



Janine Maxwell

Co-founder, *Heart for Africa*

Raised in Northern Ontario, Janine Maxwell graduated from Evangel University in Springfield, MO. At age 24, Janine founded ONYX Marketing Group in North York and grew it over a 16-year period to become one of Canada's largest marketing firms, with a blue-chip client list to include Kraft, Coca-Cola, Campbell's Soup, and Buena Vista. In 2006, she left it all behind to serve Africa's children orphaned by starvation, poverty, abuse, and the AIDS pandemic.

Janine and her husband, Ian, 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.

Janine's personal and professional journey to present-day Eswatini reads like an adventure novel. It began on September 11, 2001 in New York City as Janine was evacuated from her hotel across from the World Trade Center and told to run for her life while her husband, Ian, was on an American Airlines flight to Chicago. That world-changing event was the catalyst that sent Janine into a deep depression and into the darkest parts of Africa in her search for life's meaning. What happened next was a roller coaster ride from the boardroom to the streets of Africa.

Janine is a sought-after speaker and travels extensively to speak the truth about orphans in Africa. She has the unique ability to empower others to see Africa through her eyes. Each of her two books, [It's Not Okay With Me](#) and [Is it Okay with You?](#), provides insights into Africa in a way that is fresh and filled with hope as her journeys put her face to face with the HIV/AIDS pandemic trying to understand what to do with millions of orphans left in its wake.

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

For more information, go to www.heartforafrica.ca. To engage Janine as a speaker, send an email to speaker@heartforafrica.org or call (678) 566-1589.