

Travel experience provided by
KILI TREKS TANZANIA  DISCOVER YOURSELF!



INSIGHTFUL ASCENT:

**ELEVATING MINDS AND SPIRITS
ON KILIMANJARO**

One Art Community Center and We Love Philly are working together to raise \$500,000 to enhance West Philly by acquiring and preparing two acres of land. Stakeholders, including Carlos Aponte, Malaika Gilpin, and Keith Baldwin will climb Mount Kilimanjaro in January 2025 to support this project.

INTRODUCTION.

Carlos Aponte, Malaika Gilpin, and Keith Baldwin will climb Mount Kilimanjaro from January 20-31 2025 with supporters to engage in a 8-day transformative journey up Mount Kilimanjaro's Lemosho route with Kili Treks Tanzania to immerse in nature's beauty from rainforests to glaciers, finding enlightenment through each step.



OUR ASK

One Art Community Center and We Love Philly are working together to acquire two acres of land across the street from One Art by raising \$500,000! We are asking you to invest in this transformative approach to community development and support us on this journey. The charity climb will take place starting on Jan 20th, 2025. Your support will allow us to build a reimaged comprehensive vision for community design.



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**98% summit success rate
with Kili Treks Tanzania**



Kili Treks Tanzania is the top Kilimanjaro trek operator in Tanzania, with highly experienced guides, support staff, and trek services that meet global standards. Years of experience have enabled Wilfred Moshi and the highly-trained Kili Treks Tanzania team to offer great and safe experiences. All guides are certified by internationally-recognized Sentinel Outdoor Institute as Wilderness First Responders. Hence, they have hands on how to use emergency equipment including Gamow bags, Oxygen, AEDs, stretchers and medications. Above all, all guides are fluent in English and Kiswahili.

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DAY 1 Forest Camp

We start in the rainforest. The walk is at a leisurely pace. You hear many exotic birds.
Trekking time: 3-4 hours

DAY 2 Shira 1 Camp

The transition from rainforest to heath zone. Today we go to the edge of Shira plateau.
Trekking time: 5 - 7 hours

DAY 3 Moir Camp

Superb views trekking through moorland into savannah desert/Moir hut in the alpine zone.
Trekking time: 5-6 hours

DAY 4 Barranco Camp

Lunch at the impressive Lava Tower and end into the Great Barranco Valley.
Trekking time: 4-6 hours

DAY 5 Karanga Camp

Enjoy views of a waterfall below and the imposing glaciers as our climb gets steeper.
Trekking time: 3-4 hours

DAY 6 Barafu Camp

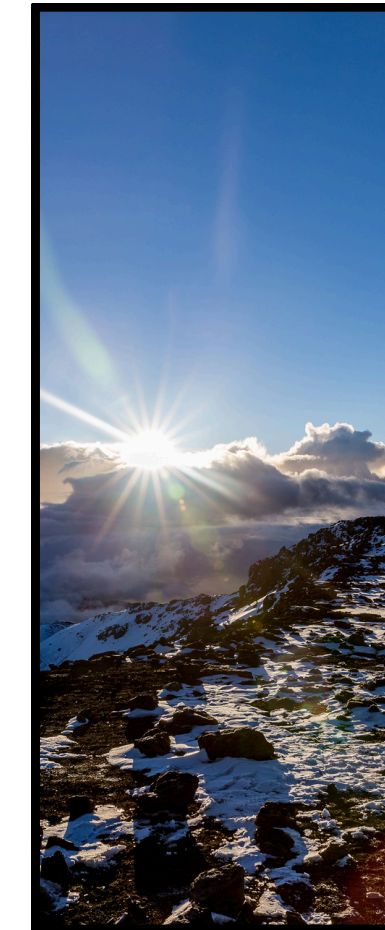
Barafu Camp is set on an exposed flat ridge, we leave for summit attempt at midnight.
Trekking time: 3-4 hours

DAY 7 Uhuru - Mweka

From Stella Point, onward to Uhuru Peak Summit, Descend to Barafu, end at Mweka.
Trekking time: Uhuru peak 6-8 hours / 4-5 hours to Mweka camp

DAY 8 Mweka - Moshi

Descend to Mweka to celebrate your success with your beloved crew. Transfer back to Moshi, climb complete!
Trekking time: 3-4 hours



You will always have a guide depending on day's climbing, you will either have a hot or packed lunch. Once you reach the next campsite you will find the crew has camp and tents set up and a tasty treat and warm beverages await you. You will have time for rest or reading before dinner and an early night where your guide will brief you on next days climb. All dietary restrictions can be accommodated for.

KEITH BALDWIN

FOUNDER, CHIEF RELATIONSHIP
OFFICER, SPIKES TROPHIES

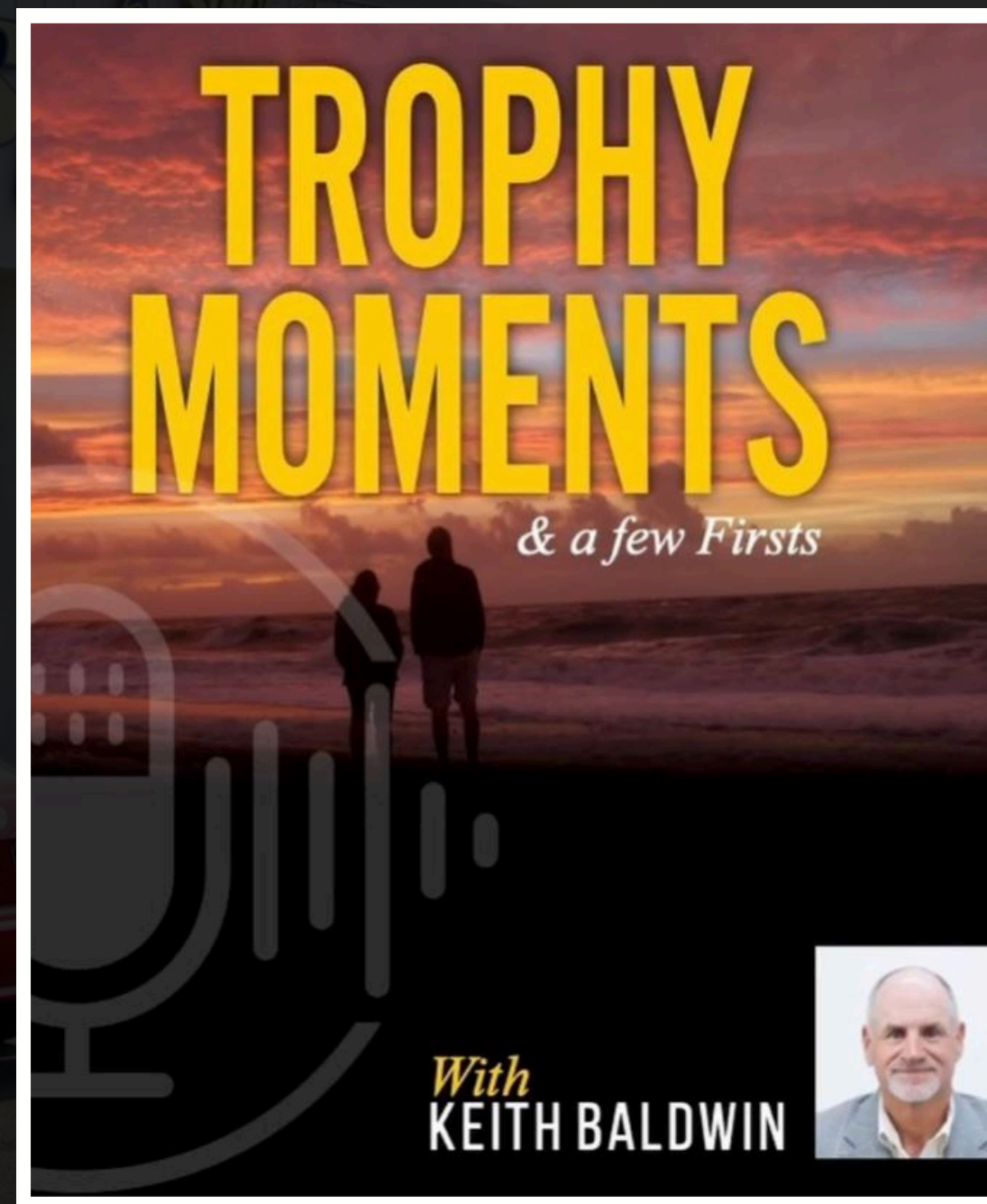
Presented by We Love Philly | 2024 **PITCH DECK**

TROPHY MOMENTS

HOSTED BY KEITH BALDWIN
FEATURING CARLOS APONTE

Tune in to the latest episode of Trophy Moments! Join Keith Baldwin of Spikes Trophies and special guest Carlos Aponte from We Love Philly as they share their inspiring journey planning to conquer Mount Kilimanjaro in January 2025. Together with stakeholder Malaika Gilpin, they aim to raise \$500,000 to transform 2 acres of land in West Philly. Don't miss out on this incredible episode for a meaningful cause!

PODCAST trophy-moments.simplecast.com
YOUTUBE youtube.com/SpikesTrophy



KEITH BALDWIN

FOUNDER, CHIEF RELATIONSHIP OFFICER, SPIKES TROPHIES

Keith Baldwin, an esteemed entrepreneur, is the proprietor of Spike's Trophies, Philadelphia's foremost establishment for awards and recognition. Known for his deep-rooted belief in second chances Keith has forged a close partnership with We Love Philly. In addition to his business endeavors, Keith is a published author, enriching readers with his recent work, "A Leap Year of Firsts." This captivating narrative chronicles Keith's remarkable journey guiding his company through the tumultuous pandemic era while embarking on a year marked by novel experiences and personal development.



MALAIKA GILPIN

CO-FOUNDER OF ONE ART
COMMUNITY CENTER

Malaika is the Co-Founder and Co-Director of One Art Community Center, founded in 2001. One Art continues to uplift our people through providing programs, workshops, ceremonies, and other events that stimulate the elevation of mind, body, and spirit for our members. She has her Masters in Multicultural Education, and has gotten several awards for her community work, most recently receiving a citation of honor from the City of Philadelphia. Creating spaces where people, groups, ideas and intersecting circles can physically connect and grow together is her passion.



CARLOS APONTE

FOUNDER OF WE LOVE PHILLY

Carlos is a lifelong Philadelphian who after close to a decade inside of the classroom, realized the shortcomings of traditional education and with the help of his students, Carlos decided to create his own 501c3 non profit organization, We Love Philly. We Love Philly that teaches volunteerism, entrepreneurship, meditation, ownership, and content creation to youth left behind by mainstream institutions. We Love Philly is currently scaling their curriculum as a state recognized pre apprenticeship and apprenticeship sponsor.



KEY POINTS.

KEY POINTS OF THE KILIMANJARO LEMOSHO ROUTE TREK:

Sponsors can receive their logo on branded materials and an invitation to our celebration after the climb! There are several impactful ways individuals and organizations can get involved.

**Reach an
approximate
of 19,340 ft
in height**

**Trek Shira
Plateau
and Ridge**

**98% summit
success rate
with Kili
Treks
Tanzania**

**Experience 5
Ecological
Zones over
the
8 days
in Tanzania**



DESIRED OUTCOME/IMPACT.

FUNDRAISING



We desire to raise \$500,000 to enhance West Philly's community by acquiring and preparing two acres of land in useful and resourceful ways resulting in "The Coasis".

TAKING ACTION



Sponsorship presents a fantastic opportunity for businesses and individuals alike to align themselves with your cause. Additionally, donations from supporters provide essential resources.

CONVERSATION



Spreading the word and the opportunities for sponsorship and donation engage community in your mission. connect with potential supporters and share the significance!



SPONSORSHIP

TIERS OF SUPPORT

\$25k 
BASE CAMP

\$35k 
SUMMIT

\$45k 
PEAK

Sponsorship presents a fantastic opportunity for businesses and individuals alike to align themselves with your cause. By becoming a sponsor, they not only contribute financially but also become integral partners in your mission, sharing in the journey and its outcomes.





SPONSORSHIP

BASE CAMP TIER

- Name on Coasis Brick
- 30 days of content for the climb where we highlight sponsors ON WLP/Oneart/Spikes Social media pages and websites etc
- Name on Shirts
- Name on Banner
- Highlight on After Video



SPONSORSHIP

SUMMIT TIER

- Name on Coasis Classroom
- 30 days of content for the climb where we highlight sponsors ON WLP/One Art/Spikes Social media pages and websites etc
- Name on Shirts
- Name on Banner
- Highlight on After Video

\$45k 
PEAK

SPONSORSHIP

PEAK TIER

- Name on Coasis Gardens
- 30 days of content for the climb where we highlight sponsors ON WLP/Oneart/Spikes Social media pages and websites etc
- Name on Shirts
- Name on Banner
- Highlight on After Video

SUPPORT THE COASIS!

We are co-creating a community rooted in love. We are engaging community members in visioning workshops to strengthen our model. We are gathering technical experts to support us in making this vision a reality! We will be documenting our journey to produce a toolkit for others worldwide to build with us. What we need from you? We're ask for your support in any way possible from time to money, change is an endless endeavor.

**CO-CREATE PHILLY'S
FIRST URBAN ECOARTS
VILLAGE OASIS WITH US!**



SUPPORT OUR CLIMB

Explore the many ways you can boost our insightful ascent to Mount Kilimanjaro. Whether through sponsorship or donation, your contribution is pivotal in laying the foundation for a thriving community in Philadelphia! Join us for an exclusive one-on-one information session to delve deeper into the impact of your support and how you can be an integral part of our journey.



**SIGN UP FOR A 1 ON 1
INFO SESSION!**

SET THE DATE.

Want to learn more or find out how you can contribute to our climb up Mount Kilimanjaro to raise \$500,000? Reach out and get connected today with Carlos Aponte by scheduling a FREE info session! In order for us to acquire two acres of land across the street from One Art and transform the community we need all hands on deck, will you be the latest supporter and member of the Insightful Ascent?



CALENDLY calendly.com/carlos-jnsa

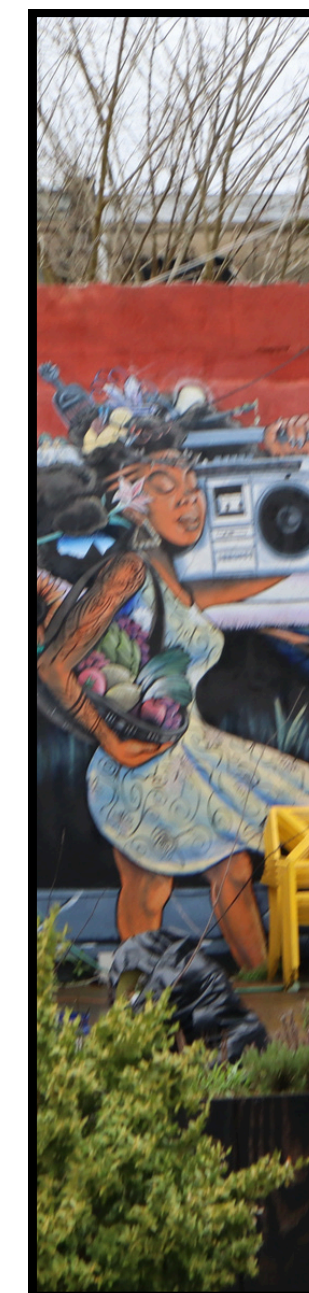
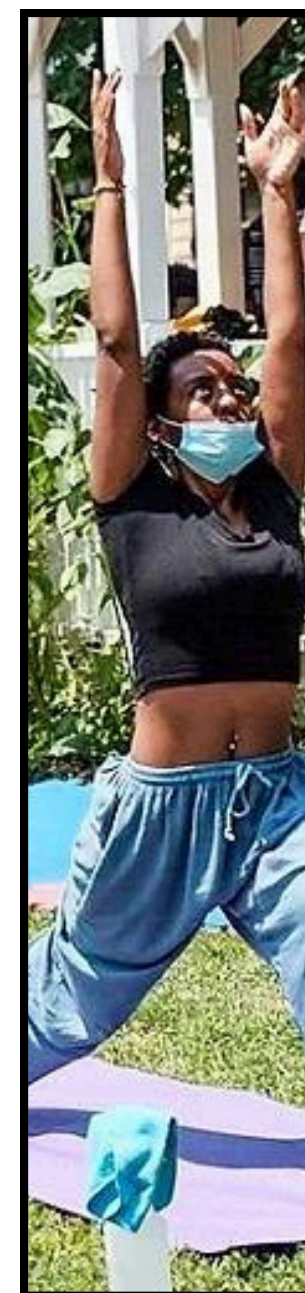
GET IN TOUCH

We are asking you to invest in this transformative approach to community development and support us on this journey.

WEBSITE www.welovephilly.org

DONATION givebutter.com/oneart

EMAIL Carlos@welovephilly.org



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THANK YOU!

INSIGHTFUL ASCENT

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