

**GHANA INDEPENDENCE MOVEMENT**

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**CAMPAIGN PROSPECTUS**

*Ghana Independence Fund — Investor Briefing Document*  
Independent Presidential Campaign 2028

<b>\$17.15M</b> Total Fund Target	<b>10–15</b> Fund Investors	<b>36</b> Months to Election	<b>Dec 2028</b> Target Election Date
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# 1. THE INVESTMENT OPPORTUNITY

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## WHAT THIS IS

The Ghana Independence Movement is seeking 10 to 15 strategic investors to collectively fund a three-year campaign to elect an independent presidential candidate in Ghana's December 2028 general election. This document sets out the strategic case, the mathematical pathway, the fund structure, the team, the governance framework, and what investors receive in return for their commitment.

## 1.1 The Problem Ghana's Business Community Cannot Ignore

Ghana's political duopoly has created a predictable cycle that costs the business community, the diaspora, and Ghana's development trajectory billions of dollars per decade. The pattern is consistent: NDC and NPP alternate power every 8–12 years. Each incoming administration reverses predecessor policies, terminates contracts, restructures institutions, and rewards party loyalists. Business planning horizons are compressed to match election cycles. Investment decisions are held hostage to political risk.

The 2022–2024 sovereign debt restructuring — Ghana's first-ever default — is the most visible consequence of this cycle. It was not inevitable. It was the product of 30 years of patronage-based fiscal management by two parties that prioritised electoral spending over national sustainability.

## THE BUSINESS CASE FOR CHANGE

An independent presidency does not guarantee perfect governance. It does guarantee one thing that neither NDC nor NPP has ever offered: a leader who does not owe their position to a party machinery that must be repaid with contracts, appointments, and policy reversals. For the business community, this represents a structural improvement in the operating environment regardless of the independent's specific policy positions.

## 1.2 Why 2028 Is the Window

- Youth voters under 35 will constitute over 57% of the 2028 electorate — the lowest tribal-party loyalty demographic in Ghana's history.
- Voter turnout fell 18 percentage points between 2020 and 2024 — 2.1 million demobilised voters are available for reactivation by a compelling independent.
- Four independent candidates won parliamentary seats in 2024 — normalising the independent vote at grassroots level for the first time.
- The floating voter pool (historically 15–20% of votes cast) combined with demobilised voter reactivation provides a mathematical pathway to 6M+ votes.
- Three years of runway from now to election day allows infrastructure to be built that no rushed campaign can replicate.



## 2. THE GHANA INDEPENDENCE FUND

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### 2.1 Fund Structure

The Ghana Independence Fund (GIF) is a formally structured, independently governed investment trust established to finance the Ghana Independence Movement's presidential campaign. It is not an informal political donation. It is a legal entity with independent trustees, audited accounts, and published expenditure reporting.

Fund Parameter	Detail
Fund name	Ghana Independence Fund (GIF)
Legal structure	Charitable/civic trust — independent trustees, legally constituted
Total target	USD \$17,150,000
Investment range per investor	USD \$500,000 minimum — \$3,000,000 maximum per investor
Number of investors	10–15 (maximum 15 to maintain governance integrity)
Maximum single investor share	25% of total fund (no investor controls the campaign)
Deployment timeline	Year 1: \$2.5M   Year 2: \$4.6M   Year 3: \$10.0M
Independent trustees	3 trustees — legal, financial, and civil society backgrounds
Audit	Quarterly independent audit; reports provided to all investors
Expenditure transparency	Public campaign finance dashboard (demonstrates governance values)
Governance meetings	Bi-annual investor briefings; real-time reporting dashboard

### 2.2 Why This Structure Protects Every Investor

- No single investor controls or can be seen to control the campaign — syndicated structure distributes both risk and political exposure.
- Independent trustees release funds against approved budget lines only — no discretionary spending by campaign team without trustee sign-off above agreed thresholds.
- International co-funding from foundations provides diplomatic cover — the campaign is visibly supported by recognised democracy institutions, not just domestic business interests.
- Public expenditure reporting — counterintuitive but powerful. Publishing what the campaign spends (not who funds it, if investors prefer anonymity) demonstrates transparency and becomes a campaign asset.
- Legal protections: Investor identities can be maintained as confidential within legal bounds. The trust structure, not individual names, is the public face of campaign finance.

## 2.3 What Investors Receive

This is a civic investment, not a commercial one. Investors do not receive financial returns. What they do receive is the following:

Return Category	What It Means in Practice
Policy access (if won)	Direct channel to the President for policy consultation — not contracts, but the ability to be heard on regulatory, trade, and investment environment decisions that affect your business
Governance improvement	A president not beholden to party patronage networks means more predictable policy, stronger contract enforcement, and reduced regulatory arbitrariness — benefits every serious business
National legacy	Association with the historic first independent presidency of Ghana — for individuals whose names will be remembered alongside this transformation
Diaspora repatriation environment	An independent administration focused on economic fundamentals creates a more attractive environment for diaspora investment and return
Protection of investment (if won)	An administration that owes its existence to no party machinery is structurally less likely to reverse business-environment reforms for political reasons

### IMPORTANT DISCLOSURE

This document does not promise or imply any specific government contracts, appointments, regulatory favours, or financial benefits to investors in exchange for their contribution. Investors are contributing to a civic movement. The Independence Compact (Section 4) sets out what the candidate commits to — and what they explicitly do not.

## 3. THE CAMPAIGN ARCHITECTURE

### 3.1 The Three-Year Operational Plan

Phase	Period	Name	Primary Objective	End-State KPI
Phase 1	Apr 2025 – Mar 2026	Build the Fire	Establish narrative dominance; build civic infrastructure	150 cells active; 500K petition signatures
Phase 2	Apr 2026 – Mar 2027	Grow the Army	Scale to full national coverage; manifesto launch; 2M pledgers	276 cells; 50+ parliamentary candidates; \$17M funded
Phase 3	Apr 2027 – Dec 2028	Win the Election	Convert movement to votes; protect the result	6M+ votes; 33,000 polling agents deployed

### 3.2 The Ground Infrastructure

The campaign's most critical competitive asset is its constituency-level infrastructure — built over 3 years, not assembled in the final months before election day. This is what the parties' financial advantage cannot replicate if the movement starts now.

Tier	Unit	Count	Function
National	Movement Command	1	Strategy, finance, communications, legal
Regional	Regional Command	16	Full-time coordinators, media, youth, women's mobilisation
Constituency	Cell Structure	276	Cell captains, community liaisons, youth mobilisers
Polling station	Election Day Agents	33,000+	One trained agent per station; real-time reporting

### 3.3 The Media Strategy

The campaign runs on owned media infrastructure, not media goodwill. This is a deliberate structural choice — party-aligned media houses cannot be relied upon, and paid advertising in the final weeks is insufficient to build the depth of support required.

- FM Radio: Weekly 'Ghana Free' programme segment secured across 30+ regional stations from Year 1. Cost-effective, reaches non-smartphone users, builds consistent brand presence.
- YouTube Channel: Weekly longform candidate content. Builds the candidate's intellectual credibility and policy depth in a format that can be shared and referenced over time.

- WhatsApp Broadcast Network: 276 constituency cells each operating local WhatsApp groups. Hyperlocal content in local languages. Cannot be blacked out. Reaches deep community penetration.
- TikTok and Instagram: Daily content team producing youth-oriented material. Behind-the-scenes, testimonials, economic data made visual, community event coverage.
- Outdoor and Print (final 6 months): Billboards, market posters, church and mosque notice boards in the final campaign sprint. Maximum saturation at the point of decision.

## 4. THE INDEPENDENCE COMPACT

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The Independence Compact is the candidate's binding public commitment to governance principles. It is not a manifesto — it is a pre-election constitutional statement of what the candidate will and will not do if elected. It is witnessed, published, and referenced throughout the campaign.

### The Compact serves three strategic purposes:

- It gives investors confidence that their contribution does not compromise the candidate's independence — because the candidate's independence commitments are documented and public.
- It gives voters a reference point that survives the pressures of office — the Compact can be invoked by civil society, media, and parliament to hold the President accountable.
- It differentiates the independent candidate categorically from NDC and NPP — neither of whom has ever made governance commitments at this level of specificity before taking office.

### 4.1 Core Compact Commitments

Commitment Area	What the Candidate Commits To
Cabinet formation	Cabinet appointed on merit and sector competence — not party loyalty. Published criteria. No appointment without public justification.
Contract and procurement	All government contracts above a defined threshold subject to open tender. No sole-sourcing to campaign supporters. Published register of all awards.
Fiscal discipline	No election-year spending surges. Budget prepared by independent technical team. Submitted to parliament on constitutional schedule without fail.
Anti-corruption	Establish fully independent Special Prosecutor with guaranteed budget and no presidential interference. Publish own tax returns annually.
Term commitment	Maximum two terms. No constitutional amendment to extend tenure. Binding public declaration.
What the candidate will NOT do	Will not accept party membership during presidency. Will not allow campaign investors privileged access to state contracts. Will not suppress media, opposition, or civil society.

## 5. THE CAMPAIGN TEAM

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### 5.1 Team Structure

A political campaign is only as credible as its team. The following positions must be filled with named, credentialed individuals before major investor commitments are sought. This section provides the role specifications — individual names to be confirmed and inserted prior to investor presentations.

Role	Responsibility	Required Background
Movement Director General	Overall strategy, investor relations, movement governance	Senior advisory, consulting, or executive background; trusted by candidate; operational discipline
Campaign Director	Day-to-day campaign operations; all 276 constituencies	Political campaign management experience, ideally pan-African; not aligned to NDC or NPP
Strategic Communications Director	Narrative, media, digital, messaging consistency	Senior communications or journalism background; multi-platform fluency
National Organising Secretary	Cell structure, training, ground operation management	Grassroots organizing experience; community credibility; multi-regional network
Legal & Electoral Affairs Director	EC compliance, nomination process, legal challenges	Electoral law specialisation; constitutional law background
Finance & Compliance Director	Fund management, trustee liaison, audit coordination	Chartered accountant or finance professional; clean public record; no political history
Parliamentary Liaison	Independent bloc coordination; 50+ parliamentary candidates	Political network; multi-regional relationships; not a party operative

### 5.2 Advisory Structure

In addition to the core operational team, the following advisory functions are required:

- Economic Policy Advisory Council: 5–7 economists and sector specialists who co-author the manifesto economic sections and provide credibility to policy positions.
- Diaspora Advisory Board: Representatives from UK, US, Germany, Canada, and Netherlands diaspora chapters. Provides funding network access and international legitimacy.
- Civil Society Coalition: Pre-identified CSO partners who provide endorsement sequencing — announced at strategically timed intervals throughout the campaign.
- Faith Community Liaisons: Respected figures from both Christian and Muslim communities who provide cross-religious neutrality signal and community access.



## 6. INVESTOR RISK ASSESSMENT

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### 6.1 Risk Summary

Risk	Investor Impact	Mitigation
Campaign loses election	Financial contribution is not recovered (civic, not commercial investment)	Loss mitigation: civic org continues regardless; movement infrastructure has lasting value beyond single election cycle
Investor identity exposed publicly	Potential political targeting by winning party	Trust structure allows legal anonymity; maximum 25% per investor prevents single-point targeting; international co-funders provide diplomatic cover
Candidate withdraws or is disqualified	Fund deployment halted; exit protocol activated	Trust deed includes withdrawal clause — undeployed funds returned to investors pro-rata; deployed funds reported via audit
Fund mismanagement	Capital deployed ineffectively	Independent trustees with sign-off authority; quarterly audits; real-time expenditure dashboard; no single individual controls disbursement
Party retaliation if won	Regulatory or contract pressure on investor businesses	Independence Compact explicitly prohibits retaliatory governance; international observer relationships provide accountability mechanism

### 6.2 The Loss Scenario

A well-designed independent campaign that loses in 2028 is not a wasted investment. Consider what a credible second or third-place finish by an independent candidate actually achieves:

- It demonstrates that the independent candidacy is viable — establishing the pathway for 2032 from a position of proven infrastructure rather than starting from zero.
- It forces NDC and NPP to govern under the credible threat of losing power to an independent — changing their policy and governance behaviour in ways that benefit the business environment.
- The civic organisation, the 276 constituency cells, and the community delivery infrastructure persist beyond the election — representing tangible, lasting community investment.
- The candidate's national platform is permanently elevated — creating ongoing influence over policy debate regardless of electoral outcome.

## 7. INVESTOR ENGAGEMENT PROCESS

### 7.1 Stages of Commitment

Stage	Action Required	Timeline	Outcome
Stage 1: Expression of Interest	Signed NDA and receipt of this Prospectus	Now	Added to restricted investor briefing list
Stage 2: Due Diligence Meeting	Private briefing with Movement Director General and Candidate (by invitation)	Weeks 2–4	Full access to electoral feasibility data and team introductions
Stage 3: Fund Trust Review	Legal review of Ghana Independence Fund trust deed by investor's own counsel	Weeks 4–8	Independent legal comfort on structure and protections
Stage 4: Commitment Letter	Non-binding letter of intent for investment amount	Week 8–10	Inclusion in founding investor syndicate
Stage 5: First Capital Call	25% of committed amount deposited into GIF trust account	Month 3	Fund activation; movement infrastructure begins
Stage 6: Subsequent Calls	Tranches per approved annual budget	Year 1, 2, 3	Quarterly trustee reporting; investor briefings bi-annually

### 7.2 Founding Investor Status

The first 5 investors who commit to the Ghana Independence Fund before the civic organisation's public launch receive Founding Investor status. This carries the following:

- Seat on the Fund's Investor Advisory Council — non-operational, advisory only, but providing visibility into campaign strategy and performance.
- Direct quarterly briefing from the Campaign Director on operational progress — separate from the general investor briefing.
- Named (or anonymous, per their preference) in the campaign's official history if the election is won.
- First-access to the candidate's Economic Policy Advisory Council — ability to nominate one economic advisor to the council subject to candidate approval.

#### IMPORTANT

Founding Investor status confers information rights and advisory access only. It does not confer any governance control over campaign strategy, candidate positions, or personnel decisions. The candidate's independence is non-negotiable and structurally protected by the Trust Deed.

### **TO REQUEST A CONFIDENTIAL INVESTOR BRIEFING**

*Contact the Movement Director General through the confidential channel provided with this document.*

All enquiries are subject to strict confidentiality. This document must not be forwarded without authorisation.

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#### **LEGAL DISCLAIMER**

*This document is a strategic briefing for civic investment purposes. It does not constitute a financial prospectus, offer of securities, or guarantee of electoral outcome. All projections are based on available data and professional judgement. Contributors to the Ghana Independence Fund are making a civic contribution, not a commercial investment, and should seek independent legal advice before committing funds. The Ghana Independence Movement and Cedimaker Strategic Advisory accept no liability for investment decisions made on the basis of this document.*

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