



2020 ANNUAL REPORT FAME FOUNDATION



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LETTER FROM THE

EXECUTIVE DIRECTOR

Since its founding, FAME Foundation has been striving to achieve its aims and objectives of bettering the lives with sustainable initiatives. Our priority still remains women and girls, especially those living in underserved communities, refugees and people with disabilities. We will continue to tirelessly empower, encourage, and enlighten these groups of people in order to help them develop themselves, thereby resulting to a better nation.

In 2020, the COVID-19 pandemic has led to dramatic social and economic changes on a global scale. The global spread of the virus has served as a keen reminder of the importance of education and empowerment of women and girls in our societies and the need to intensify actions on impact-driven advocacy and empowerment.

On this note, I would like to express my sympathies to those who were affected by the current COVID-19 pandemic. I would also like to express my heartfelt gratitude to all medical workers and frontliners who have been working hard on providing treatment.

The year 2020 started on a good note, as we organized the Women and Sport Dialogue and Generation Equality Football match which was a great start for the year. But unfortunately, the outbreak of COVID-19 had a huge impact on our activities but our resilience was at its strongest.

We were able to achieve our major plan for the year, which was establishing a solid platform for our 'PLAY it DREAM it' project.

One of the highlights for the year for us was launching of the first ever handbook for Internally Displaced Girls in Sports. The book is a compilation of nuggets from the PLAY it DREAM it Conference, organized in conjunction with US Dept. of States and FARE network in commemoration of the International Day of the Girl-child and #FootballPeople Weeks.

I extend my sincerest appreciation to all FAME foundation's directors, partners, staff and volunteers for making 2020 a successful year for the organization.

2020 was eventful, and we look forward to a better year ahead.

Thank you.

Aderonke Bello
Executive Director



FAME 2020 HIGHLIGHTS

3,000+ PEOPLE IMPACTED

FAME has impacted 3,000 people in 2020, and since our founding in 2017, have impacted more than 10,000 women and girls, persons with disabilities, refugees, and people from marginalized communities in Nigeria.

In commemoration of International Women's Day.

The football match was kick-started by the Minister of Women Affairs, Paulen Talen and Louis Auta, a PWD advocate and founder/CEO of Cedar Seed Foundation.



Organized Generation Equality Football Tournament



Aimed at using sports as a tool to help girls access quality education, reduce child marriage, increase women and girls participation in sports while boosting their mental and physical well-being. #PlayitDreamitTuesday, a social media engagement discussing sports for development and equality was launched under this project.

Launched the first-ever sports books for Internally Displaced Girls in Nigeria, titled, "Success Tips for Internally Displaced Girls in Sports"



PLAY it DREAM it Book Launch



Sports against Rape

Organized series of outdoor exercise tagged "Hiking against Rape" and "Yoga against Rape", to campaign against the rape cases which tripled in number during COVID-19 lockdown.

The sole objective was to advocate and enlighten the public against rape culture while raising funds for victims of rape.

The book launched on December 1, 2020 and compiled by Ms Anna Mambula, Programme Manager of FAME Foundation, is a manual compilation of success nuggets delivered at the 2020 edition of the PLAY it DREAM it Conference, in commemoration of the International Day of the Girl Child and #Footballpeople weeks.

FAME FOUNDATION

ABOUT US

Vision

To solicit, encourage, and advance the social, emotional, political, and economic well-being of women, girls and the vulnerable.

Purpose

Formulate programs within the framework of national development plan with a view to enhancing the participation of women and advocate for parity in the society.

Core values

A people-first approach that values the dignity of every being through equality, inclusion, integrity, accountability and respect for all.

FAME Initiatives

PLAY it DREAM it



PlayitDreamit Initiative; using sports as a tool to push for the Sustainable Development Goals by educating the girl-child, reducing the occurrences of early marriage, increase female participation in sports while boosting their mental and physical health/well-being.

1Girl 1Pen

1Girl1Pen initiative aimed at creating awareness for the girl-child education in Africa with participation from different countries around the world.

Project location of over 17 states of the Federation, with over 45 girls awarded scholarship under this campaign.



Why wait



Since 2018, the why wait programme, in collaboration with the SAFE Education programme, has been equipping school pupils with a sense of belonging and life skills to excel in life's journey.

Empowerment Outreach



As part of our work to empower rural women and girls, FAME has been organizing talk sessions and training to provide them with information and knowledge not within their reach. Also empower them with skill sets for better living and communities.

Who we are

FAME Foundation for Girls and Women Empowerment is a gender based not-for-profit organization based in Abuja, Nigeria.

What we do

We advocate for the rights of women, girls and vulnerable in the society, for the development of the nation, from grassroots level to government and align our activities towards the achievement of equality and empowerment for all through outreaches, training, seminars, conferences and programmes, all in the pursuit for the betterment of humanity.

How we do it

We work in partnership and collaboration with other NGOs, government and international agencies to improve the appalling economic situation of the vulnerable, girl-child, and women, thereby encouraging self worth through sustainable dynamic initiatives and programs.

Who we work with

The primary beneficiaries of our work are women and girls, people with disabilities, youths, refugees, grassroots communities and marginalized populations.

How we began

Though various initiatives have been executed by our founder, 2017 was the year of officially setting the course. From our very first days, FAME foundation has been driven by a calling to establish gender parity, equality and empowerment of women, girls and vulnerable, while advocating on issues that affect women.

FAME 2020 ACTIVITIES



WOMEN AND SPORT DIALOGUE

Problem

The low level of female athletes participation in Olympic sporting activities.

Solution

A gathering of academics and expert panelists, technocrats, sports advocate, football players and coaches; both male and female, media, and the general public to draft a successful blueprint for female athletes at the Tokyo Olympics and beyond.

FAME foundation organized a two-day event in commemoration of the International Women's Day 2020. The first day was a conference themed, "Women and Sports Dialogue" held on March 4, 2020 at the Exhibition Pavilion, Area 10, Garki, Abuja.

The event was aimed at drafting a successful blueprint for female athletes at the Tokyo Olympics and beyond. The event was a gathering of academics and expert panelists, technocrats, sports advocate, football players and coaches; both male and female, media, and the general public.

The Women and Sports International Conference focuses on using sport to bring together women from different spheres and field of life, women in government, business, education, International public figures, also house wives, career women, women from grassroots etc.

FAME 2020 ACTIVITIES



GENERATION EQUALITY FOOTBALL TOURNAMENT

Problem

Low participation of women and girls in sports.

Solution

Organizing a football tournament that provided a platform for women to engage in sporting activities, while discussing on gender discrimination in sports and the way forward.

FAME Foundation organized a “generation equality football match” in commemoration of International Women’s Day, a day set aside by the global community to celebrate the uniqueness of every woman on earth.

The IWD 2020, is an annual event that is scheduled March 8; FAME held the friendly football competition on March 5 , 2019 at the Area 3 football pitch.The Football match brought women from different classes, spheres and background. It also gave everyone woman a sense of belonging and the consciousness of their common goal.

The football event was an all-female tournament consisting of 6 teams;

TEAM NUJ(Nigerian Union of Journalists)

TEAM US (Embassy of the United State of America)

TEAM BHC(British High Commission)

TEAM UN Women(United Nations)

TEAM FAME (AMAC, Advocates and FAME Volunteers)

TEAM HELPLINE (Helpline foundation management and volunteers)

The event featured;Free Eye test and counselling Free malaria testFree blood pressure check.Distribution of male and female condom and lesson on how to use it.Health talksDance, Cheerleading and much more

FAME 2020 ACTIVITIES



HIKING AGAINST RAPE

Problem

Alarming increase of rape cases and other forms gender-based violence experience by women and girls, during the lock-down caused by the COVID 19 pandemic

Solution

Initiate intense advocacy against rape culture and raise funds for victims of rape. Also advocate and enlighten the public on the need to fight against gender based violence.

Series of Hiking Against Rape has been organized with the first edition been held on July 4, 2020 at Gwarinpa Hills, Abuja.

It is one of the programmes under the PLAY it DREAM it project aimed at using sports to drive cause with the hope of creating changes in the society.

The objective of these exercise activities was to create more awareness on the issues of rape and advocate against it. It was also aimed at educating participants on their individual social responsibilities and strategies to curb the occurrence of rape through talk sessions and interactions at the mountain top.

Speakers which included men, were invited to speak on the need to create awareness on rape, the importance of family orientation on sexual abuse, dangers of rape and the need o campaign against it.

FAME 2020 ACTIVITIES



CHILD PROTECTION TRAINING

Problem

Individuals who engage with children have little knowledge on the necessary skills needed to work with children, while keeping them safe from danger

Solution

Organized a child protection policy to train volunteers and staffs on the overarching principles that guide our approach to safeguarding and protection of children.

A lot of children are in need of help and intervention because they are suffering, or likely to suffer, significant harm, which can be considered as the severity of maltreatment, the degree, extent, duration and frequency of abuse and neglect; the extent of premeditation, presence or degree of threat, coercion, sadism and bizarre or unusual.

Child protection is the process of protecting individual children identified as either suffering, or likely to suffer, significant harm as a result of abuse or neglect. It involves measures and structures designed to prevent and respond to abuse and neglect.

Safeguarding training is the perfect way to ensure that our team have the skills that they need in order to be able to provide a service that protects children and young people.

The training equipped staff and volunteers on how to identify who might be vulnerable, recognizing tell-tale signs of abuse and neglect, improve their communication ability with children and youths, and record and report abuse and neglect appropriately.

FAME 2020 ACTIVITIES



PLAY it DREAM IT CONFERENCE

Problem

Inequality and non-inclusion faced by Internally Displaced Girls, especially in sports and education.

Solution

Mentoring and motivating young girls in Internally Displaced Persons (IDPs) in order to change mindsets and impact girls directly with the use of sports.

PlayitDreamit Conference is a convergence of young girls aiming to venture into sports as a full-time career with a focus on refugee girls in Internally Displaced Persons (IDP) Camps.

The conference is organized to provide a platform for girls to learn about how to venture into, sustain and succeed in sports participation and management from coaches, sports administrators, current and ex-athletes, male and female alike.

Conference participants are refugee girls and women, international organizations, sports personalities, sports administrators, refugee school teachers, current and ex-athletes, women and girls advocate, sports development advocates, members of the press, talent scouts and the general public.

FAME 2020 ACTIVITIES

SPEAKERS

MELOSERI DUMNOI

CHIDI KOLDSWEAT

THEME: "My voice, our equal future"

12th OCTOBER 2020 | 10am PROMPT

VENUE: ZOOM

TEMILADE ADELAKUN

AHOUA AKASSY BLESSING

OREOLUWANIMI FAWOLE

HER FUTURE CONFERENCE

Problem

The International Day of the Girl Child focuses attention on the need to address the challenges girls face and to promote girls' empowerment and the fulfillment of their human rights in the society.

Solution

The conference was aimed at encouraging and empowering girls towards a brighter future. Girl leaders across sectors such sports, academic, etc. were speakers at the event.

Her Future Conference; organized by FAME to celebrate International Day of the Girl-child 2020. This is in line with this year's theme by UN Women; "My Voice, Our Equal Future".

The conference was aimed at encouraging and empowering girls towards a brighter future. Girl leaders across sectors such sports, academic, etc were speakers at the event. They were able to speak and inspire other girls through their talks.

The conference held in a virtual space due to the covid-19 pandemic and was streamed live on Facebook, which provided a better platform to reach out to a wider range of girls and other interested participants.

FAME 2020 ACTIVITIES



VOLUNTEER OF THE MONTH

Problem

Although, volunteering is an act of sacrifice, unpaid service to humanity. Most people don't appreciate the efforts, commitment and passion of volunteers.

Solution

Every month, FAME celebrates her volunteers, who have indeed contributed and impacted into the lives of women and girls in our society.

Volunteering gives an opportunity to change people's lives. It gives the satisfaction of playing a role in someone else's life, helping people who may not be able to help themselves.

Volunteering is a way of giving back to my community while developing important social skills, and gaining valuable work experience all at the same time.

FAME 2020 ACTIVITIES



EMPOWERMENT OUTREACH

Problem

Individuals who engage with children have little knowledge on the necessary skills needed to work with children, while keeping them safe from danger

Solution

Empowerment and sensitization outreaches organized to empower women and girls by providing them with knowledge and information through talk sessions, training and interactive sessions.

The empowerment outreaches were conducted at 4 rural areas within the FCT, with the goal of gaining access into the rural areas to empower and educate women and girls of the locality through talk sessions, interactions and training, especially on Covid-19 precautionary measures.

Speakers were invited to talk to the women on the various topics and being a rural area, a Hausa translator was always required for effective communication. The speakers enlightened the women and girls on topics ranging from the need for financial literacy, the power of positive association, personal hygiene, to COVID 19 safety measures and so many more.

Gift items were also distributed to the women and girls towards the end of each event.

FAME 2020 ACTIVITIES

#PlayitDreamitTuesday

#Sports4DevTuesday

Tweet Chat on Sports for Development



with Anna Mambula

LIVE ON



playitdreamit

October 27, 2020

11 AM



Marisa Fernandez Esteban
Deputy Head of the Sport Unit,
European Commission

PLAY IT DREAM IT TUESDAY

Problem

Child marriage, gender-based violence, lack of access to quality education, amongst others, are social vices girls and women face in our society today and over the past years, advocates from every quarter have called for changes.

Solution

Social media engagement aimed at enlightening the society on the power of sport on development, women/girl-child empowerment and achieving equality.

Play it Dream it Tuesday is a social media campaign that uses sports as a tool to advocate for the Sustainable Development Goals 3 (good health and well-being), 4 (quality education), 5 (gender equality) and 10 (reduced inequalities).

We believe very much in sports, as unifying tool in Nigeria, hence, our decision to launch a social media campaign on sports and development. Social media is a key tool for effective impact and social development. Research by statista.com has shown that usage of smart phones in Nigeria is on the rise and this allows an average Nigerian to access the internet.

The campaign uses the hashtags, #PlayitDreamitTuesday and #Sports4devTuesday, on a weekly basis to discuss issues surrounding sports and development, in line with the Play it Dream it initiative of our organization; using sports as a vehicle to promote gender equality, social change and social cohesion.

FAME 2020 ACTIVITIES



BOOK LAUNCH

Problem

Starting a sports career for an average girl can be hard and confusing. Internally displaced Girls experience two times this confusion and difficulty. They lack access to information and mentorship.

Solution

Compilation of mini book is to proffer solutions to the problem by providing success tips from sport experts on starting and excelling in a sports career.

The book “Success Tips for Internally Displaced Girls in Sport” was launched virtually on December 1, 2020 at 1pm GMT+1. The book was compiled by Anna Mambula, Programme Manager at FAME foundation and edited by Mrs. Aderonke Bello, Executive Director at FAME foundation.

The mini handbook guide was supported by Fare Network and Global Sports Mentoring Program. It is a manual compilation of success nuggets delivered at the 2020 edition of the PLAY it DREAM it Conference, in commemoration of the International Day of the Girl Child and #FootballPeople Weeks.

The book will proffer solutions to the problems faced by refugee girls by providing them with success tips from sport experts on starting and excelling in a sport career. It will serve as a guide for every girl interested in building a career in sports, grassroots teams, physical and health education/sport teachers in schools.

SUPPORTING THE DEVELOPMENT OF INCLUSIVE SPORT

Sport is an area of life in which people with disabilities unarguably have less favorable experiences than their non-disabled peers and competitors. There is a great need to actively involve persons with disabilities in all areas of life, and sport is not an exception. It has been a tool used to reduce inequality between the disabled and non-disabled. It has also been seen that sport changes the person with disability in an equally profound way, by empowering persons with disabilities to realize their full potential and advocate for changes in society.

Strategic plans have been made for the involvement of disabled persons in sport, but major setbacks have interrupted the implementation of these plans, such as discrimination, negative attitude, poor physical education, lack of knowledge and information, lack of adaptable facilities and programmes, untrained staff and inadequate sponsorship and coaching.

These have been the major setbacks in involving persons with disabilities in sport and these factors cannot be overruled, due to the fact that it creates a mental and psychological effect on the disabled. It also creates a stigma around people with disabilities, which in turn causes the disabled person to see themselves as less worthy.

Overcoming challenges

In overcoming these challenges, various support systems need to be put in place to help keep them mentally, physically, emotionally, and psychologically fit, thereby boosting their self-esteem. Sport has been a tool used to reduce stigma and discrimination associated with disability; it can transform community attitudes about persons with disabilities by developing and improving their skills.

Creation of disability-friendly sports teams and clubs, where they feel comfortable to express themselves, develop social skills and develop healthy relationships can go a long way in improving participation of persons with disabilities. Also, provision of various opportunities and programs such as physical exercise, through recreational and competitive sport, physical education curriculum, leisure, sporting games should be included in their activities.

Sport for development organizations have indeed helped and encouraged the participation of disabled persons in sport, with the number of programmes and funding available, but there is still room for improvement. Participation in sports can be greatly improved with the involvement of other non-sports organizations.

Organization can be encouraged to include people with disabilities in their programs by adequately providing funds and grants, co-coordinating sport partnership, initiating and facilitating research concerning competitive or recreational sport, providing adaptable facilities, formulating and implementing a high performance strategy for disabled sports, creating favorable sport policies.

Awareness raising, effective sport programmes, and coach training can also support sport organizations in including people with disabilities in sports participation.

FAME FOUNDATION

2020 Partners and Network



British
High Commission
Abuja



FAME FOUNDATION

Ways to get Involved

1

Follow us on social media

2

Join our mailing list

**Join our mailing list, so you
can stay up to on our
activities, events and impact**

3

Partner with us

4

Leave a legacy

**Help make an impact on
underserved populations
through sports, education and
media by making a donation
to FAME Foundation**

Meet the Team



Aderonke Ogunleye-Bello
Executive Director



Folake Oyebade
Lead Volunteer and Community
Mobilization Officer



Anna Mambula
Programme Manager



Oluwatoni Fawole
Junior Programme
Analyst



Goodness Garba
Administrative
Officer



Miracle Oluwafemi
Junior Programme Analyst
(Legal and Partnerships)



**FAME Foundation for Girls and Women
Empowerment**



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 www.famefoundationwg.org

 <https://www.instagram.com/famefoundationorg/>

<https://www.instagram.com/playitdreamit/>

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www.facebook.com/PlayitDreamit

 <https://www.twitter.com/famefoundationF>

<https://www.twitter.com/playitdreamit>

 https://www.youtube.com/channel/UCwjU5cO7RREeeRt6r_DPIRQ

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