



Ian Maxwell

Co-founder, *Heart for Africa*



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Ian Maxwell was born and raised in Ottawa, Canada and graduated with an Economics Degree from Bishops University in Lennoxville, Quebec. He is the former Vice President of operations for Onyx Marketing Group in Toronto, one of Canada's largest marketing firms. In 2006 along with his wife, Janine, he "left it all behind" to serve Africa's children orphaned by starvation, poverty, abuse, and the HIV/AIDS pandemic.

Ian and his wife, Janine, are co-founders of the US 501(c)3 organization called [Heart for Africa](#), and the Canadian charity also called [Heart for Africa \(Canada\)](#) which are NGO's that focus on bringing HOPE to the Kingdom of Eswatini (formerly Swaziland) in the areas of Hunger, Orphans, Poverty and Education. They live on a 2,500 acre piece of land called **Project Canaan** in the tiny Kingdom of Eswatini, Africa (formerly known as Swaziland). The Maxwell's are parents to 260+ orphaned or abandoned children, while also employing 300+ Swazi workers who grow vegetables, run a dairy and egg laying barn, vocational training centers, medical clinic and schools. They also feed 3,500+ orphaned and vulnerable children every week through 30 churches and schools whom they partner with in the most remote parts of the country. Ian holds dual roles as CEO of Heart for Africa US and Director of Project Canaan. He oversees all facets of the organization and is ultimately responsible for the implementation of achieving the set goal of becoming self-sustainable.

Ian and Janine live on Project Canaan in Eswatini and they have two biological children, Spencer and Chloe.

For more information, go to www.heartforafrica.ca.