

CALL TO LOVE INITIATIVE

16 Ogbunike Street, Lekki Phase 1, Lagos, Nigeria

E-mail: info@call2luv.org

Tel: +234-8034-013676, +234-8128-841639



Concept and Design by ADE Digital



2017
Annual Report
call2luv.com

MISSION

Our mission is to enrich lives through social development.



VISION

To build a modernized haven that will cater for the social development of our beneficiaries.





Founder's Remark

“Our mission is to enrich lives through social development”.

Since inception of the Call to Love Initiative in 2010, we have stuck fiercely to this mantra to ensure that our programmes, interventions and overall strategy is founded on what we initially set out to do – *enriching lives*.

In deciding our expected impact, we considered, yet again, the problems and issues prevalent in today's Nigeria and affecting the development of underprivileged children. Our findings confirmed that *our society is not adequately nurturing the holistic growth of children*, and not enough is being done by major institutions of government and society to fill that gap. This, of course, informed our direction for 2017.

Over time, our interventions has majorly been to support institutions in their quest to support



underprivileged children. This year, we set out to do the (seemingly) impossible and took a positive leap forward by launching what will become our flagship programme going forward – *the Making a Difference with Education Summer Camp*. Through this programme, we seek to equip our beneficiaries with useful skills outside of their everyday school curriculum. We also launched the *Call to Love Mentorship Programme* which places children with accomplished adults to inspire and guide their growth.

Thanks to the remarkable dedication and support of our partners, *Call to Love Initiative successfully impacted the lives of over a hundred beneficiaries in Nigeria* with what we hope is the beginning of remarkable and resounding achievements.

As they say, this is just the beginning. We are dedicated to our cause and will keep moving forward. We have summarised our focus for 2018 into the following action points:

- Deliver a *more robust Summer Camp* with a *minimum of 100 beneficiaries*;
- Formulate strategy for *sustainable* and *impactful social enterprise*;
- Constitute an Advisory Board;

We remain thankful to our Board of Trustees, our donors, sponsors, volunteers, mentors, and everyone else that has supported our cause in every little way.

We definitely could not have gotten here without you. We know we grow faster and impact more when we listen to our community; so, I invite your comments, suggestions and critique, with special appreciation for honesty that will challenge us to achieve greater knowledge and impact.

I remain ever truly yours,

Wunmi Benson-Ajila





MR E.O. ADEOLU

Head of Social Mobilization, Lagos State
Universal Basic Education Board (SUBEB)



The MWE Summer Camp is an amazing and life changing intervention.

As a result, necessary support and continued partnership should be given to the Call To Love Initiative. This Project should be extended to other LGEAs in Lagos State so that Call To Love Initiative can continue to *Make A Difference* in Education



TOUN ADEREHINWO

Volunteer



Great initiatives seeing the children learn skills different from what they learn at the four walls of classrooms



BOWALE AGBOADE

Kid Entrepreneurs



Call To Love is a heaven Initiative!

It is such an amazing platform that not only helps to reorient those kids, it also gives them the chance to wildly believe that *their future will be far better than their current situation. This is a movement* i'm proud to be a part of.



ANU ADEREHINWO

Volunteer



The beneficiaries were tutored on some technicals and vocational skills in order for them to believe in there ability and reduce poverty



MRS TOLU AKINGBOHUNGBE
Board Trustee



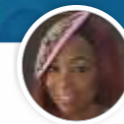
Call To Love Summer Camp gave the children the opportunity to experience *extra coaching of high standard* that was not easily accessible to them.



AGBOOLA AGBOYADE-COLE
Unity Bank



Dedicated efforts yielding great impact.
Well done!!!



KEHINDE ADOLLO
Brand Manager, Gem Woman



Totally engaging programme!!!
A great platform for the kids to discover themselves. Well done team!



FUNMI SAX
Volunteer



Call To Love Summer Camp was a life touching experience and I am grateful I was part of it



ABASS AKINSANYA
Volunteer



Engaging and productive platform for the minds of the young ones



CHINEDU OBIYONYON
Volunteer



In a nutshell,
Call To Love is giving life to lives to create Life.

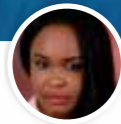


IMAM RIDWAN JAMIU
Chief Imam, Lekki Central Mosque



The Summer Camp was impressive.

I believe that you are directly and indirectly *raising the hopes* of the youngsters and giving them a new narrative that *there are still good people* in the society, whose altruistic services are worth emulating. *may your energy never wane*



REGINA EHIOGIE
MD, Radiance Makeover



The MWE Summer Camp gave the kids a platform to learn extra-curricular skills which will be a life-time knowledge that they can leverage on.

I am proud to be a part of this initiative.



BUNMI BENSON-AJILA
MD, Chutes and Ladders Limited



We are proud to be a part of the MWE 2017 Summer Camp.

It was *very educative* and a *unique adventure* for the pupils. We will be glad to continuously support this initiative in repairs and renovation of their host schools.



SADIA OJO
Call To Love Mentor



The entire programme is brilliant,

I am glad to be a Call To Love Mentor and always willing to give a helping hand

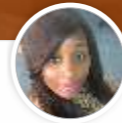


MRS. CAROL OYADE
Founder, Sought After Orphanage, Ajah Lagos



Call To Love is a wonderful Initiative,

their impact and value added to our little ones through their programs is immense. I encourage them to keep up the vision against the odds. God bless.



NKEM OKEKE
Volunteer



The joy and the excitement on the faces of the children involved in the call to love initiative is all the feedback you truly need.

Excellent work!

well planned and very well executed. I was glad to be a part of it and hope this years gives room for a larger participation of children.



OLAKUNLE AJILA
Volunteer



It's a great privilege to be a part of this awesome initiative.

Watching the enthusiasm of the children when they were thought Coding or their quick adaptation to learning fashion designing was a joy to behold. Indeed, the kids I interacted with me, told of their gratefulness to the organizers and I pray God will continually strengthen and bless the team. *Keep it up!*



PASTOR FEMI OKANLAWON
Holy Ghost Christain Centre, Lekki



The entire programme is brilliant,

The Summer camp is an enriching experience...I wish there was more time to answer all questions from the children. May God continue to bless the handy work of Call To Love.

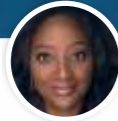
Amen

2018 CALENDAR

JAN	AAR	2018 Strategy Sessions		
FEB	Commence awareness programme on 2017 activities	Announcement of 2018 plans to the public	Recruitment of mentors and volunteers for Annual Summer Camp and Mentorship Programme	Constitution of Advisory Board
MAR	Finalise engagements with partners and sponsors for 2018	Convene Advisory Board Meeting		
APRIL	Commence preparation of curriculum for Annual Summer Camp	Continue recruitment of mentors and volunteers	Selection of participant schools and orphanages	
MAY	Forward information materials to public, partners and sponsors on Annual Summer Camp and other Programmes	In conjunction with participant schools, finalise selection of Annual Summer Camp beneficiaries	Finalise logistical details such as budgets and timelines	

2018 CALENDAR

JULY	Visit to the host school to determine logistical issues	Final preparations in the run-up to the Annual Summer Camp	Annual Summer Camp
AUGUST	Conclusion of Annual Summer Camp	Commencement of first cycle of Mentorship Programme	
SEPT/OCT	Continuation of Mentorship Programme	Impact assessment	Advisory Board Meeting
NOV/DEC	Conclusion of Mentorship Programme	Christmas Outing for Beneficiaries	After-Action Review on 2017



OLUBUNMI ABODERIN TALABI
Chairperson, Board Of Trustees, OA Foundation



The Make A Difference with Education 2017 Summer Camp was an eye-opener.

It was wonderful to see such a committed group of young people led by Wunmi Benson-Ajila dedicating a week of their time to provide productive activities for Lagos public school pupils during their summer vacation. The children learned coding, as well as various arts and crafts and vital life skills. With good stewardship and good will, Wunmi and Team organized a focused, purpose-driven alternative for the children with a comparatively modest budget.

Well done C2L Team.

Hopefully next year the camp can be at least two weeks in duration, filled with vibrant, useful and fun things for the participants to do.



NEDU AHANONU
Nedoux Sews



The MWE Summer camp 2017 was delightful experience,

I was privileged to tutor about 30 young children in the craft of sewing both by hand and with an electric sewing machine.

Their enthusiasm for learning was so heartwarming, they were so excited and happy while handling the sewing machine to perform the tasks that I assigned to each of them.

I believe the Call 2 Luv initiative is truly commendable, as *it is bringing joy and purpose to these children*, offering them a beautiful perspective on what their future could be, because the sky is only their limit.

Thank you so much for the opportunity to contribute, I do hope there will be an MWE Summer camp 2018 edition! This should definitely continue.



SIMEON ALFA
Call ToLuv Mentor



The summer camp was my first participatory volunteer service and *I am overwhelmed at the level of impact* the Camp activities had on the children but more importantly *I was overjoyed at the future impact.*

Interestingly, I had the privileged to share in the mentoring session with one of the kids and it was obvious that the Camp helped him to discover vital lessons that are already shaping his conviction towards his future plans.

I commend the effort put into the organization and financing of the summer camp as a I look forward to doing more in support of this initiative. Thank you for giving hope to the children.



OMOBOLA ADEKOLA
Call ToLuv Mentor



The 2017 MWE Summer Camp was very educative and enlightening for the kids.

There were diverse training programs on skills acquisition and talent development such as, Coding, Beads making, Tailoring, Gele tying, Entrepreneurial session and so on.

The kids actively participated in the program with so much joy. *I had a great time at the Summer Camp. I would recommend that the Summer Camp be held annually* to give opportunities to less privileged kids as part of their growing up experience. This is to allow them to build their confidence due to the growth and development that comes with the program.

The MWE Summer Camp

The M.A.D. with Education project was designed to support and nurture beneficiaries of the Call to Love Initiative to produce a robust ecosystem of *well-rounded, well-educated* and *focused* children through targeted capacity development programmes and interventions.

The new addition to the M.A.D. with Education interventions, the MWE Summer Camp is dedicated to enhancing and deepening the children's understanding of the need for the acquisition of *soft or non-cognitive skills* and delivering an all-inclusive curriculum tailored towards that purpose. Over the course of five days in August, the



As part of our commitment towards Making a Difference in Education, we also embarked on a development project on the premises of our host school – Ikoyi Nursery and Primary School by installing a borehole water system in Ikoyi Nursery and Primary School and also renovated the school toilet facilities.

Summer Camp facilitated trainings for *over a hundred children* in *leadership, etiquette, public speaking, team orientation, organisation skills, vocations (such as coding, basket weaving, tie-dye, bead-making, painting)* and of course, fun!

It was a unique opportunity to bring together stakeholders such as mentors, teachers, technical and vocational education specialists to *create a learning environment* which reforms the beneficiaries, and ensures a more wholesome education.

The Call to Love Mentoring Programme

The Call to Love Mentorship Programme (the Programme) is focussed on *enhancing the development of the Beneficiaries of the M.A.D. with Education* Programme through structured engagements with selected Mentors.

The goal of the Programme is to, over a three-month period, *foster mutually rewarding relationships between Mentors and the Beneficiaries* which provides the Beneficiaries/Mentees with requisite interpersonal skills and redefines the scope of their development through regular interactions with the Mentors.



We successfully completed the first cycle of the Mentorship Programme in December 2017 with *20 mentors and mentees*.

The Programme was a unique opportunity for our eager young beneficiaries to meet accomplished individuals and build worthwhile relationships which we hope will be long-lasting.



MICHAEL IKHANE
Program Lead, IMyque Code Academy



The 2017 edition of the MWE Summer Camp was our first encounter with call To Love. *It was heartwarming to see a team of young professionals selflessly giving their time and hard-earned resources to make the lives of others better at the height of an economic recession*

Collaborating with Call To Love was a very rewarding experience for us at the Academy. And joining hands with them to put Nigerian children at the *fore of an increasing global information technology market place ties in perfectly with our vision*. We look forward to greater future endeavors.



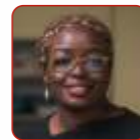
Financial Statements

2017 Financial Statement (High Level)

The Call to Love Initiative is registered as a not-for-profit organisation under the laws of Nigeria, and is exempt from payment of income taxes under ... (laws). *We take pride in meeting and exceeding international best-practice standards of excellence regarding transparency and good governance.* Our programmes are supported by financial contributions from our members, friends, individual and corporate grants, as well as levies from the executive team. These contributions towards our programmes help us implement our activities and advance our mission. *The Call To Love Initiative is registered as a not-for-profit organization under the laws of Nigeria and is exempt from payment of income taxes under the Companies Income Tax Act.*

In addition to financial contributions, we are supported by in-kind contributions from partners and sponsors. These

contributions have been majorly advantageous in our bid to reduce costs and deliver the programmes using our limited resources. *Some of the in-kind contributions include venue for the Summer Camp (provided by the Lagos State Universal Education Board),* subsidization of costs in relation to feeding, transportation, media, and facilitation. We have set out below a summary of our financials for the 2017 year.



Sesan Sulaiman
Director

Financial Statements

2017 Financial Statement (High Level)

₦715,702

Balance brought forward

₦2,114,476

Income - Donations, Executives Levies

₦ 1,805,000

Expenses

₦403,226

Balance brought down

Partners



MISSION

**Our mission is to
enrich lives through
social development.**

