



Project Kik2

NEWSLETTER



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Fall, 2011



FORWARD

In less than four years, Paul Cheatham has accomplished more than a well-funded staff of six could have hoped for with a humble beginning -- his own funds and a dream that has more than come true: Project KIKS - "Kind Initiative for Kids Shoes."

I began working with Paul from his earliest beginnings, publicizing his work and progress. His words inspired me: "The first thing they noticed about this stranger in their midst was my shoes. My feet were covered in luxury while they had nothing to protect their feet against the harsh rocks and grounds that was their world in poverty villages near Johannesburg, South Africa"

Paul's mission was to provide 101 pairs of shoes to the poorest of the poor children in the villages he traveled in South Africa in 2004. Even more incredible is the fact that he had initiated the financing of his project -- travel expenses to and from South Africa as well as his inventory of shoes - from the earnings provided by his various jobs at the Veterans Home in Yountville: delivering "Meals on Wheels," bake sales, recycling cans, - anything to raise a few dollars.

Through his magnetic personality, boundless energy and most of all his caring for people affected by poverty, his "Project" reached not only South Africa, but now Liberia, New Orleans, Los Angeles, Vallejo, Sacramento, - and heading for more!

A simple original goal -- "to shoe children without shoes" -- is expanding to include "barefoot and homeless veterans and their families." I am profoundly proud of Paul Cheatham and proud to be personally involved in what has become a magnanimous charity.

The following information, in newsletter form, presents the progress of the Project to-date. Your support is vital for the continuance of KIKS' humanitarian mission.

Lou Zauner

Lou Zauner, Photojournalist for "Grapevine" and "The Yountville Sun." Hall of Fame Inductee, Yountville Veterans Home, 2010.



Children in South Africa



"OPERATION LIBERIA" (FREEDOM)

December 13, 2011 thru January 3, 2012,
Monrovia, Liberia - West Africa

I received a telephone call late on Father's Day evening. Her name was Masa Kennedy Gueh, Founder & Director of the Trinity Children's Center, located in Monrovia, Liberia. For me, this was out of the blue. I identified myself and she began to thank Project KIKS for the shoe donations being shipped to her center in Liberia for more than a year.

This was news to me. How could we end up with a mission in Liberia? She stated, "The people and children are so grateful to receive the gift of shoes from strangers across the world. Bro. Paul, the children of Liberia are your children, you put the shoes on their feet." Masa, what do you mean? "Liberia is your country, it was founded by American Slaves seeking freedom in 1822. The flag is designed after the American flag, we have always used US Dollars as a currency and Monrovia, our Capitol is named after President James Monroe who supported the slaves."

Man, did I have egg all over my face. I was not aware of this part of our (American) history and heritage. She extended an invitation to visit and the date has been set. Liberia is located along the Ivory Coast of West Africa, it is amongst the most poor countries throughout the world. This is the result of a fifteen year civil war which ended in 2005, the results are more than extraordinary devastating. Project KIKS shipped six hundred pounds of athletic shoes, socks, hygiene kits and educational supplies for distribution at the center upon our arrival. These children have never worn shoes or socks, and have been sorely neglected since birth. The United States Government stood by and watched a legitimate colony of its people become massacred.

Back to the story. It turns out, one of our charities in New Orleans was requesting shoe donations on behalf of the Children's Center in Liberia. Shoes are sent from New Orleans to Norcross, Georgia. They are placed into sealed barrels and shipped to Liberia, arriving in about 8 weeks. Donations Requested!

Paul Cheatham II, Founder



Trinity Children's Center Staff unloads 600 lbs. of athletic shoes, socks, and hygiene kits - destination, Monrovia, Liberia.

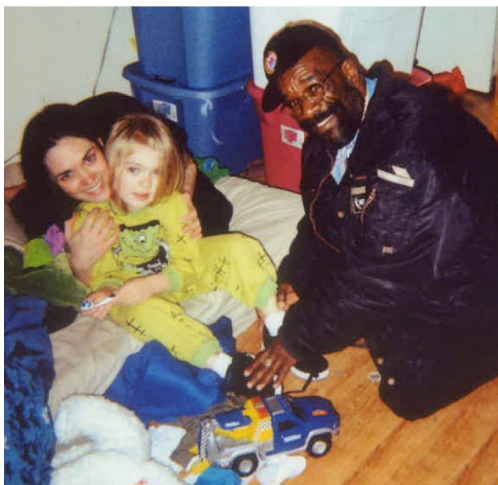


THE FORGOTTEN KIDS OF POST KATRINA NEW ORLEANS

I couldn't believe what I was seeing. Was I back in Soweto, South Africa, or was I in the United States? That was my first reaction when I visited the lower 9th Ward and the Algiers neighborhood in New Orleans. After I left comfortable surroundings of Uptown and the French Quarter. Survivors of Katrina were still suffering from effects of a contaminated environment, the emotional horrors of the hurricane, a devastated infrastructure, inadequate medical care, non-existent public transportation and the lack of stores and markets. They lack the basis of life, the social fabric is torn. My fact funding mission took me downtown to the industrial section of the 9TH Ward, Saint Bernard's Parish. My first request for shoes and socks was an unemployed disabled veteran of the Afghan War, his wife, and his three barefoot, near-naked children living in a single room. All were ill with influenza and the veteran had not worked since he returned from the war. We put shoes on the entire family.

My next referral was a family of four, mother and three children living in a downtown hotel room since 2005, displaced by Katrina and stuck. Mother was deaf, but wrote, they had not seen new shoes and socks in five years. With the delivery of two shipments to New Orleans in August, to date, Project KIKS has placed shoes and socks to more than 2,500 of our forgotten children of post Katrina.

Paul Cheatham II, Founder



Founder, Paul Cheatham II providing shoes for family displaced by Hurricane Katrina.

VANS SHOES ARE "OFF THE WALL"

Thanks to the generous donation of Vans Shoes, Project KIKS was able to meet the goal of providing shoes with socks to all our distributions sites, including: Johannesburg (Soweto) South Africa, (250 pair) Monrovia, Liberia (150 pair) New Orleans (200 pair) Los Angeles (100 pair) Vallejo (150 pair) and Sacramento (115 pair). As Director, I make it a point to be at each distribution site to over see and place shoes on the children's feet. Vans, on behalf of the hundreds and hundreds of families and poor barefoot children your donation provided for, thank you from the bottom of our hearts. Vans Rock! God Bless You!



In Memory of Colonel Richard Hum

HURRICANE KATRINA 6TH ANNIVERSARY, AUGUST 29, 2011

"Things are so difficult in New Orleans since Hurricane Katrina." The necessities needed to maintain life has been taken for granted, and is now considered luxuries for so many people. We have never been a rich city. I know it seems like we are because of Mardi Gras, Festivals and now because of The New Orleans Saints (Super Bowl Champions). Everyday, families come to my office in need of rental assistance, facing eviction due to a job loss and many other crisis. The homeless population has increased, not to mention the school system has worsened and the lack of affordable housing has become a greater issue. Your continuous support is greatly needed and truly appreciated.

Your support has given hope throughout and around the Algiers Community Center and given me renewed hope for the future. I thank you for restoring dignity and respect to families who have met unfortunate times. I hope you will continue to assist our community in the future. The City of New Orleans and all the surrounding areas are still recovering from the effects of Hurricane Katrina. During Hurricane Katrina, we were called refugees. I really did not like that we were labeled as refugees, but I now understand that we are refugees and New Orleans is a Third World Country with in the United States of America. How is it, that men and women (hero's) like yourselves, fought and died for this country and now in 2011, 6th year since Hurricane Katrina, such poverty and despair could exist here in America.

S.A. Coleman

Algiers, Louisiana

SUMMER IN SOWETO TOUR

Please join Michele and Mpho Makhubo, co-founders of Project KIKS South Africa in a wonderful and exciting journey to the Mother Country, Johannesburg and Soweto, home of Nelson Mandela. Tour includes seven nights stay, round trip airfare, ground transportation, bed & breakfast, single and shared rooms, at Vhavenda Hills B & B. Visit the homes of Nelson Mandela, Bishop Desmond Tutu & Winnie Mandell's Compound. Experience the Apartheid, Mandella and Hector Peterson's Museums, Lesedi Cultural Village, 2010 World Cup Sites and the World Casino. Dine at the world famous Sskumizis African Cuisine. Meet the staff and children at the schools and orphanages which Project KIKS supports and provides shoes and socks. For departure dates, cost, health info. passport/visa requirements, please call the KIKS hotline: 707-307-8687.



Project KIKS Co-Founder, of South Africa, Mpho Makhubo, shows guest how to pet a leopard during her visit to Johannesburg.

Young Zulu Dancers
prepare to perform at a
traditional Zulu wedding
ceremony.



DOCTOR LOVES "KIKS"

Project KIKS welcomes our newest partner, Ron Carson. aka, Dr. Love, who has been affiliated with our mission since the beginning. Upon our return from a shoe distribution honoring Nelson Mandella in Soweto and Johannesburg, South Africa, Dr. Love produced our first television documentary. He will serve as Director for KIKS Sacramento Distribution Site and co-direct shoe distribution activities in Liberia and Ghana. In August . Dr. Love organized two shoe distributions in Sacramento, one the downtown YWCA, the other, a local faith based organization serving children.

50/50 DRAWING

Just for "KIKS" - "Operation Liberia" (Freedom)
Drawing at AMVETS BINGO
Saturday, December 10, 2010 6:00pm
Dick Hum Memorial Bingo Activity

GOT COOKIES? BAKE SALE - Just for "KIKS"

Every 1st Saturday at the "Peddlers Fair" Grant Hall 8:00 am - Noon.
Fresh and Homemade Banana Nut Bread, Coconut Tea Cakes, Oatmeal Raisin w/nuts, Cranberry Oatmeal w/nuts, Nutty Peanut Butter and Chocolate Chip, Cookies Double Chocolate Brownies.
By Chef Paul II. Order anytime at 707-307-8687.

ACKNOWLEDGMENTS

Support for the KIKS Project has many faces.
Thanks to the following people for their continued support.

Colonel Richard (Dick) Hum
Rita Umphries, Commander, AMVETS, Post 101
Lillian Stilson, Commander, AMVETS, Post 101 Auxiliary
Stephen Wilson, Adjutant, AMVETS Post 101
Patrick Mallory, Dining Facility, Yountville Veterans Home
Saturday Night Bingo Buddies at the Veterans Home
Lou Zauner, Photo/Journalist, Yountville Sun/Grapevine
Sharon Stensaas, TheYountville Sun
Vallejo Community Access Television
Napa Valley Television
Susan Heims, Kawinas, Yountville Branch
Tom Bardessono Winery, Yountville
Alicia Yardell, Yardell Trucking Company
Jeff Holmes & Crew, Carton & Crate Shipping Company, Napa
Linda Adams, Effective Training International, Solana Beach, California
Delores Kingsby, Los Angeles, California
Daughters of the American Revolution, Vineyard Trails Chapter

In memory of Kathleen "Katy" Denslow.

DONATIONS

All donations are tax deductible and go solely to the cost of shoes and shipping.
Project KIKS is a grassroots, humanitarian mission.
Volunteers donate their time and pay all their own travel related expenses.
Our Bake Sales and Recycling Program continue to be our primary source of donations.

Donations may be sent to:

Project KIKS
AMVETS Post 101
P.O. Box 1111
Yountville, CA 94599

Telephone: 707-307-8687
email: paulskiks@ yahoo.com
www.projectkiks.org

Thank you for your continued support!
Paul Cheatham II, Founder



WAR-AGAINST-HUNGER & POVERTY

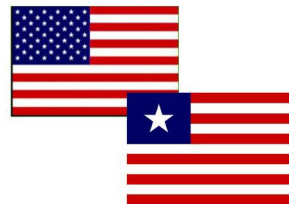
On Sunday, September 11, 2011, Masa Gueh, Founder & Director of the Trinity Children's Center, Inc., Liberia and Co-Founder, Project Kind Initiative Kids Shoes (KIKS), Monrovia, Liberia, Ron Carson, President/CEO The Love Foundation, and Co-Founder Project KIKS, Sacramento, California and Paul Cheatham II, retired, Army Community Service Officer, US Army Europe/NATO, and Founder/President of Project KIKS International, declared War-Against-Hunger & Poverty (WAHP) on behalf of the Children and Youth of the Republic of Liberia.

Our ultimate goal is to reach 750,000 children and young people throughout the country over a five year period. We have developed a quality-of-life wellness project. Implementation will begin with the children sheltered at Trinity Children's Center in Monrovia, upon our arrival in December 2011. This demonstration project is based upon Psychologist, Dr. Abraham Maslow's concept of the five levels of Hierarchy of Needs, presented in a paper entitled "A Theory of Human Motivation", 1943.

The "Hierarchy" suggests that people (children) are motivated to fulfilling basis needs before moving on to other basic needs. There are five levels to the hierarchy of needs.

1. **Psychological Needs for Children and Youth of all ages.** These include the most basic which are vital to survival, clean water, food, shoes, clothing, and sleep. Maslow believed that these needs are the most basic and instinctive needs in the hierarchy because all needs become secondary until these needs are met. This is where we will be concentrating.
2. **Security Needs for Children and Youth of all ages.** These include the need for safety and security. Security needs are important for survival, but are not as demanding as #1 "psychological needs." These include: medical/health care, shelter from the environment, a safe home and village.
3. **Social Needs for Children and Youth of all ages.** These include the need for belonging, love and affection. Maslow considered these needs to be less basic than psychological and security. Friendship and family help fulfill this need for companionship, acceptance, also involvement in church and the community.
4. **Self Esteem Needs for Children and Youth of all ages.** Note: After the first three needs have been satisfied, self esteem needs become increasingly more important. These include: The need for things which reflect upon self-esteem, personal worth, social recognition within the group at all stages of growth and development.
5. **Self Actualization Needs for Children and Youth of all ages.** This is the highest level of Maslow's Hierarchy of Needs. Self-Actualizing children and youth are self aware, concerned with personal development, education and learning and excelling to their fullest potential. Our goal is to see a nation of independent and self-sufficient, caring leaders of the future, one sole at a time.

For additional information, please contact: Paul Cheatham II, Founder, Project KIKS



Masa Kennedy Gueh giving out food at the Trinity Children's Center in Liberia.

