



PLAY it *DREAM it*

Using sports as a tool to advocate
for SDGs 3, 4, 5, 6 and 10

An Initiative of FAME Foundation

Supported By:



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ABOUT THIS REPORT

In December 2019, FAME Foundation started the PLAY it DREAM it (PiDi) Initiative. The aim of the PLAY it DREAM it is to use sports as a tool to advocate for the Sustainable Development Goals 3, 4, 5, 6, and 10. The project was conceived by our Executive Director, Aderonke Bello, at the 2019 Global Sports Mentoring Programme by the U.S Department of States.

A lot has been achieved since then. The project had impacted about 1,724 persons, including 350 Internally Displaced Girls from IDP Camps within the Federal Capital Territory, Abuja. We have organized advocacy campaigns, monthly sports boot camp, an all-women football tournament with the grant, and in-kind support from partners and supporters. We have also provided direct support to victims of Gender-Based Violence during the Covid-19 lockdown.

In this report, we share our progress, learning, and insights from December 2019 to date. PLAY it DREAM it report shares what we have achieved, as well as the future. We recommend that you refer to the PLAY it DREAM it page on our official website, www.famefoundationwg.org if you are interested in the detail behind what the project is about, and what we set out to achieve, as well as the process we took.



THE BIG IDEA

Nearly 2 out of 3 of the country's 10.19 million out-of-school children in Nigeria are girls. The education deprivation for girls, especially in Northern Nigeria, is driven by various factors, including economic barriers and socio-cultural norms and practices that discourage formal education.

Coupled with socio-cultural norms and economic barriers, the lack of educational opportunities is often a heavy contributor to child marriage. Girls' education is one of the best strategies to protect girls from early marriages. On average, the likelihood of a girl marrying as a child is six percentage points less for every additional year she stays in secondary education. This practice deeply affects child brides, their children, families, and even countries.

The need to address the lack of quality education and the rising occurrence of early marriages, especially for displaced girls due to the Boko Haram terrorism in Northern Nigeria and the poor economic situations of displaced families, was the big idea for PLAY it DREAM it.

Subsequently, the idea has evolved into using sports as a platform for gender equality, peace-building, movement building, and promoting climate change action.

Through her GSMP experience, Aderonke developed skills needed to expand FAME Foundation, including new ways to gain public support, best practices for curriculum delivery and methodology, and ways to include technology into programs using sports for women and girls empowerment.



ADERONKE BELLO PRESENTING HER ACTION PLAN (PLAY it DREAM it) IN WASHINGTON DC IN 2019



ACTION PLAN PRESENTATION



DISCUSSING ACTION PLAN WITH DR. SARAH HILLYER AT SAATCHI AND SAATCHI



DISCUSSING ACTION PLAN, PLAY it DREAM it AT SAATCHI AND SAATCHI

THANK YOU DR. SARAH HILLYER (MAMA GSMP) AND TEAM UT.

Thanks to Mama GSMP and the amazing Team UT for all you do for women and girls around the world through sports. You are a hero and a global personality.

Hoping to host you in Nigeria someday and show you how much positive impact GSMP has made in the lives of girls from under-served communities.

I love and respect you greatly. Hugs and High Fives



ABOUT FAME FOUNDATION

Who we are

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

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.

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.

Who we work with

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

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.

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 Value

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



***ABOUT
PLAY it DREAM it***

ABOUT PLAY IT DREAM IT

The PLAY it DREAM it Initiative was conceived at the 2019 GSMP cohort by Aderonke Ogunleye-Bello, Executive Director, FAME Foundation. Following that was its first implementation phase with 65 female orphans from several orphanage homes as its first set of beneficiaries.

The initiative is aimed at using sports as a tool to educate the girl-child, reduce child marriage and increase the participation of females in sports while improving their overall well-being and health, in line with SDGs 3, 4, 5, 6 and 10.

The curriculum-based sports initiative has directly impacted 1,724 girls and over 7,000 indirect beneficiaries, from Internally Displaced Camps, Orphanage homes and underprivileged communities in Nigeria.

We undertook this project for two reasons:

1. We believe that sport is a unifying factor, especially in a heterogeneous country like Nigeria, comprising different ethnic groups, religions, languages, values, etc. Sport is what brings us together regardless of our differences.
2. We also believe that the power of sports cuts across different spheres of society, hence can be used to cause societal development and growth, especially in area of gender equality, peace-building and women's empowerment.



BABY STEPS TO IMPACT

PLAY it DREAM it officially commenced on December 8, 2019, at the City Park Abuja with a football match between four teams from different orphanage homes within the FCT during Christmas party organized for orphans.



'TEAM EDUCATE THE GIRL-CHILD' AT THE FIRST PLAY it DREAM it FOOTBALL MATCH



CROSS SECTION OF 'TEAM EDUCATE THE GIRL-CHILD' & 'TEAM END CHILD MARRIAGE' WITH FAME VOLUNTEERS AND COACHES



***WHAT WE
DELIVERED***

CROSS-CUTTING LEARNING AND INSIGHTS



CROSS-CUTTING LEARNING AND INSIGHTS

Throughout the design, planning, and implementation of the impacts we delivered, we have discovered some insights which have further affirmed those we knew. Below are some of the insights we hope any organization using sports for good will find valuable.

Power of Sports

It is undeniable that sport is a powerful tool for development and change, but it has to be properly implemented for its power to be harnessed. Seeing the power of sports in causing sustainable changes in our society, more funds and resources need to be channeled to sports organizations.

Failure is part of the journey

Mistakes were made on the way but being open to failing and seeing it as an opportunity to be better was important in our PLAY it DREAM it journey.

Together we achieve more

The involvement of all stakeholders, especially the beneficiaries of the project in our implementation process contributed to our success story. Understanding their needs and effectively communicating with them was an important matrix in the success equation.

Covid-19 and Sports Future

Covid-19 had revealed the need for sports organizations to be diverse and creative. Preparations have to always be put in place, in case of unforeseen circumstances.

Collaboration

There is a need for stronger collaboration between sports organizations at different levels. It was always a valuable opportunity to learn from experts and also share insights with others. The collaboration provided the opportunity for each stakeholder to bring their strengths to the table.

Maximizing Resources

There is a need for organizations to effectively utilize resources, and also look out for cost-effective ways to achieve better results.

HIKING AGAINST RAPE

Hiking Against Rape was organised on July 4, 2022, under the PLAY it DREAM it Initiative, using sports as a tool for making positive changes in the society. It was aimed at campaigning against rape incidents that tripled in number since the COVID-19 lockdown.

‘Hiking Against Rape’ advocated against rape, educated hikers on their individual responsibilities towards reducing rape, and raised funds for rape victims to help them get access to psychological counselling, and medical and financial assistance, to reduce any and every after-rape effect.



WHAT WE DELIVERED

PLAY it DREAM it was created to solely use sports as a tool to advocate for the Sustainable Development Goals, with focus on gender equality. In this section, we recap on what we delivered and to whom. To see more detail, please refer to www.famefoundationwg.org.

CAMPAIGN AGAINST RAPE

FAME Foundation organized series of outdoor exercises tagged, 'Hiking Against Rape' and also 'Yoga Against Rape', to campaign against Gender-Based Violence, especially the rape pandemic which tripled in number since COVID-19 lockdown.

These activities were under the PLAY it DREAM it project, and it was aimed at using sports to drive a cause with the hope of creating sustainable changes in society. The objective of the activities was to create more awareness on the issue of rape and advocate against it. It also was an avenue to educate participants on their social responsibilities and possible strategies to curb the occurrence of rape, through talk sessions and interactions.

IMPACTS

Through the campaigns organized, I have being able to share my stories with other rape survivors. Doing this kick started my healing process from trauma and anger.

TAMARA EBIWEI

As a 16 year old survivor of rape and also a mother, I have gotten assistance, both in kind and cash, through this campaign.

ANONYMOUS

Learning about how to stand against rape culture as a boy and supporting survivors, are few of the things I learnt from the campaign.

DAMILOLA AYOMIDE

Being part of this campaign and also raising my voice against GBV was an amazing experience. The use of sporting activities to campaign against rape is indeed a great idea.

UDEME GEORGE

MONTHLY BOOT CAMP

Thanks to the generous support of our partners with funds and in-kind support, a total of 8 boot camps which held every last Sunday of the month were conducted with. Over 100 Internally Displaced Girls across the FCT benefiting directly, while over 610 people benefited indirectly from the monthly boot camps. The aim was to mentor and equip under-served and Internally Displaced Girls with life skills on the field of football, which will, in turn, result in the quality education of girls, reduction in the occurrences of child marriages, and increase in girls' participation in sporting activities. The boot camp sessions help girls to build knowledge and skills in the following areas;

- ▶ EducationSelf Development
- ▶ Self-EsteemConfidence Building
- ▶ Leadership Sports Talent Discovery
- ▶ Personal HygieneEmbracing their Uniqueness, etc.

IMPACTS

I have being able to learn a lot about self-confidence. I now know that being a girl does not stop me from becoming who i want to be

MAIMUNA ABBA

Engaging in sports, especially football is now my most favorite activity. I always looked forward to the when we get to play football and other games, just like the boys do.

MARGARET YASHIM USSA

Aside sports, i have learnt about equality, importance of education, hygiene, and other essential life-skills through mentoring and coaching.

AISHA ALI

Others girls see me as an example because i have become better since my consistent participation at the boot-camps. I will not let being a displaced person hinder me anymore.

FALMATA ZAKARIAH

SPORT CONFERENCES AND TOURNAMENTS

A total of 5 sports conferences were organized;

- Women and Sports Dialogue; to commemorate International Women's Day 2020
- PLAY it DREAM it Conference; marking International Day of the Girl-Child 2020 with Displaced girls.
- PLAY it DREAM it Book Launch
- Women and Sports Dialogue 2022 and 2023 respectively

All conversations and panel discussions during the conferences were focused on using sports for development, most especially in harnessing issues regarding women and girls' participation in sports, sports governance, gender equality, and empowering women through sports.

Sport tournaments also preceding each of the conferences.

IMPACTS



The excitement on the faces of the women and girls when participating during the football tournaments and friendly matches will always be priceless.

FOLAKE OYEBADE



The sport conference has given me the opportunity to learn and also contribute towards using sports as a tool for development and achieving gender equality.

EMMANUEL BABAYARO



Being able to partner with FAME Foundation on this project, is a big privilege for us. We want to see more women and girls excel in sports.

FCT Football Association



Knowledge sharing is very vital in sustaining continues development and success in every sector of society, and these sports conferences have provided me with that opportunity.

ANNA MAMBULA

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IMPACTS

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FALMATA ZAKARIAH



SOCIAL MEDIA ENGAGEMENT

PLAY it DREAM it Tuesday, a social media campaign that uses sports as a tool to advocate for the Sustainable Development Goals, especially SDG 3, 4, 5, and 10. The campaign which had over 20 speakers in the various fields of sport, used the hashtags; #PlayitDreamitTuesday and #Sports4devTuesday, weekly to discuss issues surrounding sports and development, in line with the PLAY it DREAM it initiative. Through social media engagement, we have enlightened people on the importance of girls' involvement in sports and how it will help them develop psychologically, academically, and emotionally. Sport and social leaders around the world motivated girls and enlighten the public towards the importance of sports for development.

IMPACTS



The social media engagements provided us with the platform to get more people involved in discussions surrounding Sport for Development.

ADERONKE BELLO



I was surprised at the responses i got and the willingness of people to engage during the PLAY it DREAM it Tuesday twitter engagement.

VICTOR BAYSANG-MICHELLE



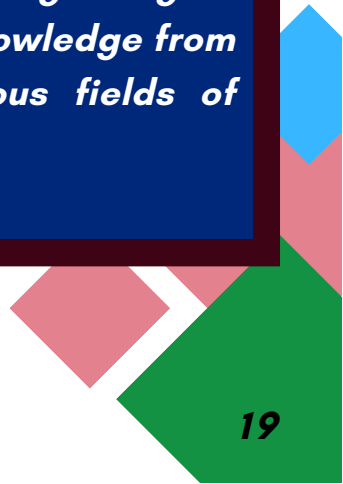
The social media discussions was always a learning opportunity for me. As a sports enthusiast, the got better insights and ideas from the discussions.

THELMA OKOGBO



I was looked forward to the twitter engagement because i got to gain more insights and knowledge from experts in the various fields of sports.

FAUROUK ISA



PLAY it DREAM it Mini Handbook

The book "Success Tips for Internally Displaced Girls in Sport" was published and launched on December 1, 2020. The book was compiled by Anna Mambula, Programme Manager at FAME Foundation, and edited by Ms. Aderonke Bello, Executive Director at FAME Foundation.

The mini handbook guide which was supported by Fare Network and Global Sports Mentoring Program is a manual compilation of success nuggets delivered at the 2020 edition of the PLAY it DREAM it Conference, marking 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 sports experts on starting and excelling in a sports career. It will also serve as a guide for every girl interested in building a career in sports, grassroots teams, physical and health education/sports teachers in schools.

IMPACTS



The book has given me a step by step guide in building a career in sports, and also tips for a successful one.

HADIZA MOHAMMED



The success tips for Internally Displaced Girls in Sports is not only a guide for refugee girls, but also for every girl interested in building a career in sports.

COACH ILERIKA



Beyond the conferences and workshops organized, the refugee girls now have a book that can always refer back to.

SWAT TEKU



I have used the success tips handbook to also guide some of my female school students who have a passion for sports, but are facing hindrance due to society stereotyping.

AISHA BUKAR

PLAY IT DREAM IT CONFERENCE

The PLAY it DREAM it Conference in conjunction with FARE Net and GSMP was organized on October 9, 2022, at the Durumi IDP Camp to mark International Day of the Girl-child and #FootballPeople weeks. The conference themed, "Let Girls Play", was a convergence of young girls aiming to venture into sports as a full-time career with a focus on refugee girls from Internally Displaced Camps within the FCT.

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

One of Nigeria's top actresses, Tonto Dikeh, a humanitarian and passionate gender advocate, was also in attendance. 127 displaced girls were present at the conference and 139 online participants, totaling 266 participants.

The event ended with a friendly football match between three teams formed by the refugee girls.



PLAY it DREAM it in NUMBERS



PLAY it DREAM it in NUMBERS

4

FOOTBALL TOURNAMENTS



5

SPORT CONFERENCES



ABOUT 14,000
USD RECEIVED IN
GRANTS



22

#PlayitDreamitTuesday

#Sports4DevTuesday

Tweet Chat on Sports for
Development

**SOCIAL MEDIA
ENGAGEMENT**



with Anna Mambula

LIVE ON



October 27, 2020

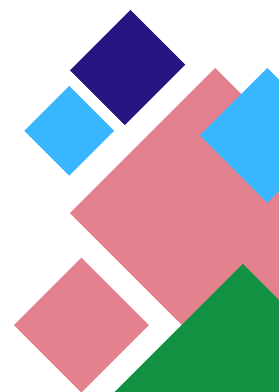
11 AM



Marisa Fernandez Escribana
Deputy Head of the Sports
European Commission

for more enquiries, email:
playitDreamit@famefoundationwg.org

PLAY it DREAM it in NUMBERS



MONTHLY BOOTCAMP

Thanks to the generous support of our partners with funds and in-kind support, a total of 8 boot camps holding every last Sunday of the month were conducted with over 200 Internally Displaced Girls across the FCT benefiting directly, and about 610 people benefited indirectly from the monthly boot camps.

The aim was to mentor and equip under-served and Internally Displaced Girls with life skills on the field of football, which will, in turn, result in the quality education of girls, reduction in the occurrences of child marriages, and increase in girls' participation in sporting activities. The boot camp sessions help girls to build knowledge and skills in the following areas;

Education First Aid

Self-Esteem Resilience & Courage

Leadership & Team work Gender-Based Violence

Menstrual & Personal Hygiene Creative thinking and more.





MAY 2021 BOOTCAMP



JUNE 2021 BOOTCAMP



JULY 2021 BOOTCAMP



SEPTEMBER 2022 BOOTCAMP



APRIL 2023 BOOTCAMP



JUNE 2023 BOOTCAMP

Football for Development Session

October 28, 2022



@playitdreamit



Football for Development Session

August 26, 2022



@playitdreamit



Football for Development Session

October 28, 2022



@playitdreamit

04.02.2022



@playitdreamit



Football for Development Session

August 26, 2022



JULY 2021 BOOTCAMP

@playitdreamit



@playitdreamit



COACHES TRAINING ON AMERICAN FOOTBALL

Nigeria American Football Association (NAFA), in partnership with FAME Foundation, organized a 3-days capacity training for coaches and referees. The training was held at the HerSTEM Innovation Center, Jabi from October 20 to October 22, 2022.

Participants were trained to become coaches and referees of the non-contact game of American Football and are expected to introduce American Football and create teams in Internally Displaced Camps and schools for teenagers between the ages of 14-17 years.

3-DAYS CAPACITY TRAINING FOR NAFA COACHES AND REFEREES



OCTOBER 20-22, 2022

@playitdreamit

3-DAYS CAPACITY TRAINING FOR NAFA COACHES AND REFEREES



OCTOBER 20-22, 2022

@playitdreamit

3-DAYS CAPACITY TRAINING FOR NAFA COACHES AND REFEREES



OCTOBER 20-22, 2022

@playitdreamit

3-DAYS CAPACITY TRAINING FOR NAFA COACHES AND REFEREES



OCTOBER 20-22, 2022

@playitdreamit

WOMEN AND SPORTS DIALOGUE 2022

Around the world, sports are playing a major role in development and peace as more and more people recognize their potential to mobilize communities toward the greater good. Sport is also a powerful tool for encouraging women to stand against the stereotypes in Nigeria and beyond.

In commemoration of the International Women's Day 2020 and International Day of Sports for Development and Peace 2022, FAME Foundation organized her Women and Sports Dialogue, a convergence of sports experts and enthusiasts, peace and gender advocates, humanitarians, academicians, researchers, and other stakeholders, to engage in intellectual discussions around peace, sports, equality, and development.

The latter was a physical event, following an all-women tournament, while that of 2022 was a virtual conference with a great line-up of speakers from within and outside Nigeria.



**Women and Sports Dialogue
March 4, 2020 First Panel Session**



**Women and Sports Dialogue
March 4, 2020 Second Panel Session**



www.famefoundationwg.org



WOMEN AND SPORTS DIALOGUE 2023

In commemoration of International Women's Day 2023, FAME Foundation organized its yearly Women and Sports Dialogue, which aims at promoting gender equality, highlighting the important roles of women in the community, and recognizing the impact of women in society through sport.

The convergence of sports experts and enthusiasts, peace and gender advocates, humanitarians, academicians, researchers, and other stakeholders, to engage in intellectual discussions around peace, sports, equality, and development.

The conference featured two panels :

Panel 1: Achieving gender equality through sport

Panel 2: Impacts and positives on Women's world cup



**Women and Sports Dialogue
March 25, 2023 First Panel Session**



**Women and Sports Dialogue
March 25, 2023 Second Panel Session**



Women and Sports Dialogue Keynote Speaker



Women and Sports Dialogue Participants

PARTNERSHIPS

The first PLAY it DREAM it partnership with the Global Sports Mentoring Program (GSMP) has opened new doors of opportunities, following its result-driven implementation.

FAME Foundation on January 11, 2021, signed a Memorandum of Understanding (MoU) with FCT Football Association to mentor and equipped under-served and Internally Displaced Girls within the FCT with life skills, which in turn resulted in the education of the over 200 displaced girls, reduction in the occurrences of early marriage and increasing girls participation in sporting activities.

FAME Foundation signed a Financial Agreement and Partnership of 20, 000 Euros with Agence Francaise de Developpement (AFD), a French Government public utility office on July 14, 2021 in Abuja.

The grant will support the PLAY it DREAM it initiative of FAME that aims to use sports as a tool to achieve SDGs 3, 4, and 5 through 200 Internally Displaced Girls in the Federal Capital Territory and its environs.



**FAME-FCT FA MOU SIGNING
ON JANUARY 11, 2021**



**FAME-FCT FA MOU SIGNING
ON JANUARY 11, 2021**

**FAME-AFD PARTNERSHIP AGREEMENT
SIGNING JULY 14, 2021**



**FAME-AFD PARTNERSHIP AGREEMENT
SIGNING JULY 14, 2021**



GENERATION EQUALITY FOOTBALL MATCH

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 Football match which held on March 5, 2020, at the Area 3 Football Pitch, Garki Abuja, 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 football match was kick-start by the Honorable Minister of Women Affairs, Paulen Tallen and Lois Auta, Founder/CEO of Cedar Seed Foundation.



WOMEN'S DAY FOOTBALL TOURNAMENT 2022

Since 2017 (excluding 2021), FAME Foundation has organized the football tournament and dialogues to mark the significance of the day set aside to celebrate women from different spheres of society.

To commemorate International Women's Day 2022, FAME Foundation organized her annual Generation Equality International Football Tournament, with support from the joint EU-UN Spotlight Initiative, Bet9ja, and FCT Football Association. This all-women football tournament was organized to promote gender equality, highlight the roles women play in society, and recognize the impact of women on every life.

The football tournament held on 8 March 2022, at the Area 3 Football Pitch, Garki, Abuja, had 8 teams participating in football tournament. There were Team UN, Team Equality (UK and USA) Team Human Rights Radio & TV, Team FCT SWAN (Sports Writers Association Nigeria), Team FAME/AMAC, Team East Africa (countries from East African nations/embassy in Abuja), Team NCWS, and Team Iya Loja (market women).





**TEAM EQUALITY
(UK & US EMBASSIES)**



TEAM FCT SWAN/NAWOJ



TEAM FAME/AMAC



TEAM EAST AFRICA



TEAM UNITED NATIONS



**TEAM HUMAN RIGHTS
RADIO & TV**

WOMEN'S DAY FOOTBALL TOURNAMENT 2023

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The football tournament held on 8 March 2023, at the Area 3 Football Pitch, Garki, Abuja, had 8 teams participating in football tournament. There were Team USA, Team Canada, Team Bet9JA, Team ASWHAN, Team FAME/AMAC, Team East Africa (countries from East African nations/embassy in Abuja), Team NAWOJ, and Team ANFS.



MINISTER OF YOUTH AND SPORT DEVELOPMENT KICKING OFF THE TOURNAMENT.



TEAM BET9JA



TEAM CANADA



ORANGELYMPICS

In commemoration of the 2021 edition of 16 Days Activism against Gender-Based Violence, which ended today, FAME Foundation in conjunction with the Federal Ministry of Youth and Sports Development, organized ORANGELYmpics, a line-up of sporting activities that used sports as a tool to campaign against the menace of Gender-Based Violence.

This event provided a platform for women to advocate against GBV and engage men in the fight against Gender-Based Violence.

Men and women, boys and girls, were educated on GBV, its adverse effects, and ways to end GBV in our society. Aside from sporting activities, the event involved interactive sessions, social media conversations, school and community outreaches.



ORANGELYmpics 2021


ACTIVISM



SOCIAL MEDIA ENGAGEMENT

PLAY it DREAM it Tuesday, a social media campaign that uses sports as a tool to advocate for the Sustainable Development Goals, especially SDG 3, 4, 5, and 10. The campaign which had over 20 speakers in the various fields of sport, used the hashtags; #PlayitDreamitTuesday and #Sports4devTuesday, weekly to discuss issues surrounding sports and development, in line with the PLAY it DREAM it initiative.

Through social media engagement, we have enlightened people on the importance of girls' involvement in sports and how it will help them develop psychologically, academically, and emotionally. Sport and social leaders around the world motivated girls and enlighten the public towards the importance of sports for development.



#PlayitDreamitTuesday

#Sports4DevTuesday

Tweet Chat on Sports for Development

LIVE ON

playitdreamit

October 6, 2020
02:00 PM

with **Oluwatoni Fawole**

with **Thais Olivetti**
Empodera - Transformação Social Pelo Esporte

for more enquiries, email:
playitDreamit@famefoundationwg.org


#PlayitDreamitTuesday
#Sports4DevTuesday

“
The key is to realize that there is no such thing as “sport values”. Sport is a great tool, but it’s just a tool. If you do not work and reflect on how to insemminate values in sport games, the program loses its purpose and impact.”

VICTOR BAYSANG-MICHELIN
PROJECT MANAGER ON EDUCATION, GOVERNANCE AND SPORT, AFD, NIGERIA

with **Anna Mambula**

for more enquiries, email:
playitDreamit@famefoundationwg.org



#PlayitDreamitTuesday

#Sports4DevTuesday

Tweet Chat on Sports for Development

LIVE ON

playitdreamit

October 27, 2020
11 AM

with **Anna Mambula**

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

for more enquiries, email:
playitDreamit@famefoundationwg.org



S4D with PLAY it DREAM it

JOIN OUR TWITTER SPACES

Weekly Twitter space for Sport4Dev experts and enthusiasts

Follow the conversation using
#PLAYitDREAMitTuesday
#Sport4DevTuesday

Tuesday, Jan. 25, 2022 | 4:00PM (WAT)

@playitdreamit

#PlayitDreamitTuesday
#Sports4DevTuesday

“
Sport is an excellent tool to empower girls because when girls play they become physically stronger, healthier and more aware of their bodies.
When girls play they develop their confidence, leadership and essential life skills, which can be transferred to other spheres of life, such as teamwork and resilience.
When playing, girls challenge socio-cultural norms and gender stereotypes. This empowers them and makes them stronger to do the same and fight for their rights in other areas of life.”

THAIS OLIVETTI
Co-founder/Executive Director Empodera

with **Anna Mambula**

for more enquiries, email:
playitDreamit@famefoundationwg.org



#PlayitDreamitTuesday

#Sports4DevTuesday

Tweet Chat on Sports for Development

LIVE ON

playitdreamit

January 12, 2021
11:am (GMT+1)

with **Anna Mambula**

with **Tega Onojaife**
Sports producer and presenter, Smooth 98.1 FM Radio Founder, Ladies in Sport Conference

for more enquiries, email:
playitDreamit@famefoundationwg.org

#PlayitDreamitTuesday
#Sports4DevTuesday

“
Despite the number of programs and funding available there is still room for improvement. Awareness raising, funding schemes and coach training can go a long way in facilitating access to sport for persons with disabilities.”

MARISA FERNANDEZ ESTEBAN
DEPUTY HEAD OF THE SPORT UNIT, EUROPEANCOMMISSION

for more enquiries, email:
playitDreamit@famefoundationwg.org

#PlayitDreamitTuesday
#Sports4DevTuesday

Tweet Chat on Sports for Development

LIVE ON

playitdreamit

November 24, 2020
9:00 EST
3:00 PM (Nigerian Time)

with **Anna Mambula**

with **Lindsay Sarah Kramoff**
Global Communications and Sports Specialist

for more enquiries, email:
playitDreamit@famefoundationwg.org

#PlayitDreamitTuesday
#Sports4DevTuesday

“
The menace called nepotism and favoritism can only be curbed, if only we all can change our mindset by putting the country's sports first based on merit when selecting athletes.
Having a plan and an organized system in place to monitor selection process without compromise will lead to solid improvement and development based on merit in our sports.”

DAVID DOHERTY
CEO Team Nigeria UK and International

for more enquiries, email:
playitDreamit@famefoundationwg.org

INTERNATIONAL SPORTS AWARDS

FAME Foundation is thrilled to announce that we were shortlisted for the International Sports Awards 2021 under the category 'Diversity and Inclusion Award' for moving sports towards acceptance and diversification.

The project we put in for the award was the PLAY it DREAM it initiative, an initiative of FAME foundation using sports as a tool to educate the girl-child, reduce the occurrences of child marriages, and increase the participation of females in sports while improving their overall health and well-being. The initiative, officially launched in 2019, works toward the actualization of SDGs 3, 4, 5, and 10.

The awards was hosted by the International Sports Convention, the meeting place for the business of sport.

Our most sincere appreciation goes to the International Sports Convention for nominating us for such a prestigious award, and to all PLAY it DREAM it Partners, for supporting the project.



ISA AWARD NOMINATION

FAME Foundation is thrilled to announce that we have been shortlisted for the International Sports Awards 2022 under the category 'Diversity and Inclusion Award' for moving sports towards acceptance and diversification, for the second time.

The project we put in for the award is the PLAY it DREAM it initiative. It is an initiative of FAME foundation using sports as a tool to educate the girl-child, reduce the occurrences of child-marriages and

Increase the participation of females in sports while improving their overall health and well-being. The initiative, officially launched in 2019, works toward the actualization of SDGs 3, 4, 5, and 10.

The target persons were girls in vulnerable groups – IDPs and those in rural areas, who are prone to experience more dangers because of their lack of resources, in terms of basic living needs, education, and awareness. This project is using sporting activities to empower and mentor girls, as well as educate them on embodying male-centered roles such as sport, which, throughout the years has been seen as a 'boy' activity.

This curriculum-based initiative has mentored over 200 girls on the basic education they lacked due to poor living conditions and access to school education; this included leadership sessions, hygiene, self-awareness, life skills, empowerment skills, and psycho-social support. Over 10 girls have also been awarded scholarships to complete their basic education.

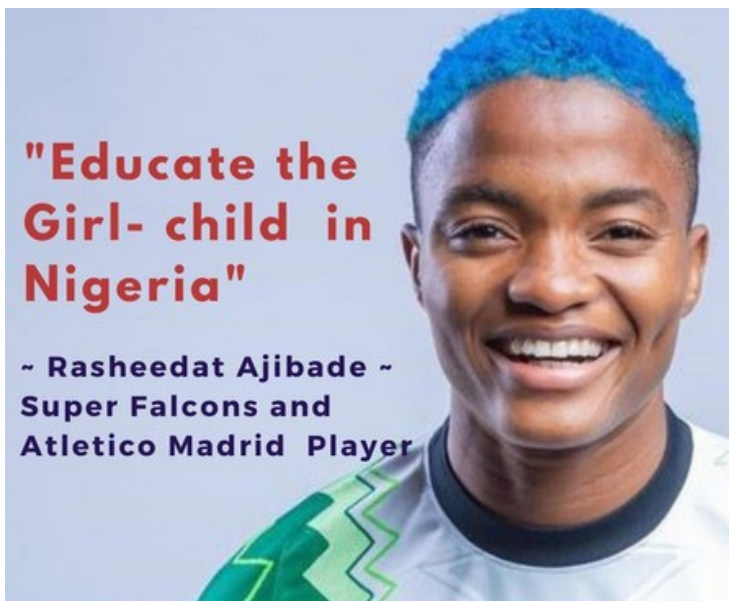
Through sporting activities and games, PLAY it DREAM it encourages girls' participation in sports, thus promoting gender equality and reduced inequalities by allowing girls in vulnerable groups to participate in sports. It sensitizes girls on the dangers surrounding child marriage, creating a safe space that acts as a form of engagement; advocates for the prioritization of girls' education and formulates policies that will help girls access quality education; formulate strategies that can be properly used to include girls' participation in sports; promotes a healthy lifestyle and mental well-being; creates a platform in sport for girls to develop self-confidence and self-worth, and overall empower them for a brighter future.



PLAY IT DREAM IT CAMPAIGN

PLAY it DREAM it campaign engaged top Nigeria football players drawn from the most senior female team (Super Falcons players) and male team (Super Eagles). Kelechi Iheanacho, Troost-Ekong, Ola Aina, Taiwo Awoniyi, Esther Okoronkwo, Rasheedat Ajibade, and others international players, participated in the campaign against girl-child marriage and advocacy for girl-child education.

The players expressed their displeasure for girl-child marriages and spoke-up for the education of every girl-child in Nigeria.



#PLAYitDREAMit



#PLAYitDREAMit




#PLAYitDREAMit



#PLAYitDREAMit





"I stand against
Girl-child
marriage. Educate
the girl-child"

-Ola Aina -
Super Eagles and Torino
FC Player

#PLAYitDREAMit



"Please educate
the Girl-child in
Nigeria and allow
girls play sports"

-Vivian Ikechukwu -

Super Falcons and
Rivers Angels player



"No to Girl- Child
marriage in
Nigeria"

~Esther Okoronkwo~

Super falcons pleyer and
Saint Etienne FC player

#PLAYitDREAMit



"Let's educate the
Girl-child and end
Girl-child
Marriage in
Nigeria"

-Joe Aribo -
Super Eagles and Rangers
FC Player

PLAYitDREAMit



"NO to
Girl-Child
Marriage"

~Awoniyi Taiwo~
Super Eagles and Union
Berlin FC Player

#PLAYitDREAMit



"I Say NO to
Girl-child
Marriage.
Educate the
Girl-child in
Nigeria"

~Alex Iwobi~
Super Eagles and Everton
FC Player

PLAYitDREAMit



GRASSROOT COMMUNITY OUTREACH

To improve learning, promote civil society and strengthen rural women and girls in various communities and address their social needs, FAME Foundation, under its PLAY it DREAM it project has conducted over 13 outreaches across different rural communities within Abuja, Nigeria.



***DURUMI COMMUNITY OUTREACH PROGRAM
NOVEMBER 30, 2021***



***UTAKO VILLAGE COMMUNITY OUTREACH
APRIL 30, 2022***

SCHOLARSHIP AWARDS TO TEN UNDERPRIVILEGED GIRLS

On March 8, 2022, marking International Women Day, ten (10) underprivileged girls from LEA Primary School, Jabi Kpadna, were awarded scholarships from the proceed of the 2022 Generation Equality International Football Tournament and support from the French Development Agency (AFD) and the Global Sports Mentoring Program (GSMP).

The scholarship benefits comprising tuition fees, school materials, and school uniforms were paid and handed over to the beneficiaries in the presence of their parents/guardians, teachers, and headteacher on March 23, 2022.





A MOVIE DATE WITH INTERNALLY DISPLACED GIRLS

In commemoration of the 2022 International Day of Sport for Development and Peace, and in recognition of the 50th anniversary of landmark Title IX legislation, American Film Showcase and U.S Embassy, Nigeria partnered with FAME Foundation to present a global screening of the award-winning feature film 'King Richard' to over 20 Internally Displaced Girls on April 6, 2022, at the American Corner, Wuse Abuja.



MENSTRUAL HEALTH AND PERSONAL HYGIENE WORKSHOP

Poor menstrual hygiene can pose physical health risks, and has been linked to reproductive and urinary tract infections.

Coupled with the socioeconomic barriers and access to sanitary pads, women and girls in Internally Displaced Camps are generally misinformed on menstrual hygiene management.

In commemoration of World Health Day and Menstrual Hygiene Day 2022, FAME Foundation has organized 2 Menstrual Health and Personal Hygiene Workshops, on April 11, 2022 and May 30, 2022 respectively, under the PLAY it DREAM it initiative. This is to promote personal hygiene, bridge the gap between the misinformation and demystify menstruation for 400 women and girls in Internally Displaced Camps and Schools within the FCT.



MHPH WORKSHOP FOR 200 SCHOOL GIRLS AT LEA JABI PRIMARY



MHPH WORKSHOP FOR 200 SCHOOL GIRLS AT LEA JABI PRIMARY



PRACTICAL DEMONSTRATION ON HOW TO MAKE AND USE REUSABLE SANITARY PADS



MHPH WORKSHOP FOR 200 DISPLACED GIRLS AT DURUMI IDP CAMP



PHARM. UCHE EXPLAINING THE MENSTRUAL CYCLE TO DISPLACED GIRLS AT DURUMI IDP CAMP

WORKSHOP ON RIGHTS OF GIRLS TO EQUALITY AND EDUCATION

Communities, nations, and the entire world are transformed when investments are made in girl-child education.

Education for girls boosts economies and lowers inequality. It helps create more secure, resilient societies where everyone has the chance to reach their full potential, regardless of gender, race, or religion.

To enlighten and spread awareness, FAME Foundation organized a 2-day workshop on the Rights of Girls to Education and Equality for 200 underprivileged school girls.

The two days workshop took place in LEA Jabi Primary School, Abuja on September 15 and 16, 2022.



GREENBALL WORK FOR CLIMATE 2022

THE GREEN BALL PROJECT

In line with the UN Sport for Climate Action Framework, FAME Foundation has carried out three sport-related activities.

The Green Ball Webinar contributed to the global dialogue on sports and climate change. Experts in sports, climate change, research, and other stakeholders came together for the virtual webinar to examine how sports and climate change are related.

Green Ball Walk for Climate 2022 was a diverse and multigenerational movement that united climate activists, CSOs, grassroots communities, farmers, professionals, youth activists, sports stakeholders, academics, and members of the general public who participated with one goal in mind – to demand Nigeria’s government to step up for climate.

For internally displaced girls in the FCT, the Sport for Climate Boot Camp combined with fun-filled sporting activities and climate change education.



STANDUP AGAINST SRGBV PROJECT

School-related gender-based violence (SRGBV) violates the fundamental rights of children, having wide-ranging consequences for their physical and emotional well-being, school performance and attendance, and the likelihood of experiencing or perpetrating future violence.

FAME Foundation, with support from the French Embassy in Nigeria, organized the STANDUP Against SRGBV project on December 7, 2022, to mark the 16 Days of Activism Campaign.

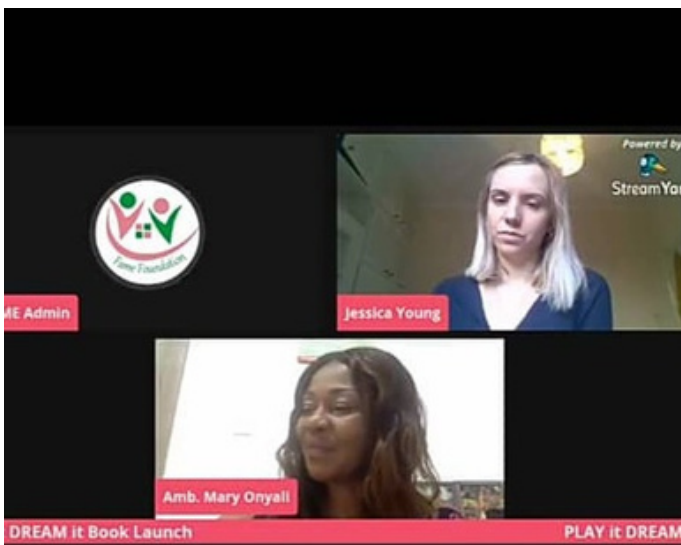
School girls across 4 public schools in the Federal Capital Territory were enlightened on SRGBV and empowered to defend themselves through self-defense training.



PLAY IT DREAM IT MINI HANDBOOK LAUNCH

The book “Success Tips for Internally Displaced Girls in Sport” was published and virtually launched by the Honorable Minister of Youth and Sports Development, Mr. Sunday Dare, on December 1, 2020. The book was compiled by Anna Mambula, Programme Manager at FAME Foundation, and edited by Ms. Aderonke Bello, Executive Director at FAME Foundation.

The mini handbook guide which was supported by Fare Network and Global Sports Mentoring Program is a manual compilation of success nuggets delivered at the 2020 edition of the PLAY it DREAM it Conference, marking 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 sports experts on starting and excelling in a sports career. It will also serve as a guide for every girl interested in building a career in sports, grassroots teams, physical and health education/sports teachers in schools.



YOGA FOR EQUALITY

FAME Foundation on March 20, 2021, organized a yoga event themed, Yoga for Equality, in commemoration of International Women’s Day at Jabi Lake Park, Abuja.

Yoga participants shared their experiences and challenges on gender stereotypes, discussed ways to overcome these societal issues, and afterward took a stand to together challenge all the issues discussed, by reciting the #Choose2Challenge Pledge.



LAUREUS SPORT AND FAME PARTNERSHIP

FAME Foundation signed a one-year partnership with Laureus Sport for Good, to achieve a common goal, using the power of sports for change under the Play it Dream it initiative of the organization on January 24, 2023.

Play it Dream it Initiative is aimed at using sports as a tool for the achievement of the Sustainable Development Goals, improving access to quality and affordable education, reducing early marriage, promote gender equality and sports participation, and contribute to the reduction in inequalities among children and young adults in Nigeria.

Laureus Sports for Good, a London based Not-for-profit and global organization, celebrates sporting excellence and uses the power of sport to transform the lives of children and young people around the world.

The partnership will enable both organizations to take advantage of their collective strength and reach out to wider audiences, transform lives and also bring development to the people. Also, it unifies the idea of women and girls coming together through sports to better themselves and also the society.



Laureus
SPORT FOR
GOOD

TRAIN THE TRAINERS WORKSHOP



TRAIN THE TRAINERS WORKSHOP 2023

FAME Foundation in collaboration with Laureus Sports for Good, organized the Train the Trainers workshop in 2023.

The program aims to train project coaches, coordinators, technical staff, and volunteers ahead of the commencement of the 2023 line up of activities for The Play it Dream it Initiative. The training was held on February 20, 2023, at Fame hub

At the Train the Trainers workshop, we had two sessions, one of which was anchored by a resource person, Coach Usman Ilerika.

The second session was anchored by the executive director of Fame Foundation, Ms. Aderonke Ogunleye-Bello. At the end of the training, certificates were presented to the participants.





FAME Foundation, in partnership with Laureus Sport for Good, organized its first of many life skills development through sport sessions for 92 children under its Play it Dream it (PD) project. The event which took place on, April 6, 2023, at the football field of LEA primary school, Kpadna, commenced the first session with light aerobics guided by a PD Coach, Musa Mohammed Tanko, in which all of the children took part in, forming a team, building resilience and engaging with one another while learning team building and team work.



LIFE SKILLS DEVELOPMENT THROUGH SPORT

Fame Foundation, in partnership with Laureus Sport for Good, organized 7 life skills development through sports sessions for children under its Play it Dream it (PD) project.

The events took place every month from April to November at the football field of various school, which always commence with light aerobics guided by a PD Coach, in which all of the children take part in, forming a team, building resilience and engaging with one another while learning team building and teamwork.

Life skills development through sport
April 6, 2023



@playitdreamit



Life skills development through sport
April 6, 2023



@playitdreamit



Life skills development through sport
May 11, 2023



@playitdreamit



Life skills development through sport
May 11, 2023



@playitdreamit



LIFE SKILLS DEVELOPMENT THROUGH SPORT

Life skills development through sports

June 22, 2023



@playitdreamit



Life skills development through sport

September 28, 2023



@playitdreamit



Life skills development through sports

November 2, 2023



@playitdreamit



Life skills development through sports

July 6, 2023



@playitdreamit



Life skills development through sport

October 5, 2023



@playitdreamit



Life skills development through sport

September 28, 2023



@playitdreamit





**WHAT WE
DELIVERED**

ADVOCACY SENSITIZATION OUTREACH



PLAY it DREAM it BOOT-CAMP

Fame Foundation, in partnership with Laureus Sport for Good, organized Playitdreamit Boot-Camp development through sports sessions for IDP children under its Play it Dream it (PD) project.

The events took place April, June, September, and November at a football field which always commence with light aerobics guided by a PD Coach, in which all of the children take part in, forming a team, building resilience and engaging with one another while learning team building and teamwork.

Play it Dream it April Boot- Camp

April 30, 2023



@playitdreamit



Play it Dream it April Boot- Camp

April 30, 2023



@playitdreamit



PLAY it DREAM it June Boot- Camp

June 18, 2023



@playitdreamit



PLAY it DREAM it June Boot- Camp

June 18, 2023



@playitdreamit



PLAY it DREAM it BOOT-CAMP

PLAY it DREAM it September Boot-Camp

September 10, 2023



@playitdreamit



PLAY it DREAM it September Boot-Camp

September 10, 2023



@playitdreamit



PLAY it DREAM it November Boot-Camp

November 12, 2023



@playitdreamit



PLAY it DREAM it November Boot-Camp

November 12, 2023



@playitdreamit



GRASSROOTS COMMUNITY OUTREACH

FAME Foundation, in partnership with Laureus Sport for Good, held its first Menstrual health and hygiene community outreach under the PLAY it DREAM it initiative.



FAME FOUNDATION AND FRENCH EMBASSY IN NIGERIA

FAME Foundation is proud to announce its new partnership with the French Embassy ahead of the Olympic/Paralympics Games to inspire and teach valuable life skills to young people - particularly those that are consistently underserved, excluded, or economically disadvantaged.

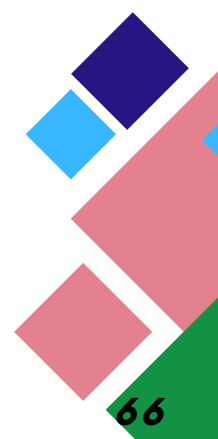
The Project will be officially launched in July 2023. As part of its commitment to creating more access and opportunity, FAME Foundation will implement a wide range of projects aimed at empowering youths, athletes and promoting crucial social causes.

These projects include, a Break-dance competition across 5 states in Nigeria, Para Soccer competition, Para Weightlifting, Girl-Child Education Workshops, Menstrual Health Hygiene -IDP camp, and Comprehensive training programs for Olympic and Paralympics coaches.

Through this partnership, opportunities will be created that will contribute to youth well-being, creativity, and talent discovery while fostering diversity within the sports community. The Para soccer competition will provide individuals with disabilities a platform to showcase their skills and inspire others to overcome challenges.

Since its inception, FAME Foundation has partnered with organizations that are purposefully using physical activity to positively impact communities around the world. With a shared belief that sport is so much more than a game, we are happy to collaborate with the French Embassy in its efforts to create opportunities for millions of young people to engage in sports and break down barriers for those who strive for more.

FAME Foundation remains steadfast in its mission to empower women and girls and also with these projects we aim to encourage athletes, promote social inclusion, and contribute to a brighter future for Nigeria.



SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation holds Kano and Kaduna Qualifiers

The event aimed to empower the youth through sports under the Play it Dream it Initiative, strengthening the inclusion of young people and vulnerable people through sport, will inspire and teach valuable life skills to young people - particularly those that are consistently underserved, excluded, or economically disadvantaged.

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
 (Kaduna Qualifier) July 17, 2023



@nationalbreakdance
 Alliance Française Nigeria PLAY dreamIT

AMBASSADE DE FRANCE AU NIGERIA
National Break Dance Championship
 (Kaduna Qualifier) July 17, 2023



@nationalbreakdance
 Alliance Française Nigeria PLAY dreamIT

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
 (Kano Qualifier) July 19, 2023.



@nationalbreakdance
 Alliance Française Nigeria PLAY dreamIT

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
 (Kano Qualifier) July 19, 2023.



@nationalbreakdance
 Alliance Française Nigeria PLAY dreamIT

SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

Youth Day: FAME Foundation Calls for Inclusivity with Parasoccer Tournament. A Non-Governmental Organisation (NGO), FAME Foundation, in conjunction with the French Embassy in Nigeria, has organized a two-days parasoccer inclusion tournament in Kano, in commemoration of the International Youth Day

**PLAY it DREAM it Inclusion
Parasoccer Tournament**



Day 1



August 12, 2023



**PLAY it DREAM it Inclusion
Parasoccer Tournament**



Day 1



August 12, 2023



**PLAY it DREAM it Inclusion
Parasoccer Tournament**



Day 1



August 12, 2023



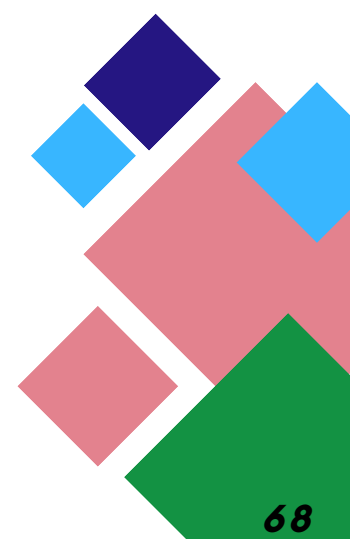
**PLAY it DREAM it Inclusion
Parasoccer Tournament**



Day 1



August 12, 2023



SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

PLAY it DREAM it Inclusion Parasoccer Tournament



Day 2



August 13, 2023



PLAY it DREAM it Inclusion Parasoccer Tournament



Day 2



August 13, 2023



PLAY it DREAM it Inclusion Parasoccer Tournament



Day 2



August 13, 2023



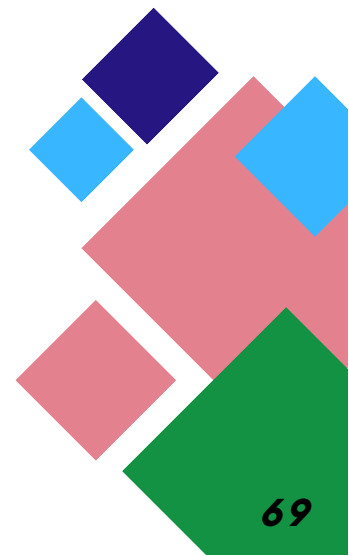
PLAY it DREAM it Inclusion Parasoccer Tournament



Day 2



August 13, 2023



SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

In commemoration of the Humanitarian Day 2023, FAME Foundation in partnership with the French Embassy in Nigeria organized a Menstrual Health and Personal Hygiene Outreach under the PLAY it DREAM it initiative.

Menstrual Health and Personal Hygiene Outreach

August 19, 2023



@playitdreamit



Menstrual Health and Personal Hygiene Outreach

August 19, 2023



@playitdreamit



Menstrual Health and Personal Hygiene Outreach

August 19, 2023



@playitdreamit

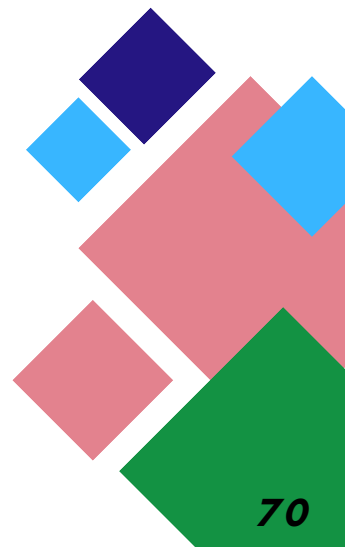


Menstrual Health and Personal Hygiene Outreach

August 19, 2023



@playitdreamit



SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation holds Port-Harcourt Qualifiers.

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
(Portharcourt Qualifier)
August 26, 2023.



@nationalbreakdance
Alliance Française Nigeria
PLAY

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
(Portharcourt Qualifier)
August 26, 2023.



@nationalbreakdance
Alliance Française Nigeria
PLAY

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
(Portharcourt Qualifier)
August 26, 2023.



@nationalbreakdance
Alliance Française Nigeria
PLAY

AMBASSADE DE FRANCE AU NIGERIA
National Breakdance Championship
(Portharcourt Qualifier)
August 26, 2023.



@nationalbreakdance
Alliance Française Nigeria
PLAY

SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation holds Abuja Qualifiers.



National Breakdance Championship
(Abuja Qualifier)

September 9, 2023.



@nationalbreakdance



National Breakdance Championship
(Abuja Qualifier)

September 9, 2023.



@nationalbreakdance



National Breakdance Championship
(Abuja Qualifier)

September 9, 2023.



@nationalbreakdance



National Breakdance Championship
(Abuja Qualifier)

September 9, 2023.



@nationalbreakdance



SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation holds Lagos Qualifiers.



National Breakdance Championship
(Lagos Qualifier)



September 22, 2023.



@nationalbreakdance



National Breakdance Championship
(Lagos Qualifier)



September 22, 2023.



@nationalbreakdance



National Breakdance Championship
(Lagos Qualifier)



September 22, 2023.



@nationalbreakdance



National Breakdance Championship
(Lagos Qualifier)



September 22, 2023.



@nationalbreakdance



INTRODUCING THE FAME TEAM



**ADERONKE
OGUNLEYE-BELLO**
Executive Director



KEMISOLA IBITOYE
Programs Manager



FOLAKE OYEBADE
Lead Volunteer



INYENE IDIONG
Program Officer
(Playitdreamit)



EBUNOLUWA ONI
Project Officer



SEWUESE UGBIR
Program Analyst
(Research, and M&E)



IFEOLUWA BAIYEWU
Program Officer
(herSTEM)



EXPLOIT OFEM
Accounts & HR Officer



GOODNESS GARBA
Project Assistant



MOLABO ALLEN-TAYLOR
Administrative Officer



MIRACLE OLUWAFEMI Esq.
Program Analyst,
(Legal and Partnerships)



MERCY IBRAHIM
Administrative Assistant



SULE ADAMA
Office Assistant

WITH THANKS TO THE PLAY it DREAM it FUND PARTNERS



WITH THANKS TO THOSE THAT PROVIDED IN-KIND SUPPORT



MEET ADERONKE OGUNLEYE-BELLO

Aderonke Ogunleye-Bello is an international and a multiple award-winning investigative journalist, Social Worker, administrator, gender, and peace advocate with career spanning over 16 years.

She worked with Nigeria Football League as marketing officer and promoted to Deputy protocol officer, at some point, Country Manager for Kingston university, London; Sports editor and eventually elevated to the role of managing editor at NAIJ.com; she worked as Senior Reporter with Premium Times; Reporter, Nigerian Pilot; Northern Bureau Chief, MTN Football; Editor, Online, The Sun Newspaper. She had a brief stint with the Nigerian Pilot Newspaper, TV Continental and Africanfootball.com. Her opinion piece has been published by top Nigerian media outlets like, Vanguard, Leadership, Blueprint, Tribune, Daily Trust, and others. She once served as a Special Assistant (Digital Media) to the Minister of State, Federal Capital Territory.

Outside Nigeria, she worked for TRT World, Turkey; Sports Integrity, Ireland; Play the Game, Denmark, and has been featured on BBC have you say, Wits University Newspaper, South Africa, and Malawi Broadcasting Corporation.

In 2018, based on her advocacy and passion for women and girls, she was specially invited by FIFA to participate in the Women Football Convention in France. She is an Alumna of the 'Global Sports Mentoring Program' an exchange programme by the US Department of State. She fully participated in the programme at the United States of America in 2019. She is a fellow of the Global Investigative Journalism Network, New York, where she was selected and sponsored to attend the GIJC conference in Lillehammer, Norway in 2015. She was appointed to serve as representative and member of the Federal Government Team on the United Nations Office on Drugs and Crime (UNODC), Line Up Live Up Programme (LULU). A project that uses sports as a tool to strengthen youth resilience to crime, violence, and drug use by enhancing their personal and social skills and increasing their knowledge on the risk associated with these phenomena. She served as a local organizing member at the National Sports Festival.

She won the 'Sports Category' at Wole Soyinka Investigate Award in 2013; Leadership awards from Rotary and Lions club 2015 and 2016 respectively; humanitarian award from Goodwill ambassador awards 2016. A former President of Malawi, HE Joyce Banda in an award, awarded her the Girl-Child education champion in Africa, 2017; African Union/ CEPAS Africa honored her with leadership awards for her works in women and girls' empowerment, 2018. She was a finalist in the 2016 CNN African Journalist Award for her report on sexual abuse of female athletes by male coaches.

Aderonke Bello singlehandedly led the 2016 African Champions Super Falcons #PayFalcons (a hashtag that trended on Twitter for 2 straight days) protest to the Presidential Villa when allowances were not paid after winning the African Women Championship, they were paid under 48hours. She has organized, volunteered in, and led several campaigns to advocate for peace and gender rights. She has volunteered at UNAIDS, UNICEF, UN Women, UNDP and other agencies, grassroots, and community outreaches.

In 2017, she founded FAME Foundation www.famefoundationwg.org, an award-winning not-for-profit organization set up to formulate sustainable programs for women and girls in Nigeria. Since its founding, the organization has directly impacted over 10, 000 women and girls and indirectly impacted over 22, 000 Nigerians. The organization has worked with top local and international NGOs and won grants to carry out projects, UNWomen, MacArthur Foundation, UNDP, US Embassy, Australian High Commission, UN, AFD, USAID, UNAIDS, European Union, Netherlands Embassy, Finland Embassy, Slovakian Embassy, Laureus Sports for Good, US Department of State, French Embassy, and many others. The NGO currently have 9 administrative staff and over 40 volunteers spread across Nigeria.

Wife of the Former Vice President, Mrs Dolapo Osinbajo attended and launched HerSTEM Initiative for girls with disabilities in 2021, an initiative of FAME Foundation. Minister of Women Affairs, Dame Pauline Tallen, kicked off her NGO's Women's Day Football Tournament in the year 2020 and 2022 respectively. Honorable Minister of Youth and Sports, Barrister Solomon Dalung refereed and Chief Sunday Dare kicked off Women's Day Football Tournament in 2019 and 2022 respectively, among other high profile attendance at FAME Foundation's past events

During her charitable engagements, she has worked with notable Nigerians like Tonto Dikeh, Empress Njamah, Victor Moses, Mikel Obi, Odion Jude Ighalo, John Utaka, Godfrey Oboabona and several others. She is a respected and relevant stakeholder in the sports ecosystem with influence around the world.

With a strong network, and great working relationship in the Diplomatic Community in Nigeria, Aderonke Bello has worked with embassies, envoys and High Commissions, in carrying out sustainable Community based projects in key areas of the Federation since 2015.

She stands for everything that has to do with peace, women, and girls' rights. She has undergone several trainings on first aid, child protection, fact-checking, digital reporting, public speaking, women empowerment, climate change, advocacy, etc.

Aderonke is a change agent, mentor and life coach who believes in Gender Equality and Equity, an international speaker who has spoken at different events in Denmark 2015, Netherlands 2018, South Africa 2013, Malawi 2019, Tanzania 2019, Mozambique 2019, TEDx Jabi 2015 and other local events. Recognized by UN Women and UNAIDS in Nigeria.

With over 8 authors from around the world including Asia, America, Europe, United Kingdom, Australia, Africa, etc., she co-authored a book titled, Restoring Trust in Sport: Corruption Cases and Solutions. It examines the loss of trust at both national and international levels. Drawing on cutting-edge research, the book includes both on-field and off-field. It's a solutions-focused collection of sport corruption case studies, leading researchers consider how to re-establish trust both within sports organisations and in the wider sporting public.

She recently served as a Representative of the President-Elect, in the Media and Publicity Sub-Committee of the Presidential Transition Council that ushered in the current President of Nigeria.

She is a focused and committed individual with sound self-esteem and a sense of identity, a team player with a positive attitude and outlook to life.

ADERONKE OGUNLEYE-BELLO
Founder and Executive Director,
FAME Foundation



FUTURE ACTIONS

As our world is ever-changing, the need to find more effective and sustainable solutions to the world's ever-rising problem remains a constant factor.

With the availability of the Covid-19 vaccine, the world is gradually recovering from its loss, and sports activities are returning to normal.

Sports organizations have played impactful roles during the pandemic by developing creative ways to maintain the physical and mental well-being of individuals and much more.

As sports for good organizations, we need to more than ever nurture and support one another. Funding and resources should be made available to organizations making sustainable impacts. More support needs to be given to sport for good organizations focused on grassroots communities, seeing they face greater challenges and obstacles.

We at FAME Foundation will continue to develop better strategies and creative ways to use sports for greater impacts in the communities we work in. We are also looking at expanding our horizon by reaching out to more vulnerable communities outside our scope, but that we can only do with the availability of funds and resources at our disposal, and also the support we get.

The successful implementation of the first phase of the project attracted the interest of Agence Francaise de Developpement (AFD) into signing an agreement worth 20,000 Euros on July 14, 2021. The project commenced from December 1, 2021, to end December 1, 2022.

Laureus Sport for Good and FAME Foundation partnership will be reaching young children; boys and girls aged 7-17, through the several activities like Football for Development, and other sports, aiming at 200 displaced children that will participate in the project's weekly and monthly sporting activities and exercises, including mentorship and empowerment programmes.

We plan to expand PLAY it DREAM it beyond its current target audience and location, in the nearest future. This decision is fueled by our burning desire to impact more lives through the unifying power of sport.

We also plan to run a football academy for girls, especially those from under-served communities and also launch mini football pitches at various grassroots communities.

Until then, we hope this report shares how far we have gone, what we have achieved in our community, and how it has bettered us and prepared us ahead of the future.

SOCIAL MEDIA

OFFICIAL PLAY it DREAM it HASHTAG:

#playitdreamit

#PlayitDreamitTuesday



PLAY it DREAM it Initiative

 @playitdreamit

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 bit.ly/PLAYitDREAMit

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