



# KILIMANJARO *with the* CHILDREN

THE 2016 TREK  
FOR KUPENDA



A DOCUMENTARY FILM



# GOAL

To align the goals and values of Kupenda for the Children with sponsor companies in the creation of an inspiring documentary film.

In producing a cinematic film highlighting the organization's core message through an epic trek up Mount Kilimanjaro, our team will work with both Kupenda and the sponsor to envision an integrated approach to advertising and storytelling.

Kupenda for the Children stands for assisting those in need, supporting a healthy lifestyle and changing perceptions about children with disabilities in Kenya, Tanzania and around the world.

We believe there are many companies that have similar qualities and goals. To align their brand with such a momentous event can be a perfect match and serve to better both organizations.



# ABOUT THE TRIP

On December 26, 2016, **Kupenda for the Children** is defying odds by sending 3 youth with disabilities -- along with a team of 9 volunteers -- to climb the highest mountain in Africa, Mount Kilimanjaro.

This trek is taking a new and exciting approach to Kupenda's long-standing goal: to communicate value and love to children with disabilities. Life isn't luxurious in many parts of Kenya and Tanzania as it is, but living with a disability can be an isolating, dangerous, humiliating, and shameful experience. The mission of this trek is to change 3 perspectives:

1. That of communities, families, government workers, and teachers to showcase the purpose, value, and strength these young individuals possess.
2. To inspire the hearts of the young hikers joining us – to encourage them in their journey and help them achieve greatness through a community that loves them.
3. To change YOUR mind – to remind you that heart-breaking human rights issues exist in East Africa, and you can help make a difference!

More about the trip [here](#).





# MEET THE TEAM

## THE YOUTH



**MERCYLINE ROGERS**

Mercyline Rogers is 15 years old and loves to race! She is courageous, competitive, and vivacious. Despite her physical challenges, she enjoys playing Frisbee and works hard in school. She is preparing herself for Kilimanjaro mentally and physically!



**HASSAN AMBROSE**

Hassan is 16 years old and president of the Gede Special School. He is strong, athletic, active, and a natural leader. Despite his hearing impairment, he was chosen by his peers to lead their volleyball team and he also participates in soccer and drama – always taking his group to the national level competition. Hassan is excited about joining our team and challenging himself on Kilimanjaro!



**FUMO HUSSEIN**

Fumo is 19 years old and enrolled in a vocational class at the “Sir Ali Special School” in the district of Malindi, Kenya. He was born with an unspecified cognitive impairment. For the last three consecutive years, Fumo has represented his school and district at the national sports competition. His races are the 100m and 200m. When asked about climbing Mt. Kilimanjaro, he was very happy about the idea. From his own initiative, Fumo promised to do practice in readiness for 2016.









# ABOUT KUPENDA



## MISSION STATEMENT

Enable children with disabilities to achieve their God-given potential. Ultimately we want them to understand, along with their families and communities, that they have value and are deserving of love.

## WHAT WE DO

Kupenda for the Children assists children with disabilities by paying school fees via one-on-one sponsorships, constructing special needs facilities, funding medical intervention, providing school supplies and medical equipment, creating awareness in the community, strengthening local churches for advocacy and assistance, and staffing qualified help for the children in need.

## WHERE WE ASSIST

Kupenda assists the Malindi and Margareni Districts along the coast of Kenya (indicated by the heart below).

[VISIT THE KUPENDA WEBSITE](#)





# MEET THE TEAM

## THE FILMMAKERS

### DIRECTOR PHILIP KNOWLTON

Born and raised in Paris, France, Knowlton has since traveled extensively, working on films all across the U.S., China, Haiti and more. After studying visual & digital arts in college, Knowlton moved to New York City where he quickly landed a once-in-a-lifetime chance to work alongside Beastie Boys' Adam Yauch as an assistant editor at Oscilloscope Films. Since then, he has been refining his unique style as a music video, commercial and film director and editor. He strives to tell compelling and inspiring stories shot in a colorful, organic way, and enjoys every step of the creative process. His most recent feature documentary, Lift Up, filmed in Haiti shortly after the 2010 earthquake, won several awards including the Documentary Directing Award at the Amsterdam Film Festival. He currently resides in LA, directing videos for clients such as Nike, Under Armour, Dick's Sporting Goods, and Jet-blue.

### PORTFOLIO:

Ford - Grow A Row  
<https://youtu.be/AH7HUs6xvqQ>  
3,200,000+ views on Youtube

Beck's - Ron Finley  
<https://youtu.be/uC8SL0nFy-M>  
287,000+ views you Youtube

Dick's Sporting Goods - Run For Hope  
<https://vimeo.com/64130921>

### TOMATO LAB

Tomato Lab LLC is a full service film production & post-production company specializing in original content in the form of narrative & documentary films, music videos and branded web content. Tomato Lab was founded by Philip Knowlton in 2013 and is located in Los Angeles, CA. Visit our site for more info at [tomatolab.org](http://tomatolab.org)





A photograph of four hikers standing on a dark, rocky mountain trail, looking out over a vast landscape. In the foreground, the hikers are seen from behind, wearing backpacks and winter gear. The trail is a narrow path of dark rocks and ash. To the left, a massive, white glacier wall stretches across the horizon. The sky is filled with large, white clouds, and the sun is low on the horizon, casting a warm glow. In the distance, other hikers can be seen on the trail.

# THANK YOU.

Thank you so much for your interest in Kupenda's Kilimanjaro with the Children documentary. This is something that we are extremely passionate about, and take great pride in. We hope to get the chance to further share our ideas with you about how to make this film come to life in a way that will inspire communities around the world.

-Philip