

ANNUAL REPORT

2016

AND 2017 CALENDAR



CALL TO LOVE INITIATIVE



LETTER FROM THE FOUNDER

I am pleased and proud to share Call to Love Initiative's 2016 Annual Report with our friends and partners.

This was a pivotal year for us as we grew in leaps and bounds most especially in relation to streamlining our goals and impact. With the help of Call To Love's executives, our esteemed volunteers, and our diverse partners, we were able to achieve more, influence more lives, and importantly, we realized that we can do so much more despite attendant challenges.

In order to better actualize our mission, we have redefined our goals and focused more on programs and initiatives which truly influence our beneficiaries and make them stellar members of the society.

Looking to the future, our resources will be directed towards:

- a. Providing academic, vocational and social trainings to our beneficiaries;
- b. Organizing experiential Outings such as Annual Fun Day;
- c. Invest in sustainable and impactful social enterprise initiatives

We are very excited about the progress we have made so far, and thank you - our donors, volunteers and partners - for helping us to make it happen. Thank you all for responding to THE CALL TO LOVE.

Together we are making a difference.

My regards,

Wunmi Benson - Ajila
Founder/Executive Director



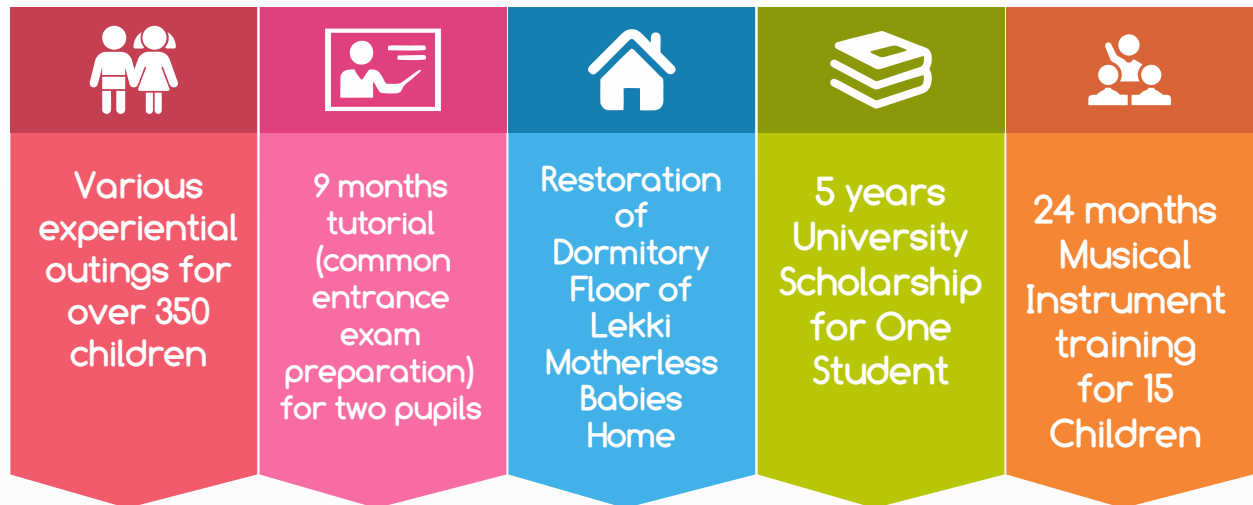
OVERVIEW

Who we are

Call to Love Initiative was founded in 2010 and our mission is enriching lives through social development. We support under-privileged children by enhancing their access to impactful growth and balanced development. As a Foundation, we employ a targeted approach of interaction with our beneficiaries and delivery of projects that drive lasting solutions and contribute positively to a reduction in the grave number of children without access to proper social development in Nigeria. We also seek to help develop a healthy self-esteem in the children by exposing them to activities which they would otherwise not be privileged to experience.

Over the past six years of operation through various partners and projects, we have positively impacted the educational, social and intellectual development of over 350 beneficiaries in various locations in Nigeria through financial contributions, academic support, mentorship, capacity development programmes, and social change projects.

OUR IMPACT (2010-2016)







FINANCIALS

Fund Raising

At the inception of the Foundation, our programs and initiatives were modest and did not require a major influx of funds, so there was little or no need for fundraising. As CallTo Love grew to become a community, so did the activities and programs in which we invest thereby occasioning the need for more financial resources to achieve our objectives. We currently fundraise through individual membership levies and donations from community groups. However, we are aware that our aspirations are quite cost-intensive, thus, we will in 2017 establish a fundraising committee to champion our fundraising strategy and explore investment in a social enterprise to generate sustainable funds.

Financial reports

For the year ended December 31, 2016, Call To Love executives and trustees donated a total of N 895,000 while external donations N1, 328, 500 amounted to N 2,223, 500. Our expenses for 2016 was N 1, 653,351 which includes costs incurred for musical classes at MUSON, Common Entrance tutorial classes, Annual Fun Day, Christmas Cinema Outing, media and marketing, and logistics.

Please see appendix for detailed financial reports.

Sesan Sulaiman
(Executive Director)



2016 Expenses

| S/N | DESCRIPTION | AMOUNT |
|-----|--|----------------------|
| 1 | Lesson Teacher's Fees Jan-June) | N240,000.00 |
| 2 | Musical Classes (One session) | N150,000.00 |
| 3 | Drum sticks & repairs | N10,000.00 |
| 4 | Venue & Canopy/chair/tables Rental | N250,000.00 |
| 5 | Communications & Social media campaign | N150,000.00 |
| 6 | DJ, MC, Bouncing Castles, popcorn, candy floss, Mascots, | N289,000.00 |
| 7 | Food, Snacks and Drinks | N150,000.00 |
| 8 | Screen (projector) | N20,000.00 |
| 9 | Branded Banner | N10,000.00 |
| 10 | Photography | N20,000.00 |
| 11 | Video Coverage | N30,000.00 |
| 12 | Rubber carpet, balloons, rentals | N15,000.00 |
| 13 | Kids Gifts Pack | N76,050.00 |
| 14 | Coaster Bus Rental (2) | N70,000.00 |
| 15 | EMENALOM CHINONS (food pack) | N60,105.00 |
| 16 | THE FILMHOUSE LTD | N102,000.00 |
| 17 | Additional tickets (Filmhouse) | N8,800.00 |
| 18 | Bank charges | N2,396.00 |
| | TOTAL | N1,653,351.00 |

| S/N | INCOME STATEMENT | |
|-----|----------------------------------|--------------------|
| 1 | Executives Levies | N895,000.00 |
| 2 | Donations | N1,328,500.00 |
| 3 | Expenses | (N1,653,351.00) |
| | 2016 Balance Brought Down | N570,149.00 |

Executives

Akingbohunbe Omowunmi, Sesan Sulaiman, Oyindamola Oyeduntan

Donors & Partners

Abiodun Adenle; Abiola Adekola; Adebanke Yetunde Atiba; Adekunbi Alli; Adenike Omirin; Aderehinwo Gbenga; Adetoun Aderehinwo; Adeyosola Atere; Agbe-Davies Muiyiwa; Ahmed Roveeyah; Aina Yewande Olusade; Ajibola Olakunle George; Akingbohunbe Adetolu; Akinwale Osunbunmi; Akomode Wallace; Aliu Jude; Amire Oluwafunmi; Anu Aderehinwo; Anuwa Eremuo; Anyanwu Charles; Ashiru Musiliu O.; Ayomide Adetoro Akindele; Babajide Fatinukun; Banjoko Olufunmi; Bayo Sanni; Benard Ofuyah; Biodun Obakin; Capt Femi Olaiya; Chinedu Chukwudi Obidiegwu; Chisom; Chioma Esike; Chisom Izuka; Chitar Eze Ajoku; Chris Iheuwa; Chukwuma Ndego; Dimeji Belo; Diran Ajayi; Egbe Imuwahen; Eniola Shitta; Folake Akinyele; Folasade Sulaiman; Gladys Nwosu; Idiong Obong; Joolade Sulaiman; Joy Alfa; Leke Olanrewaju; Monye Ifeyinwa; Motolani Adeniran; Nonso Okpala; Oduntan Olusegun; Ogundeji Temitope; Oguneye Olakunle Olaniyi; Ojelabi Abosedo Omolola; Ojurongbe Abimbola; Okeke Nkem Mary; Okelue Echezona; Oladele Nasiru; Oladipupo Adeoye; Olaide Sosonde; Olakunle Ajila; Olamide Awofala; Olamide Awofala; Olatunbosun Vincent; Olayinka Olorundare; Olubunmi Aboderin-Talabi; Oluwabunmi Ajila; Omogiafor Owen; Omojafor Anita Modupe; Opeyemi Awodire; Opeyemi Obembe; Ora Ataguba; Oriwoh Joshua Eimhenya; Osarenoma Ekomwurenren; Osungade Olaoluwakitan; Oviawe Anthonia; Owoade Temitope; Oyeduntan Babajide; Oyeduntan Elizabeth Modupe; Oyinda Ogbebor; Roberta-Legg-Afinja; Rueben Emmanuel; Samuel Onafowokan; Sarumi Bisola; Shuaib Mariam; Shuaib Oyolola; Simeon Alfa; Sulaiman Fatima; Tanimomo Yetunde; Temitope Richard Banji; Timmy Oluwunmi; Tinuke Ojo; Tokunbo Ogunfodun; Tomilola Adejana; Unachukwu Henry; Unanaowo Edet Henry; Wiebe Boer; Yemi Rufai; Yewande Sulaiman,

Stimulus Initiative; Eleimon Int. Services; Monmart Settle Systems Nigeria; Chutes & Ladders; Plush Tissues; Acquiring Digital Estates (ADE); Aunt Landa Bethel Foundation; Filmhouse Cinema; Musical Society of Nigeria; Nigerian Red Cross Motherless Babies Home; Little Saints Orphanage, Sought-After Orphanage; Musical Society of Nigeria (MUSON); Blue Bon Projects & Services.

Our Partners



2017-MISSION & GOALS

Mission:

- To develop non-cognitive capabilities in selected beneficiaries;
- To improve the physical teaching environment of selected public primary schools in Lagos State.

GOALS



Deliver a 5-day summer camp for 100 children for the acquisition of non-cognitive skills;



Convene a Stakeholder's Forum to evaluate projects and strategise on global plan towards achieving the Call to Love vision.



Award 3-year scholarship and mentorship packages to the winners of the Summer Camp.



Complete renovate works in 3 selected public primary school in Lagos State.



Formalize appointment and constitution of call to love Advisory Board

2017 CALENDAR

January

- Sensitize stakeholders on 2017 plans and collate feedback
- Conclude 2017 Plans & Calendar
- Reactivate donation platform for Call To Love Website and social media platforms
- Commence teaser communications via social media platforms (awareness) and call for volunteers
- Complete Concept Note for Summer Camp i.e. curriculum, fundraising strategy, logistical operations, communications etc.

February

- Prepare and print brochure and forms, social media awareness blurbs;
- Engage prospective partners/key stakeholders for August Summer Camp
- Send out formal sponsorship requests to corporate sponsors and enablers
- Formal request sent to proposed mentors, speakers and facilitators

March

- Renew Lagos SUBEB partnership
- Distribution of forms to selected schools for pupils in primary 5
- Distribution of forms to other Call To Love Alumi/Beneficiaries
- Engage and enlighten school teachers and students on the procedures and benefits of the Summer Camp; the importance of getting parents'/guardians' consent to apply and participate in the summer camp (if selected).
- Informal discussions with Head mistress/Masters of schools to assist with identification of less privilege pupils in order to prioritize their applications.

2017 CALENDAR

March

- Identify and apportion cost to the proposed renovation work at selected school.
- Follow up on application forms, sponsorship requests, mentors, speakers and facilitators.

April

- Collate forms and communicate annual summer camp date(s) to schools, parents/Guardians/children.
- Inform Volunteers of annual summer camp date(s) and their roles.
- Conclude plans with vendors/partners (Curriculum, feeding, transportation, venue management and logistics).
- Commission renovation work at selected school
- Communications via social media platforms (awareness)
- Follow up on school venue, camp partners, sponsorship requests, donations, mentors sign up.

May

- Conclude curriculum
- print summer camp brochure with curriculum, details of selected pupils, speakers, mentors, sponsors and enablers.
- send Invitations to stakeholders (Partners, speakers, Mentors, volunteers, sponsors etc.)
- Follow up and supervise renovation work
- Communications via social media platforms (awareness)
- Follow up on school venue, camp partners, sponsorship requests, donations, mentors sign up.

2017 CALENDAR

June/July

- Inform schools, parents/guardians of the selected children
- Communication and hype as we count down days to the summer camp
- Finalize camp plans, schedule, curriculum, participating members & volunteers, faculties, venue.
- Follow up on camp partners, sponsorship requests, donations, membership dues, mentors sign up.

August

- Summer Camp- feeding, clothing, required household items, transportation, first aid/hospital in case of emergencies, video recording (especially of before & after the camp), photography, faculties, activities - (e.g. entrepreneurship skills, table manners/cutlery usage, public speaking/debate, music/dance class, ART-painting, pottery making, book reading, innovative games, swimming, IT-computer class).
- Measures of success for summer camp for presentation of Fun Day
- Fun Day immediately after summer camp
- Connect mentors with selected children
- Celebrate partners, members, volunteers
- Call for members/sponsors/donors/volunteers/partnership
- Communications via social media platforms (awareness)
- Organise comprehensive After Action Review on the MWE Summer Camp"

2017 CALENDAR

September/October

- Plan maiden annual dinner/fundraiser for stakeholders

November/December

- Hold maiden annual dinner/fundraiser
- Christmas outing for 200 kids
- Construct 2018 plan
- Hold first Advisory Board meeting and present 2018 plan

CALL TO LOVE INITIATIVE

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