

✦ ROTICH · GI 2026 ✦

The 8 Funding Decks

How GI Gets Rich. Eight diversified revenue streams. A \$1M+ kitty within reach.

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Strategy 1 — Kenyan Night

An Annual New Year's Eve Gala That Pays For Itself

Kenyan Night is the cornerstone of our annual fundraising calendar. Held once a year on New Year's Eve, it is intentionally branded as a Kenyan event — not a Kalenjin-only gathering. This single decision multiplies our potential ticket audience by 5x, opens new sponsorship doors, and positions Gotabgaa as a unifier of the broader Kenyan-American community.

HOW WE EXECUTE

- Form a **5-person Events Committee** within 30 days of taking office, chaired by a member with proven event-management experience. The Committee owns venue selection, vendor contracts, ticket pricing, marketing, and night-of operations.
- Set the venue and date by end of Q1 — the earlier we lock in venue and date, the more we save on rental costs and the more time we have to sell tickets and recruit sponsors.
- Tier the ticket structure: **General Admission (\$50)**, **VIP Tables (\$600 for 8 seats)**, **Diamond Sponsorship Tables (\$2,500 with branding rights)**.
- Pursue beverage sponsorship (Coca-Cola, Pepsi, Heineken) and airline sponsorship (Kenya Airways, Delta) for in-kind donations covering 30–40% of event costs.
- Build the night around three revenue streams beyond tickets: **silent auction**, **raffle** (\$20 per ticket), and **live giving moments** tied to specific Gotabgaa programs.

ROTICH'S UNIQUE EDGE

Arap Rotich is an active event planner. He plans weddings, fundraisers, and Kalenjin gatherings across California, and has built a working network of venues, vendors, and

corporate sponsors over the years. This is not a hypothetical credential — it is an active business and a deep network. He brings to Kenyan Night:

- **Operational savings** — by leveraging his event-planning network for venue, AV, catering, and decor at cost, Gotabgaa avoids the \$15,000–\$25,000 in vendor markups it would otherwise pay an outside event firm.
- **An established vendor network** — sound engineers, lighting technicians, photographers, caterers, and venue operators he has worked with personally.
- **Cultural authenticity** — he knows what Kenyan-American audiences actually want to experience.
- **A cross-tribal audience** — his event work spans the entire Kenyan diaspora, not just Kalenjin.

YEAR 1 TARGET

Net revenue of **\$50,000 to \$100,000**. Growing to **\$200,000 annually by Year 5** as the brand strengthens and corporate sponsorships deepen.

Strategy 2 — GI Fintech

A Kalenjin-Built Remittance Platform

Every Kalenjin in the diaspora sends money home. Every month. The African remittance market is **\$95 billion annually** — and most of that flows through foreign-owned platforms (Western Union, Wise, Remitly) that extract every dollar of profit out of our community.

GI Fintech is our answer: a Kalenjin-owned, Kalenjin-built mobile remittance platform that members use to send money home. Gotabgaa takes an equity stake. Every transaction generates revenue. Profits flow back to the kitty *forever*.

HOW WE EXECUTE

- Within the first 60 days, conduct an audit of **Kalenjin IT professionals** in our membership. We already have software engineers, fintech executives, compliance specialists, and product managers at Microsoft, Amazon, Google, banks, and startups.
- Form a **Build Team of 6–8 volunteers** — engineering, product, compliance, design. Chair appointed by the President with Board approval.
- Establish the legal structure: GI 501(c)(3) takes a founding equity stake in a separately incorporated for-profit entity. This protects our nonprofit status while letting revenue flow back through licensing fees and dividend distributions.
- Build a mobile-first product with a low fee structure (**1% vs the 3–5% legacy providers charge**). Launch with our 15,000 diaspora users as the initial customer base.
- Word-of-mouth, WhatsApp marketing, and Kenyan Night activation drive adoption. No paid advertising budget required for the first 18 months.

THE PRECEDENT

Wave Mobile Money hit a **\$1.7 billion valuation** in 2021. **LemFi** processes over **\$1 billion per month**. The market is proven, the technology is mature, and the diaspora is hungry for an alternative.

YEAR 1 TARGET

Year 1: Architecture complete, beta version live with 500 active users. **Year 3:** \$50,000 in equity revenue. **Year 5:** \$300,000 annual revenue. By Year 10, GI Fintech alone could underwrite the entire Gotabgaa annual budget.

Strategy 3 — Corporate Sponsorships and Foundation Grants

Leveraging Our 501(c)(3) Status — Finally

Gotabgaa International has been a registered 501(c)(3) for years. That status is a *key* that unlocks corporate sponsorship budgets, foundation grant programs, and tax-deductible philanthropy. We have rarely used it.

Every Fortune 500 company has a corporate philanthropy budget. Every major foundation has a grants pipeline. Every embassy has diaspora program funding. **That changes now.**

HOW WE EXECUTE

- Form a **Sponsorships & Grants Committee** within 60 days.
- Build a **100-prospect Target List** in the first quarter.
- Develop a **standardized Sponsorship Deck and Grant Proposal Template**.
- Commit to a minimum of **20 outreach pitches per quarter**.

TARGET CATEGORIES

Corporate Sponsors

- **Remittance and fintech** — Western Union, Remitly, Wise
- **Diaspora banking** — Equity Bank, KCB, Safaricom America, M-PESA Global

- **Airlines** — Kenya Airways, Delta
- **Beverage and consumer brands** — Coca-Cola, Pepsi, Heineken
- **Automotive** — Toyota, Subaru dealerships
- **Local Kenyan-American small businesses**

Foundation Grants

- **Cisco Global Impact Cash Grants** — up to \$75,000
- **FINRA Investor Education Foundation** — \$50,000 to \$100,000
- **State Farm Good Neighbor Citizenship**
- **Draper Richards Kaplan Foundation** — up to \$300,000
- **Kenya Embassy Washington DC**
- **U.S. African Development Foundation (USADF)**

YEAR 1 TARGET

\$70,000 in combined corporate sponsorships and foundation grants.
Growing to **\$350,000 by Year 5**.

Strategy 4 — Workplace Giving

The Sleeping Giant in Every Member's HR Portal

Most of our employed members work for U.S. corporations that operate workplace giving programs — **Benevity, YourCause, United Way, Frontstream**. Many of these employers match employee donations dollar-for-dollar, some up to **\$15,000 per employee per year**.

We have ignored this for 25 years. We are leaving hundreds of thousands of dollars on the table every single year.

HOW WE EXECUTE

- Within **90 days of taking office**, register Gotabgaa International in Benevity, YourCause, and United Way.
- Build a **Member Activation Campaign** — a simple one-page guide showing members exactly how to enroll.
- Identify **Member Champions** inside Microsoft, Google, Bank of America, Verizon, Home Depot, Walmart, Amazon, Apple.
- **Track monthly**. The Treasurer reports workplace-giving inflows to the Board every month.

CONSERVATIVE PROJECTION

*200 GI members × \$500/year in workplace giving + employer matching = **\$200,000+ annually**. Without anyone reaching into their own pocket twice.*

YEAR 1 TARGET

\$80,000 in workplace giving and matching gifts. Growing to **\$300,000 by Year 5.**

Strategy 5 — The Student Bridge

Keeping Our Students Legal, Employed, and Connected

Every year, Kalenjin students arrive in the U.S. on F-1 visas. They study, they graduate, they qualify for OPT (12 months for most degrees, 36 months for STEM). And then, for the majority, the cliff arrives. **The H-1B lottery odds are 25 to 30 percent.**

THE 5-LAYER SOLUTION

Layer 1 — Pre-Graduation Preparation

Quarterly workshops at chapters with significant student populations.

Layer 2 — Graduate Assistantships (Powered by the GI Scholars Network)

Kalenjin professors and graduate program directors in our network actively identify TA and RA openings at their institutions. A TA/RA position keeps a student legally enrolled, often comes with tuition waivers, and gives them **another 2–6 years.**

Layer 3 — Employer Pipeline

A confidential, internal database of GI members who hold hiring authority at U.S. employers — particularly those that sponsor visas.

Layer 4 — Legal Support

Pooled funds to retain an immigration attorney on a part-time consulting basis.

Layer 5 — Bridge Grants

For students in genuine emergency situations — bridge grants of **\$500 to \$2,000.** Capped at \$20,000 total per year.

YEAR 1 TARGET

Launch the program structure. **First 10 students supported** through Layers 1–3. Bridge Grant fund established with **\$5,000 in seed money**.

Strategy 6 — The GI Scholars Network

Mobilizing the Brain Trust We Already Have

Our community has PhDs. Full professors at major U.S. universities, postdoctoral researchers, deans, department chairs, senior research scientists at national labs and pharmaceutical companies. We rarely organize them.

FIVE PROGRAMS

1. GI Scholars Program

Scholarship pool for Kallenjin students attending U.S. universities. Scholarships sized at \$1,500–\$3,000 per student, with a PhD-mentor pairing.

2. Summer Lecture Series

Free virtual lectures by GI professors, hosted monthly June–August.

3. University Partnerships

GI professors leverage institutional relationships to negotiate formal partnerships — dedicated scholarship slots, paid internships, research opportunities.

4. Tutoring and SAT/ACT Preparation

Free tutoring and standardized-test prep taught by our own graduate students and academics. Virtual via Zoom.

5. Research Grant Pipeline

GI professors tap their grant networks (NSF, NIH, private foundations) to fund research projects directly relevant to the diaspora.

YEAR 1 TARGET

10 Scholar mentors recruited. 5 students placed in pairings. 3 Summer Lecture sessions delivered. First university partnership in active negotiation.

Strategy 7 — Every Member's Potential

The Skills Audit That Transforms Our Capacity

Right now, we treat every member roughly the same. We do not systematically know what each member does for a living, who they have access to, what budgets they influence at work, or what skills they could lend to Gotabgaa's programs.

ROTICH'S 60-DAY COMMITMENT

Within the first 60 days of taking office, I will lead a comprehensive Member-Skills Audit — capturing each member's profession, employer, professional networks, hiring authority, board memberships, grant access, and willingness to contribute specific skills.

HOW WE EXECUTE

- Design a **simple online survey** (10–15 questions, 5 minutes to complete).
- **Launch in Month 1.** Target: 75% completion by end of Month 2.
- Build a **confidential, internal Member Database**.
- Use the database for **proactive outreach**.

PRACTICAL APPLICATIONS

Members in Tech

Drive workplace giving designations. Recruit engineering and product talent for the GI Fintech build team.

Members in Banking and Finance

Open sponsorship doors at Equity Bank, KCB, and U.S. banks.

Members in Healthcare and Pharma

Coordinate medical mission supplies and pharmaceutical donations.

Members in Academia

Lead the GI Scholars Network. Anchor the Student Bridge.

Members Who Are Small Business Owners

Annual sponsorship contributors. Event hosting. Service donations.

YEAR 1 TARGET

75% audit completion. Database operational. At least **10 member-driven introductions or sponsorship opens.**

Strategy 8 — The Global Family Initiative

One Gotabgaa. Five Continents.

Gotabgaa International was founded by Kalenjin elders. Its very first Annual Meeting was hosted in Atlanta — at the Marriott on the intersection of Windy Hill and I-75 — and every year since, the diaspora has gathered for the annual event. **The USA is our home.** It is the bedrock.

But the diaspora has grown. Canada has a vibrant Kalenjin community. Australia is growing rapidly. The Gulf states host thousands of Kalenjin professionals. The UK and Ireland have established communities.

FOUR PILLARS

Pillar 1 — Chapter Formation Support Program

3-year pathway to official chapter status. **Year 1:** paid Regional Coordinator stipend (\$2K–\$5K). **Year 2:** legal-registration template + starter budget (\$3K–\$5K). **Year 3:** formal chapter status, voting rights, Board representation.

Pillar 2 — Virtual-First, In-Person Always

Every annual AGM is live-streamed with regional watch parties. Quarterly virtual all-hands. Off-year regional mini-conferences.

Pillar 3 — Regional Ambassadors

Non-voting advisors to the Board representing North America, Oceania, Europe, the Gulf and Asia, and Africa. **They do not vote.**

Pillar 4 — Global Exchange Fund (Phase 2)

Activated only **after we hit the \$1 million endowment milestone**. Travel grants and cultural exchanges.

YEAR 1 TARGET

First Regional Coordinator stipend **disbursed in Canada**. Initial outreach launched in Australia. Regional Ambassador positions defined and announced.