."

THE 5-YEAR VISION

"From the Rift Valley to five continents. We are one."

REVENUE STREAM	YEAR 1	YEAR 3	YEAR 5
Kenyan Night gala	\$60K	\$120K	\$200K
GI Fintech (equity revenue)	\$0	\$50K	\$300K
Corporate sponsorships	\$30K	\$75K	\$150K
Foundation grants	\$40K	\$100K	\$200K
Workplace giving + matching	\$80K	\$180K	\$300K
Member dues + events	\$25K	\$40K	\$60K
Global chapter contributions	\$5K	\$35K	\$100K
TOTAL ANNUAL REVENUE	\$240K	\$600K	\$1.31M

Year 5 puts us OVER \$1M — sustainably, every year. Year 10 takes us to \$5M+.

TO THE GOTABGAA FAMILY

I AM SEEKING YOUR ENDORSEMENT

Not for tradition. Not for politics.
For a Gotabgaa that finally has the means to match the vision.

"Kongoi missing."

ARAP ROTICH · FOR PRESIDENT · GI 2026