



Mission & Governance

Bridgewell Urban Group is a nonprofit running the Promise Zone program — churches, businesses, and organizations working together, zone by zone. Nairobi and Memphis, one promise.

Who Leads This

Onyango Samson Onyango is Executive Director of Bridgewell Urban Group. Jeffrey A. Williamson, Sr. is Founder and a Board Member — not Bridgewell's leader. Jeffrey also leads Alliance Capital Reserve and Atlas Digital Grid, the for-profit partners that fund and supply the program.

What's Real Today

A working Promise Zone mapping tool through Atlas Digital Grid. Governance policies drafted and pending board adoption. The Kenya program launches October 16, 2026. Nonprofit registration is in process.

Governance Safeguards (Pending Board Adoption)

Because the same person holds leadership roles on both the nonprofit and its for-profit partners, Bridgewell's board is putting these safeguards in place to keep decisions independent:

- Board members recuse themselves from any vote where they have a financial interest.
- Five-member board with three independent directors (a majority); the Board Chair is an independent director.
- Written conflict-of-interest policy signed annually by every director.

These safeguards are drafts under attorney review — pending board adoption, not yet in effect.