



2010 Vision & Strategy

Out-of-town warehouse retail concept

As of January 2010 Computers 4 Africa will start to sell sponsorship packages as gifts for birthdays, Christmas, etc to donors with the possibility of full on-line tracking of each donation. The business community will also be approached to sponsor the larger more expensive packages, with corporate logo exposure and public recognition. These are similar to Oxfam: <http://www.oxfam.org.uk/shop/oxfam-unwrapped>

As a 'Flag Ship' top item, this will include selling sponsorship packages for converting 40' shipping containers into IT classrooms. The original idea was inspired by seeing internet cafes based inside shipping containers in South African townships in 2006 and has been developing ever since. It has been a long time coming and years of planning have gone into the 2010 Strategy (deferred from 2009) and this new retail format.

We are most grateful to B&Q, Focus DIY, Travis Perkins, Wickes and others for allowing us the use of their empty sites on a minimal rent basis. They have also donated their own IT equipment in such quantity to enable complete IT Classrooms to be fitted out with PCs from each company.

One of our biggest problems in Africa is that either schools do not have extra classrooms in which to create IT Labs, or if they do the rooms are not secure. It is heartbreaking to deliver PCs to a school only for them to be stolen a few days later. This defeats our purpose and we need to deliver secure IT rooms as well as the computers to go in them to be successful and achieve our objects.

The World-wide recession is a wonderful opportunity to buy several hundred shipping containers at historically low and depressed prices. Never have container market values reached such depths as they do now and these make excellent IT classrooms due to their security, which is a critical factor in Africa where refurbished PCs achieve high re-sale values. Normal classrooms can be broken into quite easily.

These sponsorship packages will go on sale at every appeal, at every site, and directly from the charity via our web site. At every appeal site where practicable, we will have on show an example 20' container converted into an internet cafe and a 40' container already converted into an IT Classroom. We will also have a number of unconverted 20' and 40' shipping containers ready to be transformed if someone will buy a sponsorship package to fund it. These will remain permanently on-site inside the retail warehouse concerned. Spotlights will provide direct light onto these containers.

We will also turn appeal sites into education centres where the flags of all 53 countries in Africa will hang from the ceiling and a fact-file banner on each with population, size, location, GDP, etc will be on the surrounding walls. This can be an educational resource and learning experience for local schools. A spotlight will illuminate each flag and banner.

It has been our plan for some time to offer on-site datawiping at appeals and this should be implemented as well. Each van will carry a data wiping server and CD-ROM based datawiping software. The shipping container converted into an IT classroom will also have surge-protected power supplies and heating to carry out there-and-then data erasure on donations and also as a service we sell to the general public for £10 donation.

We will continue with showing our video on 4m x 3m large screens with a sound system at each appeal, putting up 10 pallets with boxes with the challenge on a 2.75m x 1.5m floor banner "Help us fill a container 4 Africa", various other banners, a desk, chairs and donation forms.

Sponsorship packages for sale will include the following (to be refined further):

Sponsor

- An ink cartridge for an Aids clinic, school, etc £5
- the shipment cost for a PC to Africa £5
- A surge protector for PCs £10
- A refurbished printer to Africa £20
- A PC for a school, clinic or community centre £25
- A school network hub to link PCs £50
- A school network server £100
- 5 PCs £120
- 10 PCs £225
- 20 PCs £400
- a volunteer's travel costs to Africa £500
- a teacher to be trained in IT skills £1,000
- an internet cafe in a 20' container £3,000
- an IT Classroom in a 40' container £5,000

We plan to participate in the Communities & Local Government's "Meanwhile" project (announced today), bringing empty retail units which blight shopping areas back into use. As of 1st April we intend to adopt the government produced standard "Meanwhile" Lease, and hopefully a Licence version as well, on all our sites including retail warehouses.

<http://www.communities.gov.uk/news/corporate/1201277>
<http://www.communities.gov.uk/news/corporate/1403194>
<http://www.communities.gov.uk/citiesandregions/propertyissues/businessstencanciesguidance/meanwhileusespecimen/>

As part of the Meanwhile project we plan to take on a few actual High Street retail units to explore our retail concept. Our retail concept is:

'AFRICA'

High Street Shop concept Communities & Local Government's 'Meanwhile' project

Proposed High Street shop contents:

- Information about Africa, big map and all countries flags hanging from ceiling
- Invite all African Embassies/Consulates to provide information promoting their country
- Investment opportunities in Africa
- African conservation projects and game parks
- African food, where it was grown and who by
- FairTrade food, coffee, natural bath oils, etc from Africa
- Jewellery with details of who made it and something about them
- Art from Africa, with who produced it, their photo and life story
- Eco Holidays in Africa
- Volunteering opportunities with NGOs and schools
- NGOs working in Africa and their projects
- Computers 4 Africa projects, donating and volunteering opportunities

Shop environment:

1. Shared retail space concept – department store like House of Frazer, Debenhams, etc with 'Africa' theme.
2. African music with deep base drum sound
3. African aroma – plug-in room fresheners/fragrance's etc
4. High ambient temperature, lots of heaters etc and humidifiers
5. Natural floor coverings in an African style. Lots of reed mats etc

George Cook
Chief Executive
4th December 2009