

## Securian's High Performers Bring Supplies and Smiles to Zambian Orphanage

**Crystal Winner:** *Dragonfly Africa*  
**Client:** *Securian Financial Group*  
**Program:** *"Africa Leaders Conference"*



Securian Financial Group has a long tradition of serving communities in need through philanthropic and volunteer work. To continue that tradition as part of its African Leaders Incentive Trip, the financial organization partnered with Dragonfly Africa. Dragonfly Africa identified a local orphanage and school, the Ebenezer Child Care Trust, as the ideal beneficiary of Securian's support and care. It then crafted a motivational experience that allowed the participants to enrich the lives of the children at the orphanage, as well as their own. Securian achieved its goal of contributing to the African community with a program that's impact endured long after the participants had returned home.

The participants arrived at the orphanage in Livingstone, Zambia with backpacks filled with educational supplies, which they had received in place of the customary room gifts. The Securian visitors were greeted by the more than 300 children, who sang and danced to welcome their guests. The visitors then personally delivered the backpacks to the children. The Securian group was able to engage with the residents on a one-to-one level, reading to the children, playing with them, teaching songs and sharing stories about their lives in their own countries. The participants and the children had an opportunity to expand their worldviews: the children were given an introduction to Western culture, while the Securian employees saw life through the eyes of a Zambian orphan.

In addition to the time its leaders devoted to the Ebenezer Child Care Trust, Securian donated \$25,000 to establish a trust that will ensure the continued existence and improvement of the school. The same people who played with the children on their trip will continue to make a difference in their lives through continued donations to the trust. In return, they will receive updates on the progress of the children, establishing a long-lasting connection.

Dragonfly Africa valiantly overcame many obstacles to create the impact this project demanded. Zambia is a Third World country, with limited road and communication networks. Dragonfly Africa used its many years of experience in the region and solid relationships with local chiefs, hotels, tourism officials and suppliers to avoid potential pitfalls. The team circumvented language barriers, transportation challenges and legal hurdles. Zambia has strict policies that Dragonfly Africa had to navigate around to ensure that the program could have the maximum effect. For example, any volunteer work is subjected to vigorous interrogation and there

are significant import duties on goods brought across borders. Dragonfly Africa planned for the backpacks of supplies to be purchased in the country and carried by the participants, enabling Securian to provide the orphanage with even greater financial support by saving on shipping costs.

The experience at the Ebenezer Child Care Trust was one that impacted the lives of the children and participants alike. The Securian travelers returned home with a sense of fulfillment and a renewed sense of appreciation for their daily opportunities. The vast majority stated they would have chosen this very human experience over the most elaborate incentive experience. Most importantly, the children benefited greatly from the exchange and will continue to benefit into the future. The \$25,000 donation from Securian will help construct a new administrative building, an infant house and protective wall, and the continued donations from participants will support the children as they grow. The African Leaders Incentive Trip accomplished all objectives, engaging employees and upholding the Securian tradition of reaching out to the less fortunate. ●