



# ***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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## Acknowledgement

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With appreciation to all our partners, donors, collaborators, and supporters who have contributed to the success of the PLAY it DREAM it Initiative.

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Abuja, Nigeria



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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 12,850 persons, including over 1000 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](http://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.





# 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 12,724 girls and over 65,500 indirect beneficiaries, from Internally Displaced Camps, Orphanage homes and underprivileged communities in Nigeria.

We undertook this project for two reasons:

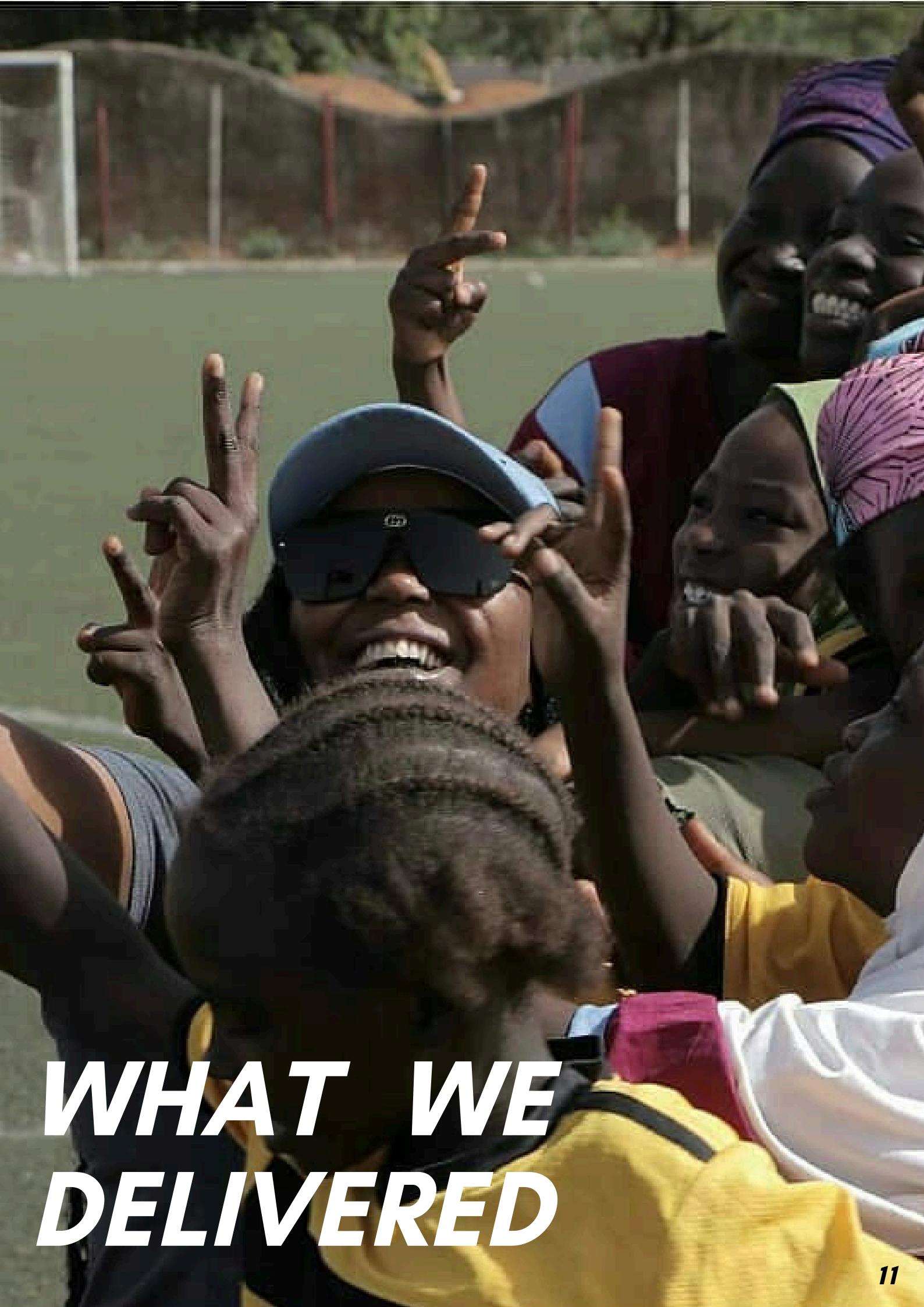
1. We believe that sport is a unifying factor, especially in a heterogeneous country like Nigeria, comprising different ethnic groups, religions, languages, values, etc. Sport is what brings us together regardless of our differences.
2. We also believe that the power of sports cuts across different spheres 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.





**WHAT WE  
DELIVERED**

# PLAY it DREAM it

**20+**  
PARTNERSHIPS

FOOTBALL  
BOOTCAMPS **30**

**5** SPORTS  
TOURNAMENTS

**500**  
PRINTED COPIES OF  
SUCCESS TIPS FOR  
INTERNALLY  
DISPLACED GIRLS IN  
SPORTS

**2** YOGA  
EXERCISE

**4** IDP CAMPS

GRASSROOT  
COMMUNITIES **7**

**6** SPORTS  
CONFERENCES

**16931** DIRECT  
BENEFICIARIES

SOCIAL  
MEDIA **25+**  
ENGAGEMENTS

OVER 1,500,000+  
PEOPLE REACHED

**4** HIKING

# 2020 Impact Report

**2+**

**partnerships**

**Direct  
Beneficiaries**

**212+**

successfully reached and  
engaged through program  
activities

**Indirect  
Beneficiaries**

**636+**

reached through community  
awareness, advocacy, and  
secondary impact.

## Program Reach

**1+** Schools reached

**1+** IDP camps reached

**2+** Communities reached

**Outreach programs** **2+**

**Sport tournaments and  
conference** **2+**

## Skills Training

**20**

**Women trained**

**15+**

**Coaches trained**

## Social Media Engagement

**25+**

**Advocacy campaigns**

**200,000+**

**People Reached**

# 2021 Impact Report

**2+**

**partnerships**

**Direct  
Beneficiaries**

**1432+**

successfully reached and  
engaged through program  
activities

**Indirect  
Beneficiaries**

**4296+**

reached through community  
awareness, advocacy, and  
secondary impact.

## Program Reach

**3+** Schools reached

**1+** IDP camps reached

**3+** Communities reached

Outreach programs **5+**

Football Bootcamps **7+**

## Skills Training

**70**

Women trained

**15+**

Coaches trained

## Social Media Engagement

**20+**

Advocacy campaigns

**250,000+**

People Reached

# 2022 Impact Report

**2+**  
partnerships

Direct  
Beneficiaries

**4098+**

successfully reached and  
engaged through program  
activities

Indirect  
Beneficiaries

**12294+**

reached through community  
awareness, advocacy, and  
secondary impact.

## Program Reach

**2+** Schools reached

**2+** IDP camps reached

**5+** Communities reached

Outreach programs **7+**

Football Bootcamps **3+**

Sport tournaments and  
conference **3+**

## Skills Training

**100**

Women trained

**220+**

Coaches trained

## Social Media Engagement

**40+**

Advocacy campaigns

**300,000**

People Reached

# 2023 Impact Report

**6+**  
partnerships

Direct  
Beneficiaries

**5082+**

successfully reached and  
engaged through program  
activities

Indirect  
Beneficiaries

**15246+**

reached through community  
awareness, advocacy, and  
secondary impact.

## Program Reach

**3+** Schools reached

**2+** IDP camps reached

**7+** Communities reached

Outreach programs **9+**

Football Bootcamps **5+**

Sport tournaments and  
conference **6+**

## Skills Training

**315+**

Women trained

**220+**

Coaches trained

## Social Media Engagement

**55+**

Advocacy campaigns

**650,000**

People Reached

# 2024 Impact Report

8+

partnerships

Direct  
Beneficiaries

6107+

successfully reached and  
engaged through program  
activities

Indirect  
Beneficiaries

18321+

reached through community  
awareness, advocacy, and  
secondary impact.

## Program Reach

5+ Schools reached

2+ IDP camps reached

7+ Communities reached

Outreach programs 10+

Football Bootcamps 5+

Sport tournaments and  
conference 3+

## Skills Training

140+

Women trained

172+

Coaches trained

## Social Media Engagement

75+

Advocacy campaigns

450,000

People Reached

# 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](http://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 been 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 18 boot camps which held every last Sunday of the month were conducted with. Over 400 Internally Displaced Girls across the FCT benefiting directly, while over 1800 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 Self Development
- ▶ Self-Esteem Confidence Building
- ▶ Leadership Sports Talent Discovery
- ▶ Personal Hygiene Embracing their Uniqueness, etc.

## IMPACTS

“

*I have been 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 preceded 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**

# 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 ATOYEBI**

“

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

**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.*

**FAIROUK 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 ILERİKA**

“

*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.

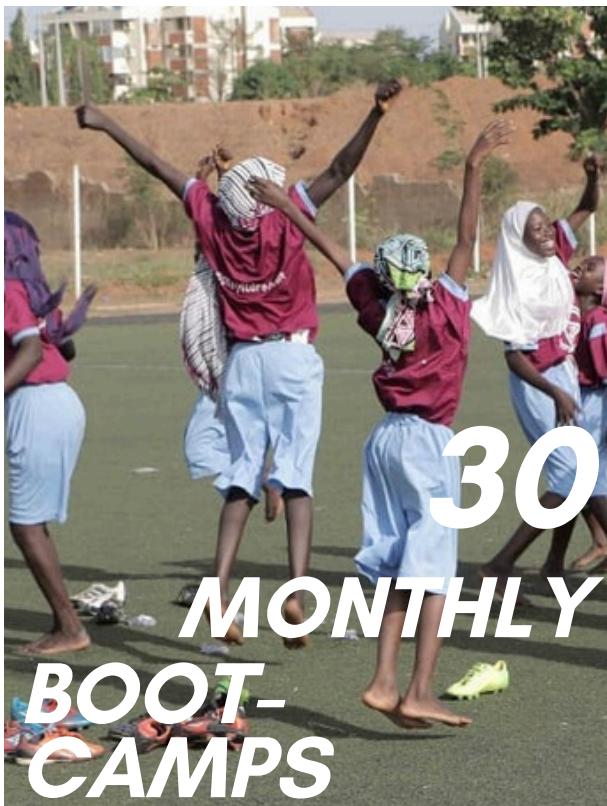
The conference was organized to provide a platform for girls to learn how to kick-start, sustain and succeed in sports participation and management from coaches, sports administrators, current and ex-athletes, male and female alike.

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**



# ***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 18 boot camps holding every last Sunday of the month were conducted with over 400 Internally Displaced Girls across the FCT benefiting directly, and about 1800 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.







SEPTEMBER 2022 BOOTCAMP



APRIL 2023 BOOTCAMP



JUNE 2023 BOOTCAMP

## Football for Development Session

October 28, 2022



@playitdreamit



@playitdreamit

04.02.2022



JULY 2021 BOOTCAMP

@playitdreamit

## Football for Development Session

August 26, 2022



@playitdreamit



## Football for Development Session

October 28, 2022



@playitdreamit



## Football for Development Session

August 26, 2022



@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 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**



# **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 supported 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-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).



**MINISTER OF WOMEN AFFAIRS  
KICKING OFF THE TOURNAMENT  
ALONGSIDE UN WOMEN  
COUNTRY REPRESENTATIVE**





# WOMEN'S DAY FOOTBALL TOURNAMENT 2023

To commemorate International Women's Day 2022, FAME Foundation organized her annual Generation Equality International Football Tournament, with support from the join, Bet9ja, OYA Femtech Apparel 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 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.





# WOMEN'S DAY FOOTBALL TOURNAMENT 2024

FAME Foundation organized its annual Women's Day International Football Tournament, with support from Bet9ja Foundation, British High Commission 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 2024 at the Area 3 Football Pitch, Garki, Abuja, had 10 teams participating in football tournament. There were Team BHC, Team USA, Team Canada, Team Bet9JA Foundation, Team ASWHAN, Team FAME, Team EAC (countries from East African nations/embassy in Abuja), Team AWITA, Team FIDA and Team ANFS.





# TEAM BET9JA



# TEAM ANFS



# TEAM EAST AFRICA



# TEAM CANADA



# TEAM AWITA



# TEAM BHC



# TEAM FAME



# TEAM FIDA

# WOMEN'S DAY FOOTBALL TOURNAMENT 2025

FAME Foundation organized its annual Women's Day Football Tournament on March 7, 2025, in commemoration of International Women's Day under the theme "Accelerate Action." The event is aimed at celebrating women's achievements, promoting gender equality, and empowering women around the world. The event was supported by Bet9ja Foundation, the Federal Inland Revenue Service (FIRS), MTN Nigeria, and the FCT Football Association.

The football tournament was held at the Area 3 Football Pitch, Garki, Abuja, and had 8 teams participating. They included Team NUT (National Union of Teachers), Team ProSocial, Team IDP, Team FIDA (International Federation of Women Lawyers), Team FIRS (Federal Inland Revenue Service), Team FAME, Team ASWHAN, and Team Bet9ja Foundation.





# ORANGE LYMPICS

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.



# **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

Thais Olivetti Empoderá - Transformação Social Pelo Esporte

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**

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 inculcate values in sport games, the program loses its purpose and impact.

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

**PLAY it dreamit**

FAMEFOUNDATIONWG.ORG @FAMEFOUNDATION

FAMEFOUNDATIONORG

**#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  
Empoderá

FAMEFOUNDATIONWG.ORG @FAMEFOUNDATION

FAMEFOUNDATIONORG

**#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,  
EUROPEAN COMMISSION

**#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

Lindsay Sarah Krasnow Global Communications and Sports Specialist

**#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

## #PlayitDreamitTuesday

## #Sports4DevTuesday

Tweet Chat on Sports for Development

LIVE ON playitdreamit

October 27, 2020 11 AM

with Anna Mambula

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

for more enquiries, email: playitDreamit@famefoundationwg.org

**#PlayitDreamitTuesday**

**#Sports4DevTuesday**

Tweet Chat on Sports for Development

LIVE ON playitdreamit

January 12, 2021 11:00 (GMT+1)

with Anna Mambula

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**

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

# 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 for a third time in a row, 2021, 2022 & 2023 under the category 'Diversity and Inclusion Award' for moving sports towards acceptance and diversification.

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.

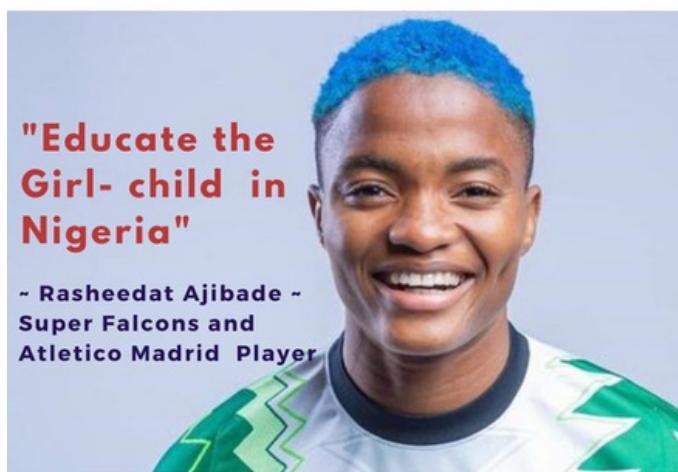
Through sporting activities and games, PLAY it DREAM it encourages girls' participation in sports, thus promoting gender equality and reduced inequalities by allowing girls in vulnerable groups to participate in sports. It sensitizes girls on the dangers surrounding child marriage, creating a safe space 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.

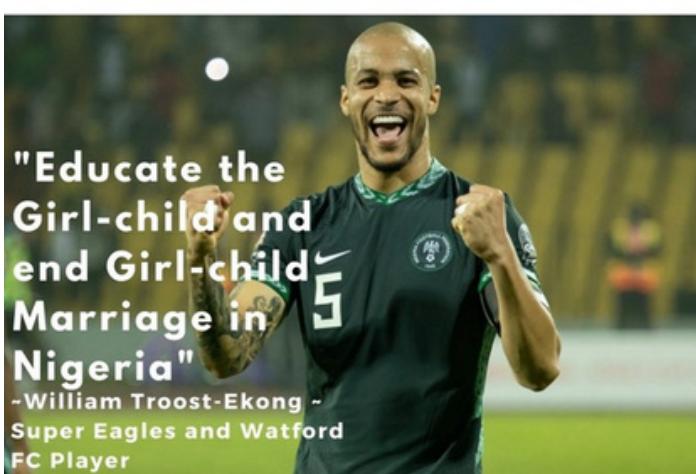
The players expressed their displeasure for girl-child marriages and spoke-up for the education of every girl-child in Nigeria.



#PLAYitDREAMit



#PLAYitDREAMit



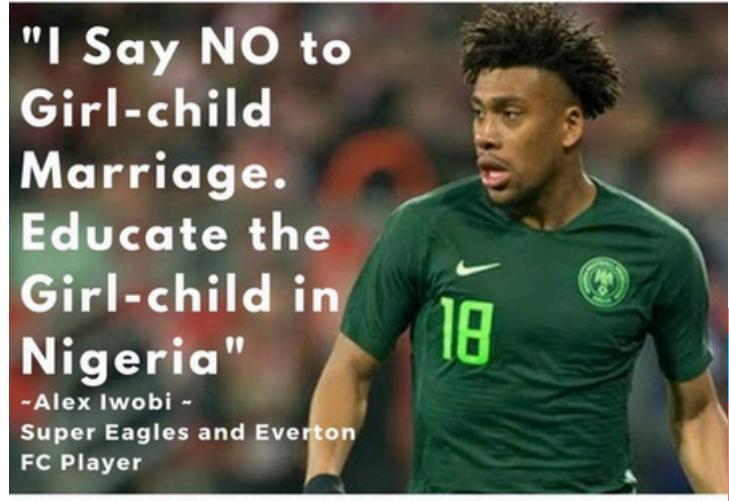
-William Troost-Ekong -  
Super Eagles and Watford  
FC Player

#PLAYitDREAMit



#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.



# 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**



# 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 WALK 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.



# PROJECT CLEAP 2023

Project CLEAP (Climate Education, Awareness and Advocacy Program) is an initiative of FAME Foundation under the Green Ball Project. It is aimed at educating and creating awareness on climate change in school, IDP camps and grassroots Communities in Nigeria.

By educating people about climate change, Project CLEAP can influence the community, encouraging more environmentally conscious behavior in the larger community.

## Climate Education, Awareness and Advocacy Program (CLEAP) -Community Outreach



September 16, 2023



## Climate Education, Awareness and Advocacy Program (CLEAP) -Community Outreach



September 16, 2023



## Climate Education, Awareness and Advocacy Program (CLEAP) - School Outreach



October 26, 2023



## Climate Education, Awareness and Advocacy Program (CLEAP)- IDP Sensitization



September 10, 2023



# 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.

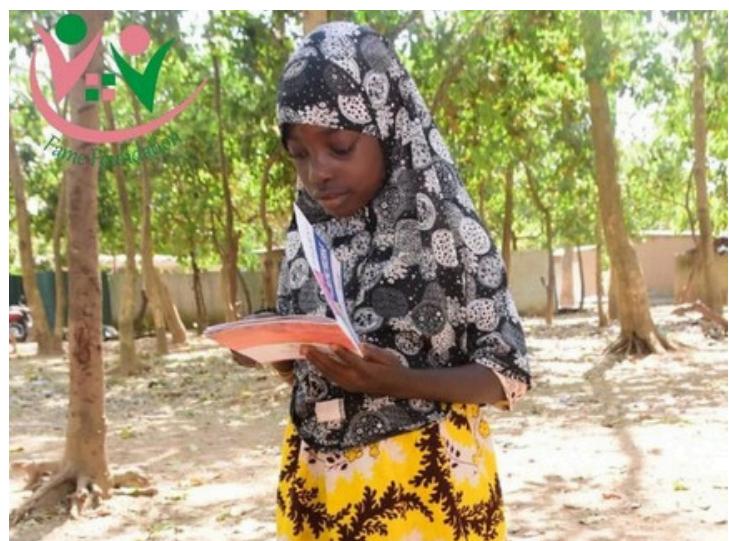
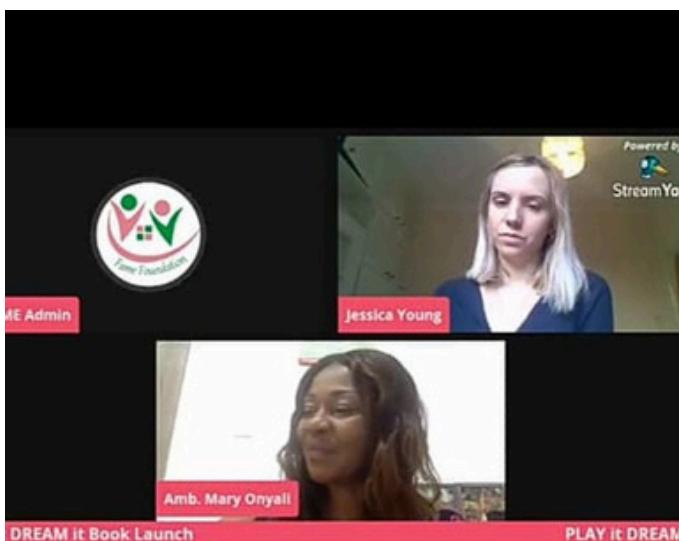
School girls across 4 public schools in the Federal Capital Territory were enlightened on SRGBV and empowered to defend themselves through self-defense training.



# 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.



# 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.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

Life skills development through sport  
April 6, 2023



Life skills development through sport  
April 6, 2023



@playitdreamit



Life skills development through sport  
April 6, 2023



Life skills development through sport  
April 6, 2023



@playitdreamit



Life skills development through sport  
April 6, 2023



Life skills development through sport  
April 6, 2023



# LIFE SKILLS DEVELOPMENT THROUGH SPORTS

FAME Foundation, in collaboration with Laureus Sport for Good, organizes monthly Life Skills Development through Sport to use sport as a tool to promote gender equality, healthy communication, teamwork, and peace.

In 2023, the program was held seven (7) times and impacted over 1,000 students.





# WHAT WE DELIVERED

# ADVOCACY SENSITIZATION OUTREACH

FAME Foundation's bimonthly child rights and parenting outreach, held in collaboration with Laureus Sport for Good, sought to help parents understand and advocate for their children's rights, as well as encourage parents to provide a safe and nurturing environment in which their children can grow.

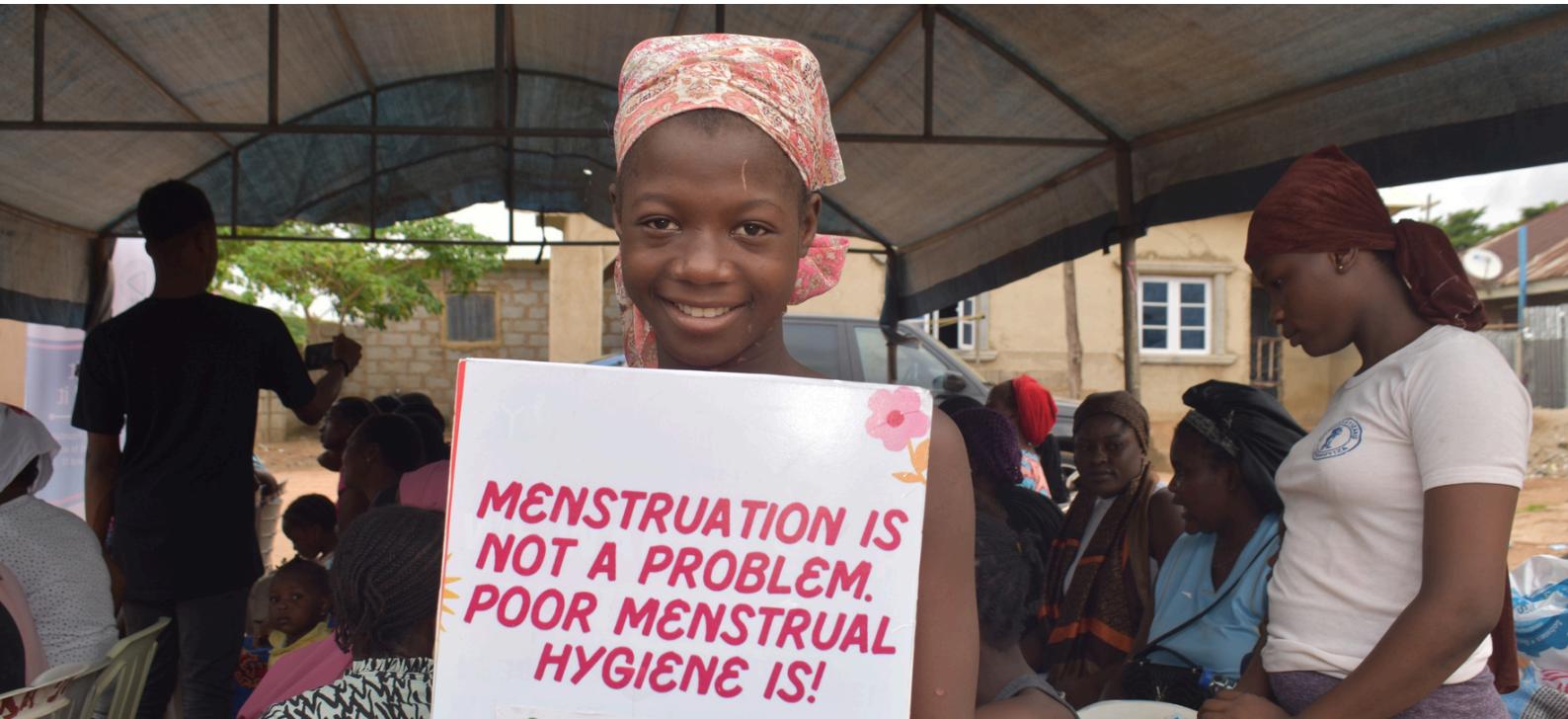
The program also aimed at providing parents with the knowledge and skills they need to raise happy and healthy children. It provided guidance on topics from child development to effective discipline techniques. It aided parents in developing strong and loving relationships with their children.

The event was organized three (3) times in 2023, and around 300 women and 100 girls benefited from it.



# 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.

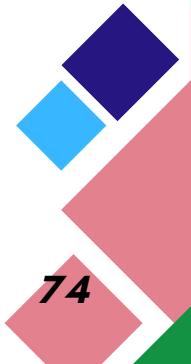
The Project will be officially launched in July 2023. As part of its commitment to creating more access and opportunity, FAME Foundation will implement a wide range of projects aimed at empowering youths, athletes and promoting crucial social causes.

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 hold Kano, 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.



**National Breakdance Championship**  
(Kaduna Qualifier)



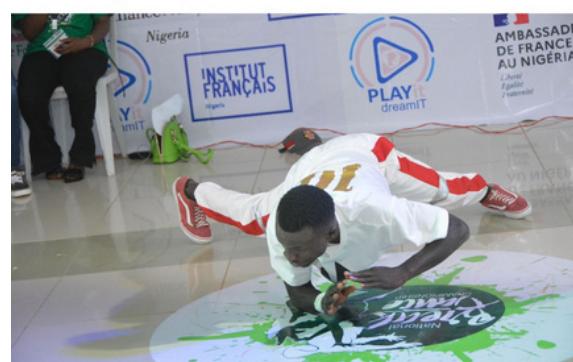
July 17, 2023



**National Break Dance Championship**  
(Kaduna Qualifier)



July 17, 2023



**National Breakdance Championship**  
(Kano Qualifier)



July 19, 2023.



**National Breakdance Championship**  
(Kano Qualifier)



July 19, 2023.



**National Breakdance Championship**  
(Kano Qualifier)



July 19, 2023.



**National Break Dance Championship**  
(Kaduna Qualifier)



July 17, 2023



# SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

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



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



**National Breakdance Championship**  
(Portharcourt Qualifier)



August 26, 2023.



# SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation hold Abuja Qualifiers.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



**National Breakdance Championship**  
(Abuja Qualifier)

September 9, 2023.



# SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

National Breakdance Championship: FAME Foundation hold Lagos Qualifiers.

AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



AMBASSADE  
DE FRANCE  
AU NIGERIA  
L'ambassade  
France

**National Breakdance Championship**  
(Lagos Qualifier)

September 22, 2023.



# SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

FAME Foundation, in conjunction with the French Embassy in Nigeria, organized a two-days parasoccer inclusion tournament in Kano, in commemoration of the International Youth Day 2023

## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



## PLAY it DREAM it Inclusion Parasoccer Tournament

Day 1



# SOLIDARITY FUND FOR INNOVATIVE PROJECTS (FSPI-R)

PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Parasoccer Tournament



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



# 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

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AU NIGÉRIA  
Liberté  
Égalité  
Fraternité



## Menstrual Health and Personal Hygiene Outreach

August 19, 2023



@playitdreamit

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AU NIGÉRIA  
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Fraternité



## Menstrual Health and Personal Hygiene Outreach



August 19, 2023



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## Menstrual Health and Personal Hygiene Outreach

August 19, 2023



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AU NIGÉRIA  
Liberté



# **PLAY IT DREAM IT INCLUSION PARA POWER LIFTING GAMES**

In commemoration of the International Day of Persons with Disabilities, FAME Foundation in partnership with French Embassy Nigeria, organized a two day event to celebrate persons living with disabilities.

The event began on the December 2, 2023 at the Para Powerlifting Gym, National Stadium Surulere Lagos.

The event aimed to unite and raise awareness about the challenges faced by persons with disabilities, to foster understanding support and to also offer a platform for women with disabilities to display their talents and capabilities in sports while advocating for inclusion, equal right and opportunities for women with disabilities to be included in sports especially para athletes.

The event was graced by the Executive Director , FAME Foundation, representative of the French Embassy Nigeria, President of the Nigeria para-powerlifting federation etc.

The event rounded up on the December 3, 2023 with all participants obtaining their certificates of participation and winners presented with medals and cash prizes

# PLAY IT DREAM IT INCLUSION PARA POWER LIFTING GAMES

PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1

PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)

Day 1



# PLAY IT DREAM IT INCLUSION PARA POWER LIFTING GAMES

PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



AMBASSADE  
DE FRANCE  
AU NIGÉRIA  
Liberté  
Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



AMBASSADE  
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Fraternité

Day 2



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



AMBASSADE  
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Fraternité

Day 2



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



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Égalité  
Fraternité

Day 2



PLAY it DREAM it Inclusion  
Para Powerlifting Games (Lagos)



AMBASSADE  
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Liberté  
Égalité  
Fraternité

Day 2



# PLAY IT DREAM IT CAPACITY BUILDING WORKSHOP FOR BREAKDANCERS

FAME Foundation, in partnership with the French Embassy in Nigeria, organized a capacity-building workshop for break dancers on January 13, 2024, at the Cranfield Bizhub Centre, Surulere, Lagos, leading up to the National Breakdance Championship Finale.

The aim was to educate and inspire the youth in the breaking community, covering various aspects of breaking.

Notable speakers such as Flavor Roc, Mozez Praiz, Funsho Olukesusi, a representative from the French Embassy, and other dignitaries graced the event.

The breakdancers gained insights into breaking elements, embracing sportsmanship, maintaining professionalism, showcasing uniqueness, being relatable, and attracting the attention of scouts.

The speakers emphasized on cultivating a positive competition mindset and steering clear of negative energy.



# PLAY IT DREAM IT CAPACITY BUILDING WORKSHOP FOR BREAKDANCERS



# NATIONAL BREAKDANCE CHAMPIONSHIP

## FINALE

FAME Foundation, in partnership with the French Embassy in Nigeria, organized a National Breakdance Championship Finale for Break dancers on January 14, 2024, at the Indoor Sports Hall, National Stadium, Surulere, Lagos.

The objective? To provide a stage for break dancers to not just showcase their extraordinary skills but also ignite inspiration, foster community, and build camaraderie within the vibrant world of breakdancing.

Empowering youth through the PLAY it DREAM it Initiative, this event fueled inspiration, community, and life skills.



# NATIONAL BREAKDANCE CHAMPIONSHIP

## FINALE



# CAPACITY BUILDING WORKSHOP FOR OLYMPIC COACHES

On June 25, 2024, FAME Foundation and the French Embassy in Nigeria organized a Capacity Building Workshop for Olympic Coaches at the Media Center, National Stadium, Abuja. The workshop aimed to enhance coaching strategies and athlete management techniques in preparation for the upcoming Olympic Games. It featured sessions by Mr. Olumide Bamiduro and Dr. Robinson Okosun, focusing on pivotal aspects of elite coaching and sports psychology.

Mr. Bamiduro's session emphasized maintaining ethical standards in coaching, effective periodization strategies tailored to Olympic sports, personalized nutrition plans, and advancements in sports psychology. His insights provided coaches with practical tools to optimize athlete performance and foster integrity within their teams.

Dr. Robinson Okosun built upon these foundations by exploring the complex dynamics influencing athlete performance, including physical, emotional, and social factors. He highlighted the role of sports psychologists in creating a supportive team environment, managing athlete stress and enhancing resilience through practical strategies and case studies.

The workshop facilitated a collaborative platform for coaches to integrate ethical standards, advanced coaching methodologies, and psychological insights into their practices. Participants left with enhanced knowledge and practical tools to elevate athlete performance and foster a culture of excellence in Nigerian Olympic sports.

The Capacity Building Workshop for Olympic Coaches was a transformative event that equipped coaches with advanced strategies to navigate the challenges of elite sports, contributing to the enhancement of coaching competencies and athlete outcomes in Nigeria.

# CAPACITY BUILDING WORKSHOP FOR OLYMPIC COACHES



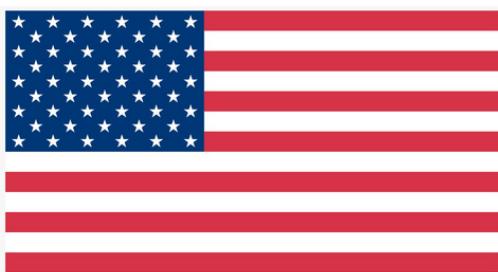
# FAME FOUNDATION AND US MISSION IN NIGERIA

FAME Foundation, is excited to announce its partnership with the United States Mission in Nigeria. This collaboration aims to ignite a passion for breakdancing among Nigerian youth, especially now with its recognition as an Olympic sport.

This project is under the Play It Dream It Initiative, focusing on empowering youth through sports. Additionally, it acts as a platform for breakdancers to exhibit their skills and nurture a sense of community within the breaking community.

FAME Foundation is pleased to introduce the 2024 Sport Envoy Program. This program features a range of activities, including Masterclass Training sessions for breakdancers in Lagos and Abuja, strategic meetings, TV station tours promoting breakdancing, mentoring sessions, and interactive team-building activities at the School for the Deaf. These efforts will culminate in a final grand performance, alongside other exciting activities.

The 2024 Sports Envoy program will feature special masterclass training sessions led by top veteran breakdancers. It's happening from May 13th to 18th in Lagos and Abuja. In these masterclass sessions, participants will receive top-notch training and insights from these professionals, it's a fantastic opportunity for breakdancers across Nigeria to come together, learn, and showcase their talents.



United States Diplomatic  
Mission in Nigeria



# 2024 U.S SPORT ENVOY PROGRAM: NIGERIA OLYMPIC COMMITTEE MEETING.

Sport Envoy Program featured a productive meeting with Engr. Habu Gumel, president of the Nigeria Olympic Committee, held at ANOCA Head quarters.

The meeting was joined by our distinguished Envoys, Lyon Jacobs, Macca Malik, representative from the US Embassy in Nigeria, and FAME team.

The discussion centered on Breakdance evolution as a new sport, emphasizing the importance of fostering increased participation among Nigeria youth in the breakdance arena.



# 2024 U.S. SPORT ENVOY PROGRAM: MASTERCLASS

## TRAINING FOR BREAKDANCERS ABUJA

### DAY 1

Following the meeting with the NOC, the Envoys convened for an introductory session at Krump dance studio, aimed at acquainting themselves with the local coaches and breakdancers.

The session was quite an interesting one as the Envoys shared different techniques on how to approach the Olympic competition.



# 2024 U.S. SPORT ENVOY PROGRAM: MASTERCLASS TRAINING FOR BREAKDANCERS ABUJA

## DAY 2

The Masterclass continued the following day with the Bboys and Bgirls, practicing what they had been taught and learning new moves.



# 2024 U.S. SPORT ENVOY PROGRAM: GRAND PERFORMANCE ABUJA

To conclude the 3-days masterclass training for breakdancers, a grand performance was held at Transcorp Hilton, Abuja to showcase the breakdancers' newly acquired skills.

The event was spectacular, drawing dignitaries, dance academies, and other guests. The breakdancers truly dazzled everyone with their performances, making it an unforgettable day filled with extraordinary enthusiasm.



# 2024 U.S. SPORT ENVOY PROGRAM: MASTERCLASS TRAINING FOR BREAKDANCERS LAGOS

## DAY 1

FAME Foundation, in partnership with the US Mission in Nigeria, organized a masterclass for breakdancers in Lagos.

The event was held from May 16th to May 18th, 2024, at Art Nation, and it drew participants from Lagos and neighboring states.

Under the guidance of the Sports Envoys, Bboy Kujo and Bgirl Macca, the session focused on enhancing skills, fostering professionalism, and nurturing a breakdancing community.



# 2024 U.S. SPORT ENVOY PROGRAM: MASTERCLASS TRAINING FOR BREAKDANCERS LAGOS.

## DAY 2

The masterclass training continued the following day, with coaches conducting hands-on sessions. Breakdancers were taught basic routines, flexibility techniques, and methods to enhance their on-stage performance.



# 2024 U.S. SPORT ENVOY PROGRAM: GRAND PERFORMANCE LAGOS.

To wrap up the three-day Masterclass training for breakdancers, a grand performance was held at the Lagos Marriott Hotel Ikeja, showcasing the dancers' impressive skills.

We extend our heartfelt thanks to our partner and sponsor, the United States Mission in Nigeria, for their generous support, and to the sports envoys for sharing their expertise and inspiring Nigerian youth to pursue greatness.



# WORLD MENSTRUAL HYGIENE DAY OUTREACH

In commemoration of Menstrual Hygiene Day, FAME Foundation organized a Menstrual hygiene outreach.

The event took place at L.E.A Primary School, Jabi, and featured about 70 girls.

The event aimed to ensure every student understands the importance of maintaining good menstrual hygiene practices.

FAME Foundation joins the world in celebrating this special day and encourages everyone to raise awareness and break the stigma about talking about menstruation openly.



# FAME FOUNDATION AND LAUREUS SPORT FOR GOOD , RENEWS PARTNERSHIP FOR 2024

FAME Foundation, in conjunction with Laureus Sport for Good, has officially launched its 2024 projects, marking the continuation of an impactful partnership.

After a successful year of collaboration, the two organizations are excited to embark on another year of transformative initiatives under the 'Play it Dream it' Initiative.

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.



# TRAIN THE TRAINERS WORKSHOP, 2024

FAME Foundation, in collaboration with Laureus Sport for Good, London, launched its project activities with the Train the Trainers Workshop.

The two-day program was held on June 13-14, 2024, at the FAME Hub and Area 3 football pitch in Garki, Abuja.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

In partnership with Laureus Sport for Good, FAME Foundation conducted its monthly Life Skills Development through Sport session as part of the PLAY it DREAM it initiative.

This event, held at LEA Primary School in Utako, Abuja on June 26, 2024, featured 70 children, including 50 girls and 20 boys. The session aimed to use sports to promote teamwork and education.



# MENSTRUAL HEALTH AND PERSONAL HYGIENE OUTREACH



# MENSTRUAL H PERSONAL H



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# MENSTRUAL HEALTH AND PERSONAL HYGIENE OUTREACH

FAME Foundation, in collaboration with Laureus Sport for Good, organized a Menstrual Health and Personal Hygiene Outreach on July 13, 2024, as part of the PLAY it DREAM it initiative. The event was held at the IDP Camp in New Kuchingoro, Games Village, Abuja, and aimed to educate and empower internally displaced women and girls on crucial aspects of menstrual health and hygiene.



# PLAY IT DREAM IT JULY BOOT-CAMP

FAME Foundation, in collaboration with Laureus Sport for Good, organized its bi-monthly Boot-camp as part of the PLAY it DREAM it initiative on June 25, 2024, at the Area 3 football pitch in Garki, Abuja.

The event brought together 70 children (28 girls and 42 boys) from the Area 1 IDP camp, aiming to harness the power of sports for transformative impact.



# CHILD RIGHTS AND PARENTING OUTREACH

FAME Foundation, in collaboration with Laureus Sport for Good, organized the Child Rights and Parenting Outreach on July 20, 2024, as part of the PLAY it DREAM it initiative.

The event aimed to empower Internally Displaced Persons (IDPs), particularly women and girls, by providing information on nutrition for healthy development and strategies to foster a safe environment within their community.



# CHILD RIGHTS AND PARENTING OUTREACH

FAME Foundation, in partnership with Laureus Sport for Good, organized the Child Rights and Parenting Outreach under the PLAY it DREAM it initiative. This outreach was held on August 17, 2024, and engaged 80 beneficiaries, 50 women and 30 girls from New Kuchingoro, IDP Camp, Games Village, Abuja.

The program aimed to educate women and girls on accessing education and promoting equal opportunities for their growth.



# PLAY IT DREAM IT AUGUST BOOT-CAMP

FAME Foundation, in collaboration with Laureus Sport for Good, organized its August Boot Camp under the PLAY it DREAM it initiative on August 18, 2024, at the Area 3 Football Pitch in Garki, Abuja.

This event gathered 72 children, including 50 girls and 22 boys from the New Kuchingoro IDP camp, to harness the transformative power of sports. The boot camp aimed to promote well-being, enhance educational opportunities, and foster gender equality through sports activities.



# CHILD RIGHTS AND PARENTING OUTREACH

On September 7, 2024, FAME Foundation, in collaboration with Laureus Sport for Good, organized the Child Rights and Parenting Outreach under the PLAY it DREAM it initiative. This event aimed to support internally displaced persons (IDPs) by providing training to enhance parent-child communication. This event was held at the Durumi IDP Camp in Area 1, Abuja, and successfully engaged 70 beneficiaries, including 50 women and 20 girls.



# GIRL CHILD WORKSHOP



# GIRL CHILD WORKSHOP

FAME Foundation, in partnership with Laureus Sport for Good, organized Girl Child Workshop on October 11, 2024, at LEA Primary School in Jabi, Abuja, to commemorate the International Day of the Girl Child. The event brought together 100 girls from LEA Primary School to discuss the challenges they encounter, such as gender discrimination and inequality, while advocating for their rights and promoting empowerment in education, health, and social participation.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

FAME Foundation, in partnership with Laureus Sport for Good, hosted its monthly Life Skills Development through Sport session as part of the PLAY it DREAM it initiative. The event took place on October 17, 2024, at LEA Primary School, Utako with 70 participants, including 50 girls and 20 boys who benefitted from the project.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

FAME Foundation, in partnership with Laureus Sport for Good, hosted its monthly Life Skills Development through Sport session as part of the PLAY it DREAM it initiative. The event took place on October 24, 2024, at LEA Primary School, Jabi Kpadna, with 74 participants, including 50 girls and 20 boys.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

FAME Foundation, in partnership with Laureus Sport for Good, hosted its monthly Life Skills Development through Sport session as part of the PLAY it DREAM it initiative. The event took place on November 7, 2024, at LEA Primary School, Jabi Kpadna, with 74 participants, including 53 girls and 21 boys.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT



# PLAY IT DREAM IT NOVEMBER BOOT-CAMP

FAME Foundation, in partnership with Laureus Sport for Good, recently hosted a successful boot-camp at the Old Parade Ground in Area 10, Abuja, on November 24, 2024 as part of the PLAY it DREAM it initiative. The event brought together over 70 children from the Durumi IDP camp.

The program was held five (5) times in 2024 and impacted over 400 children across Abuja.



# COMMUNITY CHANGE AMBASSADOR PROGRAM (CCAP)

On November 27, 2024, FAME Foundation, with the support of Tackle Africa, organized Community Change Ambassadors Program (CCAP) at Igbo-Owu Junior Secondary School in Lagos. The event, held under the Play It Dream It initiative, aimed to empower 28 young girls by promoting girl-led community engagement. The program's primary focus was to inspire these girls to take on leadership roles, enhance their communication skills, and become advocates for positive change within their communities.



# **FAME FOUNDATION ANNOUNCES RENEWAL OF PARTNERSHIP with LAUREUS SPORTS FOR GOOD, LONDON, FOR 2025**

FAME Foundation, a non-profit organization based in Abuja, is excited to announce that it has renewed its partnership with Laureus Sports for Good for another year. This continues a shared commitment to leveraging the power of sport to drive positive social change in Nigeria.

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, promoting gender equality and sports participation, and contributing to the reduction in inequalities among children and young adults in Nigeria.

Since the inception of their partnership in 2023, FAME Foundation and Laureus Sports for Good, London, have worked together to deliver transformative programs that create lasting impact in underprivileged communities.

The projects have officially started after careful planning and preparation. FAME Foundation will begin with a Train the Trainers workshop to prepare trainers, coaches, volunteers, and coordinators for the Play it Dream it Initiative. This workshop will help them understand the program's goals and how to run 2025 activities effectively.



# TRAIN THE TRAINERS WORKSHOP, 2025



# TRAIN THE TRAINERS WORKSHOP, 2025

FAME Foundation, in collaboration with Laureus Sports for Good, organized a comprehensive two-day Train the Trainers Workshop on February 20-21, 2025. The workshop aimed to equip participants with the knowledge, tools, and skills necessary to successfully implement the Play It Dream It Project 2025. This initiative is part of the broader mission to empower children and create inclusive spaces where they can thrive through sports.



# LIFE SKILLS DEVELOPMENT THROUGH SPORT

On March 12, 2025, FAME Foundation, in partnership with Laureus Sport for Good, resumed its monthly Life Skills Development Through Sports session at L.E.A Primary School, Apo Settlement, Abuja, as part of the Play It Dream It initiative. The event gathered 70 participants, who engaged in a series of activities designed to foster personal growth and develop life skills. The focus of the day was to help the children build teamwork, self-confidence, and self-esteem through sports and mentorship.



# MENSTRUAL HEALTH AND PERSONAL HYGIENE OUTREACH

FAME Foundation, in collaboration with Laureus Sport for Good, organized its Menstrual Health and Personal Hygiene Outreach as part of the PLAY it DREAM it initiative.

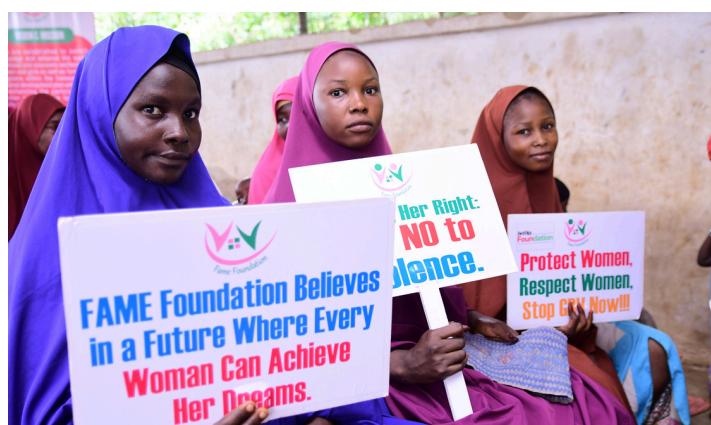
The outreach aimed to educate and empower internally displaced women and girls on the importance of menstrual health, proper usage of sanitary pads, and the implications of inadequate hygiene on their health and well-being.



# CHILD RIGHTS AND PARENTING OUTREACH

On April 19, 2025, FAME Foundation, in partnership with Laureus Sport for Good, held its Child Rights and Parenting Outreach at Durumi IDP Camp, Abuja, as part of the PLAY it DREAM it initiative.

The event was attended by over 70 women and girls, where key issues impacting their lives were discussed. These issues included early marriage, sexual abuse, gender-based violence, limited access to education, and the significant psychological and emotional toll these challenges impose on individuals, families, and communities.



# PLAY IT DREAM IT APRIL BOOT-CAMP

On April 20, 2025, FAME Foundation, in partnership with Laureus Sport for Good, organised its April Boot-Camp under the PLAY it DREAM it initiative at the Area 3 Football Pitch in Garki, Abuja.

The event brought together over 60 children from the Durumi IDP camp, providing them with an opportunity to engage in various sports activities aimed at fostering their personal growth, discipline, and development.



## VISION & MISSION

• We are establishing, encouraging and advancing the emotional and economic well-being of women and girls as well as formulate programs within the context of national development to empower women partners.

• FAME is the entity that communicates from the media and policies that women empower.

• In partners with other NGOs



# MENSTRUAL HYGIENE WORKSHOP

FAME Foundation held a menstrual hygiene workshop on May 28 at FAME Hub in commemoration of World Menstrual Hygiene Day, observed annually to raise awareness and promote menstrual health. The event was organized under the PLAY it DREAM it initiative and aimed to provide accurate information on menstrual health and hygiene while addressing misconceptions and reducing stigma.





Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



FAME Foundation is pleased to announce the signing of an official agreement with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to implement a series of sports-based projects aimed at empowering women and youth in Kaduna State, Nigeria.

This partnership marks a vital step in our ongoing efforts to harness the power of sports for social development, peacebuilding, gender inclusion, and youth engagement.

We appreciate GIZ for their confidence in our work and shared commitment to community development. Together, we look forward to delivering meaningful impact in the lives of those we serve.



# THE PEACECORE II PROJECT

The Peacecore II Project commenced in Kaduna on August 4, 2025. The program was organized by GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and facilitated by FAME Foundation. It was designed to build the capacity of coaches and athletes to use sport as a tool for change, peacebuilding, and conflict resolution.



# THE PEACECORE II PROJECT





FAME Foundation, under its Play It Dream It Initiative, has signed a one-year partnership agreement with City Football Group, a leading operator of football clubs which includes Manchester City FC of the English Premier League.

This partnership will harness the power of football to empower Nigerian youth between the ages of 10 and 26. The project, set to launch in Lagos State, will focus on using sport as a tool for personal development, life skills, and community impact.

Through this collaboration, FAME Foundation will continue its commitment to leveraging sports as a platform for growth, inclusion, and positive change among young people in Nigeria.

For more information on the Play It Dream It Initiative, please visit [www.famefoundationwg.org](http://www.famefoundationwg.org).



# PLAY THE GAME, FINLAND

Arabinrin Aderonke, Executive Director, FAME Foundation, attended the Play the Game 2025 Conference in Tampere, Finland, from October 5 to 8. Speaking on “Breaking Barriers in Sports: Integration of Marginalized Groups and Persons with Disabilities,” she emphasized the need for empowerment, inclusion, and policy support for para athletes rather than sympathy. She highlighted that para athletes deserve equal opportunities and resources, reinforcing Africa’s voice in the global call for inclusion and equality in sports.



# GIRL CHILD WORKSHOP

FAME Foundation, in collaboration with Laureus Sport for Good, joined the world to mark the International Day of the Girl Child on October 11 2025. To commemorate the day, FAME Foundation organized Girl Child Workshop on October 10, 2025, at LEA Primary School, Utako, Abuja. The event brought together 102 girls and their teachers from LEA Primary Schools in Utako and Apo to engage in activities that built confidence, leadership, and self-belief.



# GIRL CHILD OUTREACH

In commemoration of the International Day of the Girl Child 2025, the FAME Foundation, under its Play it Dream it initiative, organized a Girl Child Outreach at Aga Primary School, Ikorodu, Lagos, on October 22, 2025. The outreach was held under the theme "Leadership in Children," reinforcing the Foundation's commitment to nurturing confidence, self-belief, and leadership capabilities in young girls.



# YOUNG LEADERS TRAINING

FAME Foundation, in partnership with Manchester City, delivered a three-day Young Leader Training across all project cities. The programme focused on upskilling and empowering young leaders with practical coaching and leadership tools to support their community work.



# YOUNG LEADERS TRAINING



# LAUREUS SPORT FOR GOOD OFFICIAL VISIT TO FAME FOUNDATION

FAME Foundation excitedly welcomed a representative from Laureus Sport for Good, London, for an official visit to Abuja. This visit marks the first time Laureus Sport for Good is visiting Nigeria after years of impactful partnership with FAME Foundation, celebrating a major milestone in our shared commitment to using the power of sport to drive social change.

Laureus Sport for Good delegate, Ms. Grace Veys, arrived in Abuja on Friday, April 18, 2025, commencing a series of engagements with FAME Foundation.



# PIDI WALL OF FAME



# MEET THE TEAM



**ARABINRIN ADERONKE**

Executive Director



**KEMISOLA IBITOYE**

Director of Programs



**EXPLOIT OFEM**

Finance & HR Manager



**MIRACLE OLUWAFEMI Esq.**

Program Analyst,  
(Legal and Partnerships)



**INYENE IDIONG**  
Program Manager  
(Playitdreamit)



**SEWUESE UGBIR**  
Safeguarding Officer



**MUHAMMED  
OPALUWA**  
Program Manager  
(HerSTEM)



**OLAYINKA WELLS**  
Project and Mobilization  
Officer (Lagos)



**SECHIVIR ORHENA**  
Project Assistant



**JEFFREY EDUNG**  
Project Assistant



**OLAWALE OMOTEGO**  
Greenball Project &  
Safeguarding Assistant



**FOLAKE OYEBADE**  
Lead Volunteer



**DOMINIC JOSEPH**  
Office Assistant



**JOY ZACHARIAH**  
Administrative  
Assistant



# WITH THANKS TO THE PLAY it DREAM it FUND PARTNERS



# WITH THANKS TO THOSE THAT PROVIDED IN-KIND SUPPORT



# WITH THANKS TO THOSE THAT PROVIDED TECHNICAL SUPPORT



# MEET ARABINRIN ADERONKE

Arabinrin Aderonke is an international and multiple award-winning investigative Journalist, development worker, policy analyst, good governance, gender, and peace advocate with a career spanning over 18 years.

She was a Special Assistant (Digital Media) to the Minister of State, Federal Capital Territory. A Special Adviser/spokesperson to former Minister of Women Affairs. Currently, she is serving as Media Assistant to the Honorable Minister of Solid Minerals and Technical Assistant, Broadcast Media, Federal Inland Revenue Service (FIRS).

She worked with the Nigeria Football League as Deputy Director, protocol department; Country Manager, at Kingston University, London; Sports editor and eventually elevated to the role of Managing Editor at NAIJ.com (now known as legit.ng); she worked as Senior Reporter, Premium Times; Senior Editor, Nigerian Pilot Newspaper; Northern Bureau Chief, MTN Football; Editor, Online, The Sun Newspaper. She had freelanced for 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, Newspapers, and others.

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 recognition of her advocacy and passion for women's and girls' rights in Africa, she was specially invited by FIFA to participate in the 2018 Women's Football Convention in France. She is an Alumnus of the 'Global Sports Mentoring Program' an exchange programme by the US Department of State, a global program for leaders in which she fully participated with others from around the world in the United States of America in 2019. She is a fellow of the Global Investigative Journalism Network, New York. She was selected and sponsored to attend the GIJC conference in Lillehammer, Norway in 2015.

President Muhammadu Buhari appointed her 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 of the risks associated with these phenomena.

She was a member of the Local Organizing Committee (LOC) at the Asaba 2022 National Sports Festival. In 2020, the FCT Minister appointed her to serve as a member of, F.C.T Covid-19 monitoring and implementation Committee. F.C.T. Covid-19 media and publicity committee.

She won the 'Sports Category' at Wole Soyinka Investigative Award in 2013; Leadership awards from the Rotary and Lions Club in 2015 and 2016 respectively; and humanitarian awards from the Goodwill Ambassador Awards in 2016.

A former President of Malawi, HE Joyce Banda, awarded her the Girl-Child Education Champion in Africa, 2017; African Union honored her with a leadership award for her work 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), protested to the Presidential Villa when allowances were not paid after winning the African Women Championship (AWC), they were paid under 48hours. She has organized, volunteered, and led several campaigns to advocate for peace and gender rights. She has volunteered with UNAIDS, UNICEF, UN Women, UNDP, grassroots agencies, and community outreaches.

In 2017, she founded FAME Foundation [www.famefoundationwg.org](http://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, UN Women, 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 has 12 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 FAME Foundation's Women's Day Football Tournament in 2020 and 2022 respectively. Honorable Minister of Youth and Sports, Barrister Solomon Dalung refereed and Chief Sunday Dare kicked off the Women's Day Football Tournament in 2019 and 2022 respectively, among other high-profile attendance at FAME Foundation's past events.

In 2024, Wife of the Vice President, Hajia Nana Shettima kicked off the International Women's Day Football Tournament in Abuja.

During her charitable engagements, she has worked with notable Nigerians like Tonto Dikeh, Empress Njamah, Victor Moses, Mikel Obi, Odion Jude Ighalo, John Utaka, Victor Osimhen, Kelechi Iheanacho, Asisat Oshoala, 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 till date. She is a highly respected and sought-after figure in the Nigerian diplomatic community.

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, Norway, Mozambique 2019, TEDx Jabi 2015 and other local events.

Aderonke has been privileged to visit over 30 countries carrying out development works. She is highly recognized by UN Women, UNFPA, and UNAIDS in Nigeria.

With over 14 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 sports corruption case studies, leading researchers to consider how to re-establish trust both within sports organizations and in the wider sporting public. She also authored a book for Internally Displaced Girls in conjunction with FAME and FARE Network, London.

In March 2023, she was appointed by the President-Elect as his Representative in the Media and Publicity Sub-Committee of the Presidential Transition Council that ushered in the current President of Nigeria (President Bola Ahmed Tinubu). She is a go-getter, focused, and committed individual with sound self-esteem and a sense of identity, a team player with a positive attitude and outlook toward life.

She has authored five books, including Taxation, Essential Knowledge for Nigerian Children, Success Tips for Internally Displaced Girls in Sports, Nigerian States and Their Mineral Resources for Primary and Secondary School Pupils, and Restoring Trust in Sport, among others.

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## **ARABINRIN ADERONKE**

***Founder and Executive Director,  
FAME Foundation***



# FUTURE ACTIONS

As our world continues to evolve, the need to find effective and sustainable solutions to social challenges remains constant. The post-pandemic period has reinforced the importance of innovation, resilience, and collaboration in using sport to address issues affecting vulnerable populations. Sports-for-good organizations have continued to play vital roles in rebuilding communities, promoting inclusion, and improving physical and mental well-being.

As a sport-for-development organization, FAME Foundation remains committed to strengthening its work, nurturing partnerships, and creating greater impact in the communities we serve. We believe that more support should be provided to organizations making a sustainable impact, especially those focused on grassroots communities that face greater challenges and obstacles.

Since the successful implementation of our first major sports-for-development project, FAME Foundation has continued to grow through meaningful collaborations. The first phase of the project attracted the interest of the Agence Française de Développement (AFD), resulting in a funding agreement worth €20,000 from December 2021 to December 2022.

This partnership enhanced our credibility and set the foundation for future collaborations. Our partnership with the French Embassy in Nigeria promoted creativity and inclusion through initiatives such as the National Breakdance Championship, the Para Soccer Inclusion Tournament, and the Para Powerlifting Games.

We signed a contract with Laureus Sport for Good, London, which has continued to support our work annually. Our long-term partnership with Laureus Sport for Good has flourished through the Play It Dream It initiative, which continues to reach hundreds of boys and girls aged 7 to 17 across Internally Displaced Persons (IDP) camps, as well as women and youth in grassroots communities. In 2025, Laureus Sport for Good reaffirmed its confidence in FAME Foundation through an official visit to Abuja, highlighting our progress and shared commitment to youth development.

Beyond Laureus Sport for Good, we have expanded our collaborations with organizations such as Manchester City Football Club, Midea, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and other development partners to empower youth through football, education, and life skills.

In the coming years, FAME Foundation plans to expand the Play It Dream It programme beyond its current locations, reaching more underserved communities across Nigeria and extending its impact to other African countries. As part of this expansion, the **PIDI Mentorship Program** will be introduced to equip young people, including persons with disabilities, with leadership, career, and life skills through mentorship, institutional exposure, and sport-based learning.

We also plan to establish a **Football Academy for Girls** and develop mini football pitches in selected grassroots communities to create safe and accessible spaces for play, learning, and development.

As we look ahead, we remain guided by our vision to use sport as a unifying force for good. With the continued support of our partners, donors, and the communities we serve, we are confident in our ability to achieve greater impact, empower more lives, and build a more inclusive and sustainable future through sport.

# ***SOCIAL MEDIA***

OFFICIAL PLAY it DREAM it HASHTAG:

***#playitdreamit***  
***#PlayitDreamitTuesday***



***PLAY it DREAM it Initiative***

- @playitdreamit
- @playitdreamit
- @playitdreamit
- bit.ly/PLAYitDREAMit
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***FAME Foundation for  
Girls and Women  
Empowerment***

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