



LEAD MFA CAMPUS

MISSION

**EMPOWER LIBERIA'S FUTURE LEADERS THROUGH
QUALITY EDUCATION AND SPORT.**

VISION

**A GENERATION OF SKILLED, EMPATHETIC, AND
ENTREPRENEURIAL LIBERIAN LEADERS.**





LEAD MFA

SCHOOL OVERVIEW

LEAD MONROVIA FOOTBALL ACADEMY (LEAD MFA) WAS FOUNDED IN 2015.

KEY COMPONENTS OF PROGRAM

- HIGH-QUALITY EDUCATION**
- PROFESSIONAL SPORT TRAINING**
- TARGET 50:50 GENDER REPRESENTATION**
- NUTRITION, HEALTHCARE, LIFE SKILLS, AND PASTORAL CARE**
- 100% LIBERIAN**

SINCE 2015, WE HAVE HAD MORE THAN 7,000 APPLICANTS AND GROWN FROM 27 STUDENTS TO 109 STUDENTS, AGES 8-15, IN GRADES 3-8. BY 2022, WE WILL HAVE 250 STUDENT-ATHLETES IN GRADES 3-12. THEY WILL REPRESENT ALL 15 COUNTIES OF LIBERIA.

FOOTBALL IS THE HOOK. OUR MAIN PRIORITY, HOWEVER, IS TO PROVIDE A HOLISTIC, COMPREHENSIVE EDUCATION FOR OUR FUTURE LEADERS.



Since opening in 2015...

**109 STUDENT-ATHLETES FROM 9 OF
LIBERIA'S 15 COUNTIES.**

**FEATURED ON THE BBC AND SEVERAL
OTHER MAJOR PUBLICATIONS.**

**ATTRACTED SUPPORT FROM
ZIMBABWEAN PHILANTHROPIST TSITSI
MASIYIWA, NOBEL LAUREATE LEYMAH
GBOWEE, HEDGE FUND MANAGER BILL
ACKMAN, FC BARCELONA, 2015 FIFA
COACH OF THE YEAR JILL ELLIS, OXFORD
UNIVERSITY, AND MANY MORE.**



*Since
2016...*

**LEAD MFA HAS WORKED WITH
INDEPENDENT RESEARCHERS
FROM THE COLLEGE OF WILLIAM
& MARY AND OXFORD
UNIVERSITY TO RIGOROUSLY
EVALUATE ITS IMPACT ON
LEADERSHIP DEVELOPMENT.**



TWO-YEAR FINDINGS:

1. Academic Impact: Between June 2016 and July 2018, Academy students improved performance on a standardized exam by 20 percentage points more than the control group.

2. Attitudes towards Gender: Academy students were 46% more likely than the control group to say girls are as smart as boys. Academy students were also 59% more likely than the control group to say girls can play football as well as boys.

3. Pride in Liberian Identity: Academy students were significantly more likely than the control group to describe themselves as proud to be Liberian.



LEAD MFA operates in rented residential facilities. These facilities present logistical challenges and are not guaranteed beyond June 2020.

In February 2019, we purchased 10 acres of land in Careysburg. We have cleared and fully prepared the land.

TOTAL COST OF CAMPUS: US \$2.5 MILLION

PHASE 1: \$1,400,000

Land acquisition + clear, academic block, football facilities, utilities + security

PHASE 2: \$1,100,000

Dormitories, staff flats, cafetorium, community center

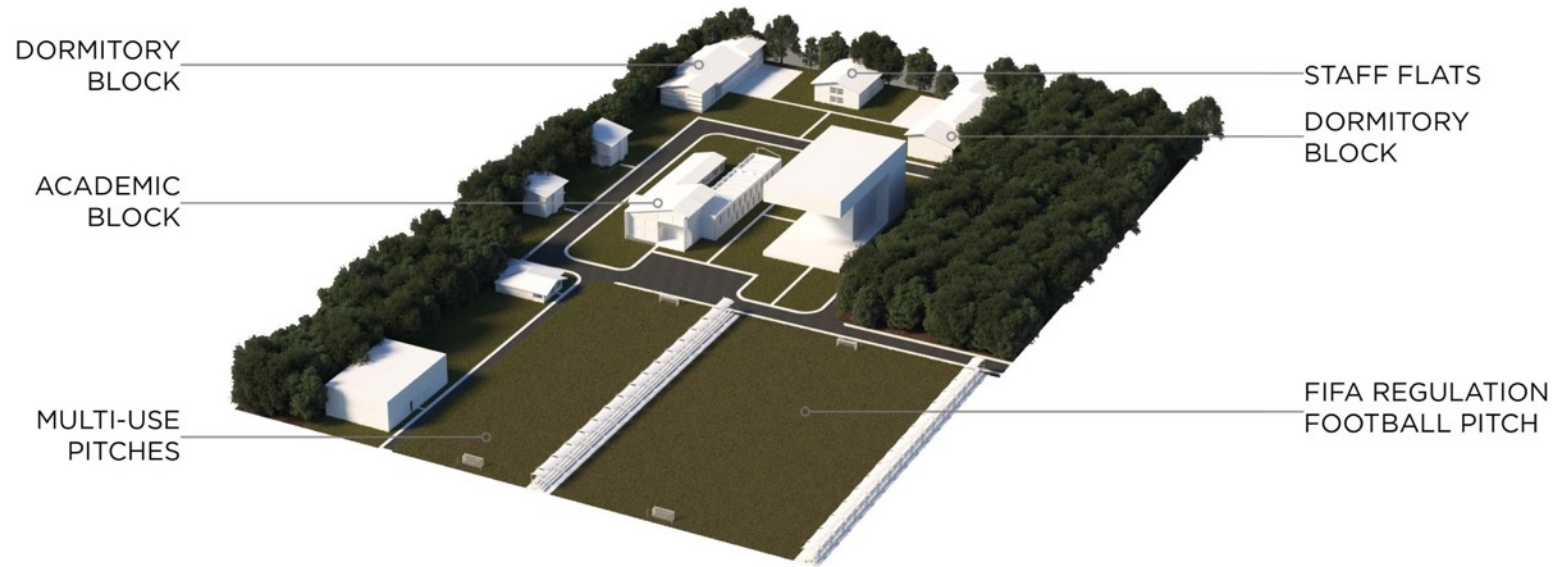
We aim to complete phase 1 by December 2019, enabling the academy to move into our own campus in January 2020.



LAND PURCHASED BY LEAD



CAMPUS RENDERING



Legend

- **STAFF FLATS:** Living quarters for LEAD MFA staff
- **DORMITORY BLOCKS:** Dormitories for 250 girls and boys
- **ACADEMIC BLOCK:** Academic facilities to accommodate grades 3-12
- **FOOTBALL PITCHES:** Two artificial turf pitches and one multi-use hardcourt
- **MULTI-USE PITCH X COMMUNITY CENTER:** Additional learning and athletic spaces accessible to members of LEAD MFA and the local community



FOOTBALL PITCH & MULTI-USE PITCH



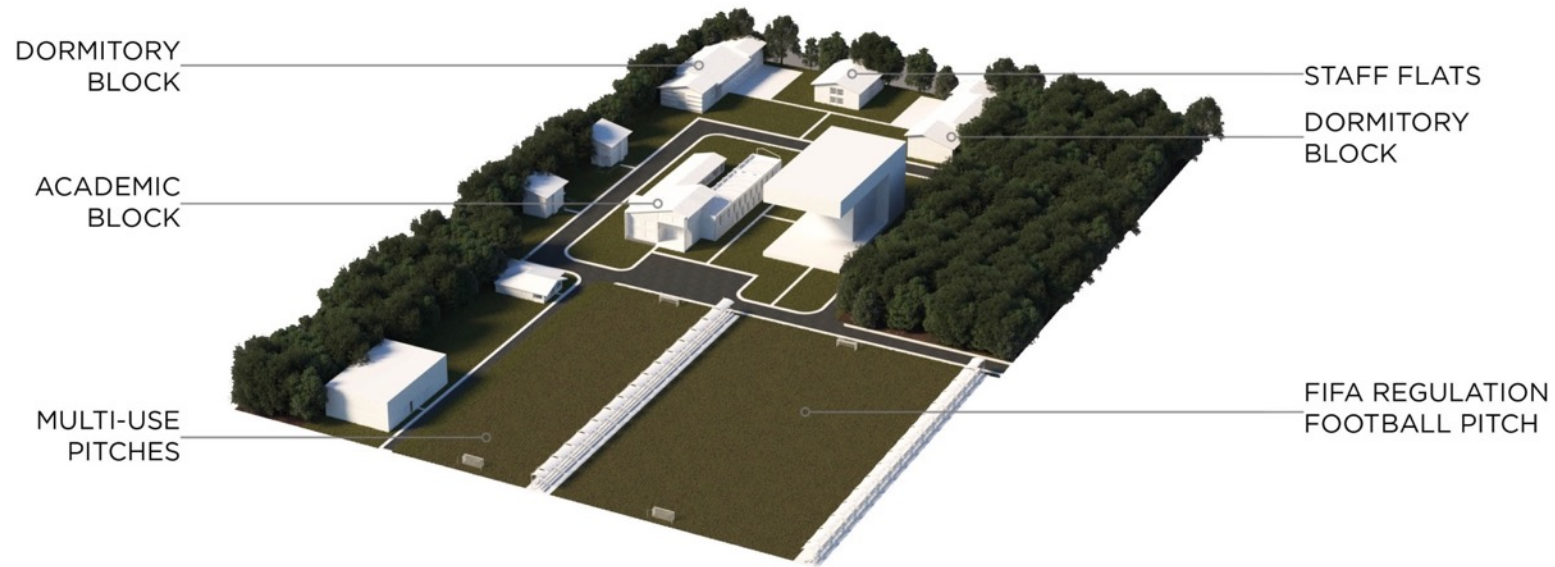
A gift worth more than \$1 million

THE UN SAFE GROUND INITIATIVE AND ITS CHAMPION PARTNER, WORLD SPORTS ALLIANCE, HAVE COMMITTED TO PROVIDE LEAD MFA WITH:

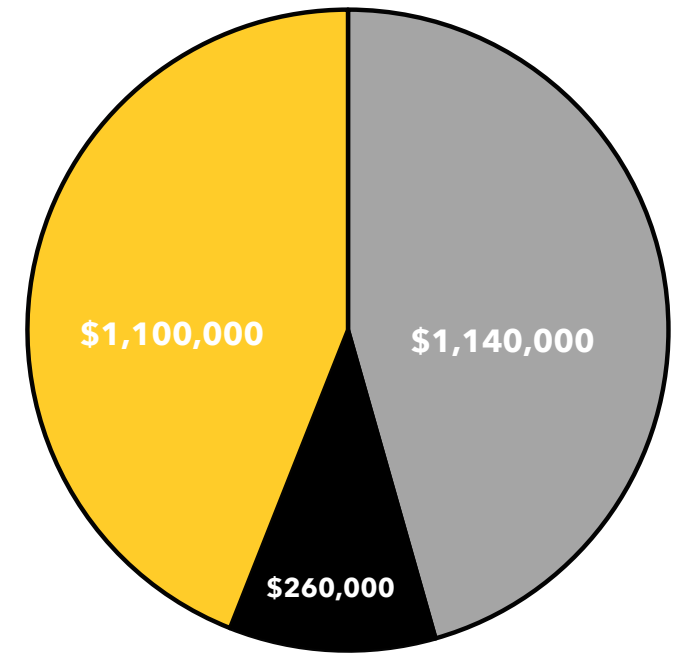
- **2 ARTIFICIAL TURF PITCHES**
- **1 MULTI-USE AREA WITH HIGH-QUALITY OUTDOOR FINISHING (FUTSAL / BASKETBALL / TENNIS COURT)**



CAMPUS FINANCING



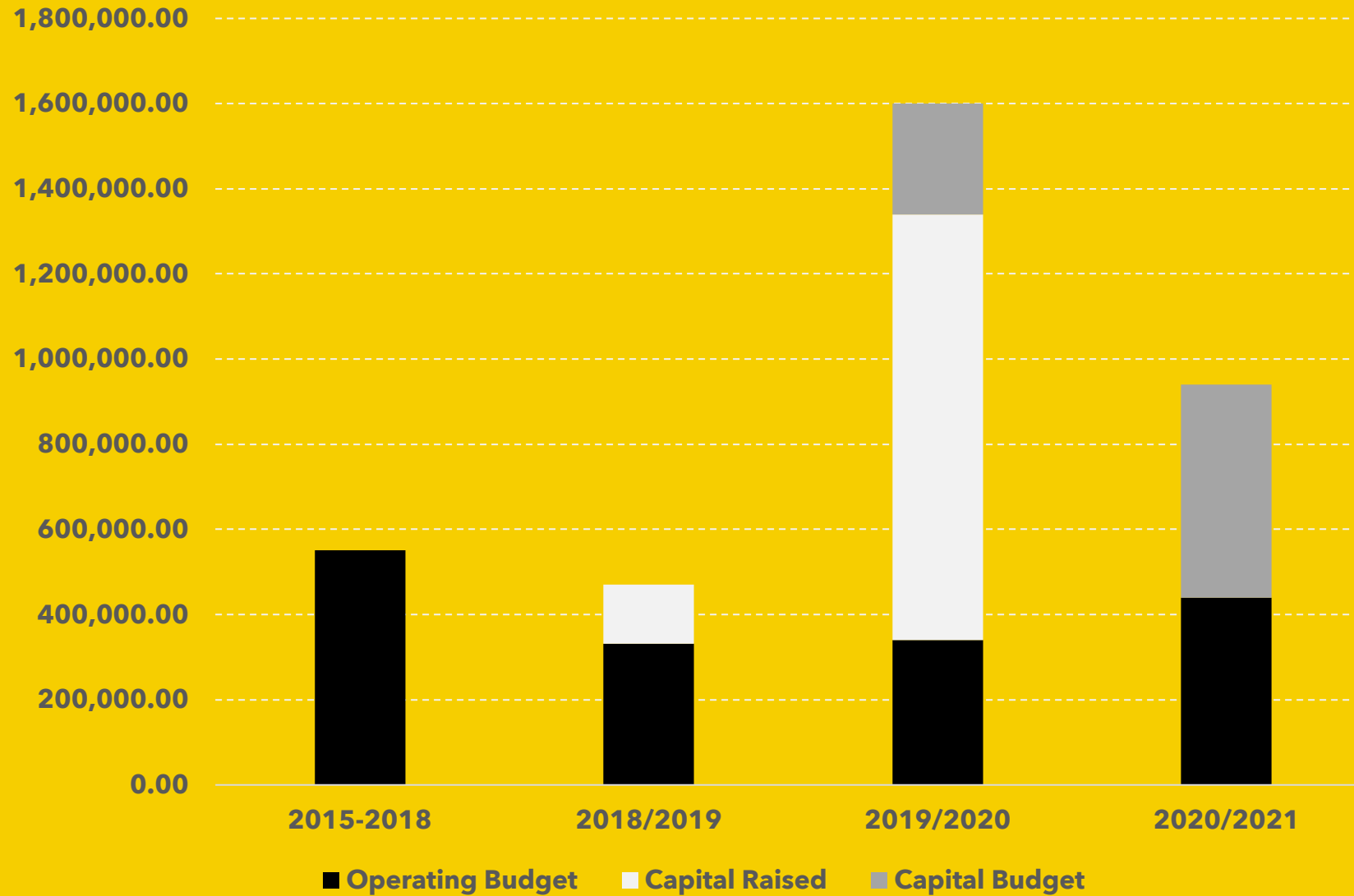
EARLY STAGE FINANCING



■ Phase 1 Raised ■ Phase 1 Needed
■ Phase 2 Needed







LEAD MFA Finances



LEAD MFA Investment Opportunities

Capital Requirements for the next five years

Endowment

Donor Opportunity		Need	Impact
	LEAD MFA Scholarship Fund	\$1.5M	<i>Help fund four years of academy operations including academics, football, life skills, nutrition, healthcare, pastoral care, and facility maintenance</i>
	School Construction Fund	\$260K	<i>Help fund the remaining construction expenses associated with LEAD MFA's school building</i>
	Campus Construction Fund	\$1.1M	<i>Help fund the construction of LEAD MFA's dormitories, staff flats, health center, cafetorium, community farm, and solar-powered electrical system</i>
	LEAD MFA Sustainability Fund	\$2M	<i>Make a legacy donation to the LEAD MFA Sustainability Fund to ensure that our institution continues to thrive for generations</i>





CAMPUS TIMELINE

February 2019

February-November 2019
Purchase land, complete architectural designs, prepare land for construction

December 2019
Complete construction of academic block

January 2020
Begin operating from LEAD MFA campus

February-October 2020
Fundraise and begin construction on phase two of LEAD MFA campus

April 2020
Complete construction of phase two of LEAD MFA campus

May 2020-October 2021
Fundraise for phase three of LEAD MFA campus; begin construction in October 2020

April 2022
Complete construction of phase three of LEAD MFA campus; entire campus built

April 2022





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