



Mission Statement

The mission of the CAP2015 campaign (Celebrities, Citizens and Children Against Poverty 2015) is to use our resources, relationships and networks to support the initiatives and raise the awareness of the United Nations Millennium Campaign and the End Poverty 2015 Campaign. We will uphold the United Nations Millennium Declaration and administer practical solutions and support existing solutions to help achieve the eight Millennium Development Goals (MDGs). We will also raise the awareness of all relative humanitarian campaigns to help further their individual missions. CAP2015 will also serve as an information source where publications, press releases and various updates can be viewed and downloaded to help educate the world on key humanitarian issues as well as the progress of each campaign. CAP2015 will also use all of its supporting campaigns (Hip-Hop Against Poverty, Read 2 Succeed, Hip Hop Summit Youth Council, etc) to help further its initiatives. Before creating CAP2015, we were very fortunate to be blessed with great celebrity relationships and were endorsed by great entertainment networks. We always wanted to use our relationships and resources to find practical methods to serve humanity. With over 15 years of experience in the entertainment industry, we know that information traveling over the entertainment network travels much faster and has greater impact than other methods. For this reason, we will use our relationship to spread the messages of humanity through our various entertainment networks to in hopes of achieving the Millennium Development Goals by 2015. We are extremely grateful to many friends and partners at the United Nations who have welcomed our initiatives and have given us the opportunity to work with them to support the United Nations Millennium Campaign. Without their help, endorsement and support over the last couple of years, we would not have been able to accomplish what we have. It is a great honor and a privilege for us to work hand in hand with the United Nations humanitarian campaigns in a mutual effort to combat global poverty.

CAP2015.org is not a platform to help raise money, accept donations or any other kinds of fundraising efforts to support our mission. All work is financed by the executive team of CAP2015 and we will continue to do so because we feel it is the duty of everyone to do whatever they can to help make a difference. We want to lead by example and have set a standard for others to follow and join. We feel we have been blessed by our great relationships and we want to use them to better the future. This is not a platform for self-glorification but an organization that will continue to bring all people together for humanitarian causes. We will in no way, shape or form support or administer anything that will compromise the integrity of the United Nations Millennium Campaign, End Poverty 2015 Campaign, the Millennium Declaration or any other humanitarian campaign that we are endorsing.