

Every 11 seconds, a girl is victim to genital mutilation.



When you're 8 years old, you have no say over what happens to your body.

IF WE DON'T SPEAK UP, WHO WILL?

MOTHER HIPPO FOUNDATION

BUSINESS PLAN - 2025

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MOTHER HIPPO FOUNDATION

I. EXECUTIVE SUMMARY

A. INTRODUCTION

Mother Hippo Foundation is the vision of Founder Sélifa Boukari McGreevy but its roots go back to the Togolese SAVE LIVES PROJECT established by her in 2008.

B. OUR NAME

Our unusual name reflects our philosophy of helping others. Mothers help and protect us all. The hippo represents not only Togo but is a sacred symbol of Africa. Hippo wisdom includes healing, protection of family, birth of new ideas, AND mother-fury when needed.

“SO HEAR US ROAR.”

C. OUR MISSION

MOTHER HIPPO's mission is to educate and raise awareness concerning the ***harmful and outmoded practices*** of Female Genital Mutilation (FGM) also known as female genital cutting (“FGC”) in order to eradicate this practice and save THEM...



THE NEXT GENERATION.

D. LEGAL STRUCTURE

Mother Hippo Foundation is a 501(c)(3) tax-exempt non-profit organization formed in Nevada, and will be operated in accordance with all federal and state regulations governing those entities. Mother Hippo Foundation, 4952 S. Rainbow Boulevard, Suite 372, Las Vegas, NV 89118.

E. ADVISORY BOARD

Patapaki Xavier WANGALA, M.D.

Chief of Gynecology/Obstetrics at CHR Sokode in Sokode, Togo

As a gynecologist, he has dealt with the physical and psychological traumas suffered by those subjected to FGM. As one of foremost FGM experts in Sokode, he will lend his medical expertise as a speaker during the First Project presentations to the communities. In the future, he will work with the volunteer doctors and medical facilities who will perform the FGM reconstructive surgeries.

Russell Isaacson, Vice President – Future Funding Consultants

Russell has over 40 years of experience as a commodity trading advisor and financial consultant. Additionally, he is a Board Member and Treasurer of the NFL Alumni - Northern California, which has a mission statement of *caring for kids*. The NFL Alumni is a non-profit that supports numerous non-profits organizations benefiting youth charities, education, activities and health. Russell is instrumental in securing sponsors and donations from major corporations in support of NFL Alumni's charitable works.

Erick C. Sanchez, President - General Design & Construction

General Design & Construction was established in 1996, as a builder of steel buildings and warehouses and has grown into a full-service commercial general contracting and project management firm with a reputation for exceptional quality and individualized service. Erick oversees the day-to-day operations, where he is responsible for managing current projects, overseeing the estimating and procurement processes, as well as identifying new and future business opportunities.

In addition to his over 20 years of experience in the construction industry, Erick is active in the development of the Southern Nevada business community. He is affiliated with organizations such as the Nevada Minority Business Council and Latin Chamber of Commerce, and National Association of Minority Contractors. Erick was a recipient of a Rising Star of Business award by the Las Vegas Business Press.

As a native to Las Vegas, Erick believes in the importance of getting involved with the community and giving back. To that end, he serves on the Board of Trustees for The Shade Tree Shelter organization, a non-profit that provides safe shelter to the homeless, as well as abused women and children in crisis. Support for which he helps secure through Las Vegas community partners and donors.

Stacy Standley, III, Joint Managing Director - Sikand-Standley Ent Pvt Ltd

Sikand-Standley Ent Pvt Ltd are distributors for BG Products, Inc, in India, Nepal, Sri Lanka and Bhutan. His past and current accomplishments include:

- Director of the WWF (Worldwide Fund for Nature) Living Planet Campaign at the international secretariat in Switzerland
- Mayor of Aspen, Colorado for three terms
- as MD of InnerAsia Consulting Group, worked with over 50 companies to establish foreign direct investment in India's various high-technology sectors
- currently, a Board Member of the World Affairs Council of Las Vegas
- currently on UNLV International Business Advisory Board
- currently on the Nevada Advisory Committee of the US Global Leadership Coalition

F. FOUNDER AND OFFICERS

Sélifa Boukari McGreevy / Chairwoman and Founder

Sélifa, a native of Togo and survivor of FGM, is a tireless advocate against the harmful practices of FGM, forced child marriages and gender-based violence in Togo and throughout Africa. Being from Togo and with family and friends still residing there, she is familiar with the country and its culture.

Gino Zarrinfar / COO

Gino is vice-president at a Las Vegas based venture capital firm. He holds a BA and MA in political science, with a PhD-ADB in the same subject. He is unwavering about assisting Mother Hippo and Sélifa in achieving its current and future goals, which includes the eradication of FGM.

G. SERVICE ADVISORS

Victor M. Cardoza, Jr., Esq.

A member of the Nevada State Bar, Victor's practice is based in Las Vegas. He has more than 25 years of experience representing clients for their injury claims. Victor brings a wealth of knowledge regarding the operations and procedures of nonprofit organizations.

Michael Healey, CPA

Paul M. Healey & Sons CPAs Ltd.

Mike is a CPA with working knowledge of nonprofit organizations and the governmental tax regulations governing those entities.

H. TOGO PERSONNEL AND VOLUNTEERS

Claire QUENUM – Vice President of Resource Liaison

Program Coordinator of Floraison, a Togo human rights organization. Ms. Quenum has worked for years in the defense and promotion of economic, social and cultural rights for women. Ms. Quenum will act as MOTHER HIPPO’s Togo resource liaison both with personnel and products.

Adjei AKONDO - Spokesperson

Adjei played the mother in *African Heart*. As a survivor of FGM, she has graciously agreed to act as a MOTHER HIPPO spokesperson, speaking with women's groups all over Togo.

Alimatou GNALOU - Spokesperson

Ms. Gnalou is a Togolese business woman, exporting and importing products throughout Africa. She will act as a MOTHER HIPPO spokesperson, speaking with women all over Togo.

Tchatagba TCHASSANTI

Director of Radio Venus KOULOUNDE in Sokode, Togo

Tchatagba will assist in getting the word out to the cities and villages of Togo for all MOTHER HIPPO events.

I. PROPOSED FIRST FGM ADVOCACY PROJECT

For change to happen, it needs to happen at the community level. FGM is most likely to end when a community realizes that it is not a positive tradition and, is in fact, harmful. Communities must first comprehend the full impact of FGM whether physical, emotional, and mental on its victims. Where FGM is in decline it is often due to this combination of non-judgmental, non-directive education that is based in human rights, health, and awareness raising.

That is why Mother Hippo’s first FGM advocacy project (“Project”) is so timely and crucial. We must strike now and TOGO, West Africa is our *first* target.

The reason for Togo is twofold - first, Selifa was born and raised in Togo; and, second, although laws against FGM have been introduced or tightened in Togo, as well as worldwide, she is very aware that secrecy and taboo still cling to this practice in the rural regions of her country.

Therefore, an important part of Mother Hippo's campaign is to obliterate the secrecy and taboo that surrounds the practice of FGM. This will be no easy task, in part because the motivations for FGM vary, but also because conversations around women's health remain limited in much of the world. Even if there is protection from the government, it is difficult for a victim to disclose it through fear of retaliation from their family, and fear of losing her family. According to Julia Lalla-Maharajh, CEO and Founder of *The Orchid Project* (a sister organization campaigning to end FGM), "It is a social norm that's deeply rooted within a community's identity system. It's almost like an unwritten moral code, and when you speak with a community they often have no idea why they're still practising it. It is held in place by taboo and silence." Shelby Quast, Americas Director of *Equality Now*, an international women's rights organization, said "This has been such a taboo topic, we [haven't been able to] take it out from under the table. We need to make it something that can be discussed. There has to be a huge shift so that we identify this as a form of violence against girls – and not something that's protected as a cultural and religious tradition."

Mother Hippo will concentrate its efforts in two of Togo's regions with the highest FGM prevalence – Centrale and Kara. In an intense twenty-two day advocacy tour ("Advocacy Tour"), the following will be accomplished: (a) hold leadership training and FGM advocacy awareness workshops in twelve cities ("Selected Cities"); and, (b) hold public awareness meetings.

This aims to address Female Genital Mutilation (FGM) among young girls by raising awareness, mobilizing communities, and promoting collective action to eradicate this harmful practice. The primary objectives are to encourage women who have undergone FGM to speak publicly about their experiences as survivors, thereby drawing global attention to the fact that FGM continues to affect women and girls every 11 seconds in Africa and around the world; to mobilize young people globally to stand against this practice; and to engage governments, local authorities, intellectuals, elites, and leaders worldwide to take urgent and concrete action to end female genital mutilation.

To achieve these objectives, a series of coordinated activities will be implemented. Social media and local media outlets will be utilized to disseminate information and

raise public awareness through interviews, announcements, and campaign messages. Social media influencers will participate in the campaign across 18 African countries where FGM is most prevalent: Egypt, Senegal, Mali, Niger, Burkina Faso, Ghana, Nigeria, Kenya, Ethiopia, Guinea, Mauritania, Somalia, The Gambia, Sudan, Côte d'Ivoire, Uganda, Burundi, and Benin. From January 20 to February 10, 2026, these influencers will actively share campaign messages, raise awareness, and mobilize their followers, playing a key role in amplifying the campaign's visibility and encouraging global engagement leading up to February 6, 2026, the International Day of Zero Tolerance for Female Genital Mutilation.

On February 6, 2026, influencers will take the movement offline by marching together with their followers to symbolic and influential location, such as national parliaments, ministries of health, city halls, community centers, universities, and public squares where their voices can be heard loud and clear. This collective action will demonstrate solidarity, demand accountability, and amplify the call to end FGM, ensuring that both leaders and communities recognize the urgency of protecting girls and women.

Associations, activists, and community volunteers across 12 cities in Togo, including Lomé, Sokodé, Bafilo, Kara, Bassar, Tchamba, Kamboli, Dapaong, Mango, Atakpamé, Kpalimé, and Anié and 20 villages will facilitate meetings of women. These gatherings will provide spaces for dialogue, reflection, and collective advocacy, enabling women to express their perspectives and urge authorities to take stronger action to end FGM in Togo.

To reinforce the campaign's impact and broaden its reach, a song will be produced in three languages: English, French, and the local Kotokoli language, accompanied by a music video and a short documentary filmed in Tindjassi Sarakawa in Togo and Chicago, will capture testimonies, advocacy efforts, and the collective call for change. These creative tools will serve to strengthen awareness, foster solidarity, and support the global movement to eradicate female genital mutilation.

The Togo-based representatives of Mother Hippo will assess the long-term impact of the Advocacy Tour's activities. We will share, via our website, the interviews, as well as photographic and anecdotal evidence, of the tour's impact.

Mother Hippo supports the United Nation's and UNICEF's global commitment to eradicate the practice of FGM by the year 2030. At this point in time, there is more

attention being paid to FGM at a local, regional, national, and international level than ever before.

The movement to end FGM within a generation has been inspired by the successful end to foot binding in China, which happened within a 20 year time span. Where once foot binding was practically universal among certain groups in that country, it is now non-existent, despite dating back to the tenth century. The fact that foot binding was also a social convention means that the movement to end FGM can utilize the same strategy to change and stigmatize social norms as a way to stamp out the practice of FGM.

J. FUNDRAISING STRATEGY

Mother Hippo is in the start-up phase of its creation. We are seeking seed capital to undertake our first advocacy project in Togo. It is our intention to seek grants, private, philanthropic groups, and businesses for donations, as well as holding fundraisers, to meet our funding goals. All of the foundation services and programs will be funded by grants and donated revenue, and each project will further the goal of the foundation's objectives.

Sélifa will use her extensive knowledge of this subject matter when reaching out to her large network of friends and colleagues. With Mother Hippo's headquarters in Las Vegas, we are entering a space within the philanthropic sphere that is virtually unoccupied, allowing us to tap into potential reserves that are not as accessible to organizations headquartered in Togo and its surrounding countries.

Additionally, Mother Hippo is establishing connections and partnerships with other foundations and organizations offering similar services within the United States and internationally to strengthen the movement through collaboration.

K. COMMUNICATIONS WITH SPONSORS AND DONORS

Keeping sponsors and donors informed and inspired by our progress is crucial to our mission, and will be achieved through a quarterly newsletter, virtual meeting, and website updates.

L. DONATIONS

Donations can be made through the Mother Hippo website – www.motherhippo.org or by sending a check to Mother Hippo Foundation, c/o Paul M. Healey & Sons, 3263 E. Warm Springs Road, Las Vegas, NV 89120, Attn: Michael Healey.

M. FUTURE GOALS AND PROJECTS

Looking towards the future, Mother Hippo will be partnering with doctors and hospitals that have undertaken the monumental task of providing free clitoral reconstruction surgery. Currently, these pioneering doctors and hospitals are providing free support, counseling, treatment and rehabilitation for women and girls that are suffering from the harmful and painful effects of FGM, including obstetric fistula.

Hundreds of women are waiting for treatment, restorative surgery, and rehabilitation. These women live on less than \$1 a day and cannot afford medical treatment and, until now, restoration surgery seemed only a dream. With proven success of this procedure by doctors in France and the US, these women will be able to live free of the detrimental health effects of female genital mutilation. Women will also be able to enjoy a normal sexual life, something they have been deprived of.

So, one of our future goals will be to collect funds that will go towards transporting patients and obtaining medical supplies that are needed to provide these free services. It is our hope, that the knowledge that women can receive this reversal procedure for free will diminish the incidence of FGM and contribute to our goal of eradicating this harmful outmoded practice globally.

II. FOUNDER STATEMENT

Born and raised in Togo, West Africa, I now live in the United States.

At age 8, I was not only raped by one of my uncles, but subjected to FGM. At 14, I fled to Niamey, Niger to avoid being forced into a marriage with my older cousin.

In 2007, I lost my grandmother. Shortly before her death, she told me I should not run away all the time from situations, that I had a right to speak my mind. ***But I didn't understand her words.*** I was too consumed with unhappiness and anger over the traumas of my childhood.

As we prepared for the one-year anniversary of her death, I had a dream. I dreamt I was dead and that my parents and relatives were preparing to bury me. Suddenly, my grandmother appeared not as an old woman but young and beautiful. She was furious, yelling at everyone "This is my granddaughter whom I know very well. Bring her back right now, it is not her time yet. She has a lot to offer and she is not even half way there."

Waking up drenched in sweat, I thought about her words. ***And now I understood.*** But what did I have to offer? I had lived with fear and shame all my life...but maybe there was something. Maybe if I shared my story and experiences, I could make a difference in the lives of other African women and girls.

So was born the "SAVE LIVES PROJECT." It is said that if you save someone's life you must do so with your heart and soul. My grandmother saved me – now I'm reaching out to save others.

In 2013 when we shot the film AFRICAN HEART, based on the events of my life, I was frequently asked if the subject matter would cause me shame. I replied "No" because if I stayed silent then when or how will we begin a dialogue and create solutions to these problems.

My goal is to make parents aware of what a gift their children are, and of their duty and responsibility in keeping them safe, protecting their futures. I believe in human rights. So, I'm seeking your support to fight these social injustices and make a difference.



III. MOTHER HIPPO'S ORIGINS

In 2008, Sélifa created the Save Lives Project and began her crusade against the practice of FGM. Her first stop was one of Togo's most notorious villages for these activities - Tindjassi Sarakawa. After meeting with village leaders, she hosted a meal for the public and distributed donated school supplies.



In 2014, the SAVE LIVES PROJECT received funding from Le Fonds d'Aide à la Culture (Fund for Cultural Aid) ("FAC"), a division of Togo's Ministère de la Communication, de la Culture, des Sports et de la Formation Civique (Ministry of Communication, Culture, Sports and Civic Training). FAC promotes arts and culture in Togo by financially supporting artists, as well as supporting culture projects having a positive impact on the population.

With FAC sponsoring her vision, Sélifa worked with six Togo prefectures (prefectures are local districts governed by a prefect [e.g., chief officer or magistrate]). Her goal was to raise the public's awareness on the harmful practice of FGM. She met and spoke with many village and religious leaders (both men and women) about the practice of FGM and its consequences, not only on women and girls, but their communities.

In tandem with those meetings, Sélifa screened her film *African Heart*. Many of the villages were so remote, the film had to be screened against the sides of buildings. After each screening, Sélifa held an audience discussion. Many of the film's actors attended those screenings, sharing their personal feelings on the film's subject matter.



Sélifa (R) and Adjei Akondo (L) speaking after a screening



Adjei Akondo speaking after a screening

IV. FACTS ABOUT FGM

For centuries, African women and girls have been victims of violence of all kinds within their families and communities. Despite the existence of international conventions and national laws to protect women and girls, the harmful practices of female genital mutilation, rape, incest, forced and/or early marriage, degrading widow rights, refusal of schooling for girls or training for women are still a reality. By disavowing these rights, it prohibits their ability to have fulfilling lives.

FGM is a harmful traditional practice involving the cutting or removal of the external female genitalia. It has existed for more than 2,000 years and is performed on girls from birth, up to just before marriage, and sometimes beyond. FGM is also known as "female circumcision" or "female genital cutting" (FGC).

FGM is a harmful and dangerous practice that involves the outer parts of the vagina - including the labia and the clitoris- being partially or totally removed. The World Health Organization ("WHO") identifies four main types of FGM; however, in the case of type 3, which can be the most detrimental to a victim's reproductive health, the vagina is sewn up, leaving only a small hole for urinating, menstruation and sexual intercourse. FGM is predominantly carried out in parts of Africa.

Often, FGM is carried out *without* anesthesia on girls between the ages of 3 and 14. The implements used can be razor blades, scissors, or knives. Besides the extreme pain, the psychological and physical effects are devastating and can often be life-threatening. FGM has been recognized as a practice that is born from societies with both gender imbalances and other forms of violence against women. There are no health benefits to FGM and it causes much harm.

It is estimated that more than 200 million girls and women alive today have undergone female genital mutilation in the countries where the practice is concentrated. Furthermore, there are an estimated 3 million girls at risk of undergoing female genital mutilation every year. The majority of girls are cut before they turn 15 years old. FGM has been documented in at least 30 countries, mainly in Africa, as well as in the Middle East and Asia. It is also prevalent in diaspora communities around the world.

Why and where does it happen?

FGM is an ancient traditional practice which has been taking place for over 2,000 years and whilst it is not known exactly where and why it first happened it is thought to originate from Sudan/Egypt. It is often mistakenly thought that FGM is performed for

religious reasons but it pre-dates the major faiths and is not required by any religion. The reasons why FGM continues today are complex and reflect both the history and current circumstances of the communities in which it takes place. Reasons given for practicing FGM include:

- family expectations and to maintain family honor
- tradition and/or religious values
- preservation of virginity and chastity
- community/social acceptance
- cleanliness/hygiene
- preparation of girls for womanhood and to enable them to have a good marriage.

Almost all FMGs are carried out by traditional practitioners.



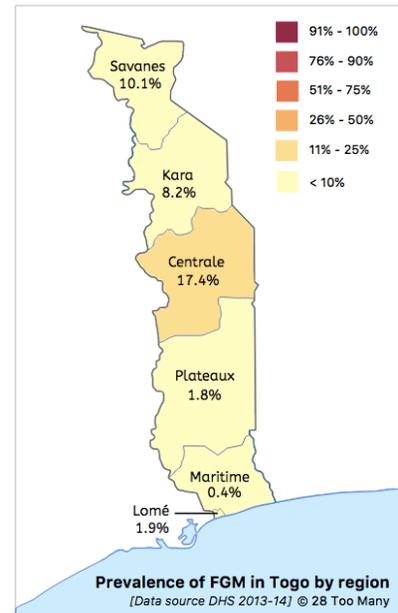
V. FMG IN TOGO

The regions in Togo with the highest FGM prevalence are Centrale (17.4% of women aged 15-49), Savanes (10.1%) and Kara (8.2%). The prevalence in Lomé, Maritime and Plateaux is under 2%.

Women aged 15-49 who live in rural areas are slightly more likely (5.7%) to undergo FGM than those who live in urban areas (3.4%).

Muslim women aged 15-49 are far more likely to undergo FGM (22%) than women of other religions, among all of whom the prevalence of FGM is under 2%.

The ethnic group with the highest prevalence of FGM is the Autre Togolais, at 57.5%. There is a large disparity between this group and the other ethnic groups in Togo, which are all under 8%, although the data is very limited for some groups.



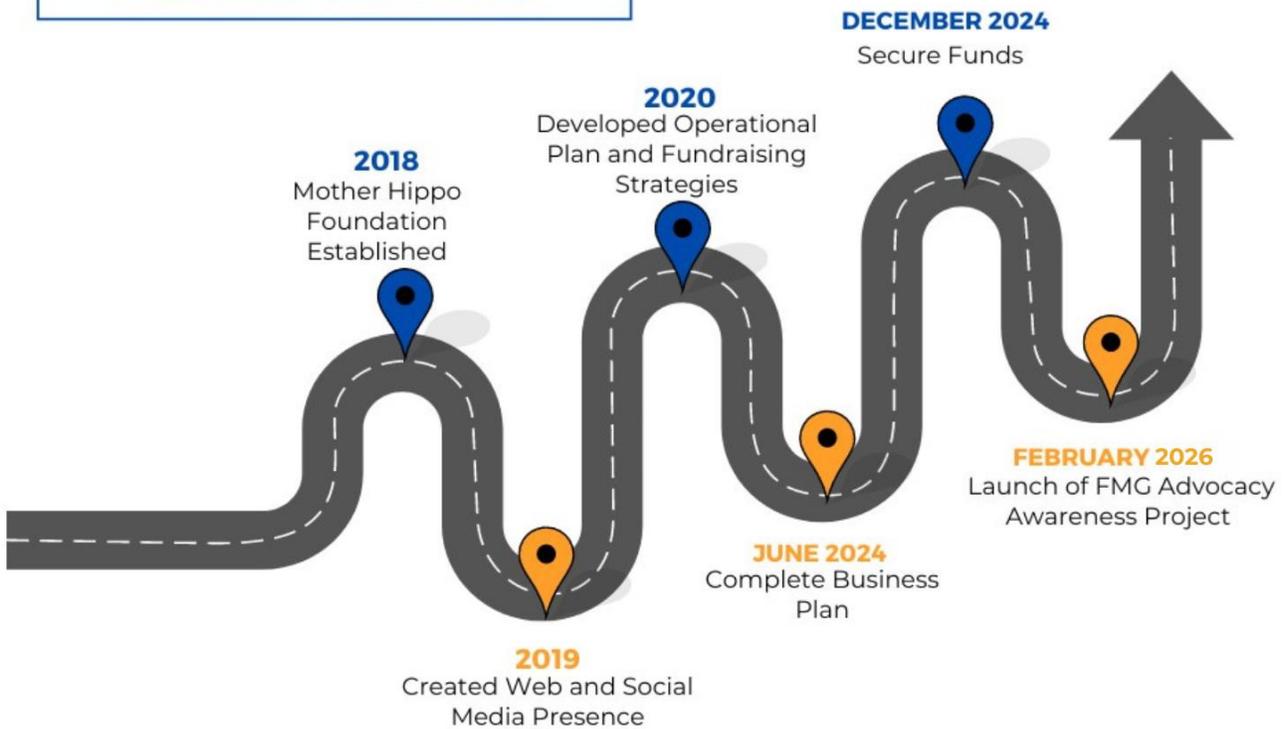
FGM Legislation in Togo

The Government of Togo passed legislation in 1998 that specifically prohibits the practice of FGM (Law No. 98-016 of 17 November 1998 prohibiting female genital mutilation in Togo). Several subsequent proclamations have reinforced the prohibition (January and July 2007, and November 2015).

IN TOGO - 94.7% of women and 95.6% of men aged 15-49 believe that FGM should be stopped.

VI. MILESTONES

KEY MILESTONES



APPENDIX 1 – BUDGET SUMMARY

OPERATING EXPENSES FOR FIRST YEAR	
Outside Services (Professional Consultant: Web, Editing, etc.)	\$15,000
Supplies (office & operation)	\$1,000
Transportation	\$500
Accounting & Legal	\$10,000
Communications (Telephone, Fax, Mailing, etc.)	\$800
Website, Internet Services, Social Media	\$2,000
Training and Development	\$1,500
FGM Advocacy Awareness Project <small>(Based on conversion rate as of 9/22/2025 of US\$1.00= 560 XOF)</small>	\$300 237,14
TOTAL EXPENSES	\$331,037.14