

FAIR LIFE AFRICA CORPORATE PROFILE 2015



FAIR LIFE AFRICA FOUNDATION

www.fairlifeafricablog.com

Disadvantage2Advantage! Initiative

FAIR LIFE AFRICA CORPORATE PROFILE

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| Name: | Fair Life Africa Foundation |
| Founded: | January 2011 |
| Incorporated: | 22 nd June 2011 |
| Reg. Number: | CAC/IT/NO 45552 (RC 435786) |

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| Address: | 2 Gbara Close, Off Maiyegun Beach Road, Lekki, Lagos, Nigeria |
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Trustees: Mrs Ufuoma Emerhor-Ashogbon (Chief Executive Officer)
Qualified Social Worker and Experienced Child Advocate.

Olorogun O'tega Emerhor, *OON* (Chairman of Board of Trustees)
Multi-Skilled and Qualified Business Man, with Expertise in Corporate Enterprise.

Mr John Onojeharho (Trustee)
Multi-Qualified Business Man, with Years of Corporate Management Experience.

Secretary: Agnes Umukoro
Qualified and Experienced Legal Practitioner

ABOUT FAIR LIFE AFRICA FOUNDATION

Vision: To see a more just and equal society in Africa.

Mission: FAIR LIFE AFRICA is a progressive, humanitarian organisation. It is committed to the mission of empowering people through practical social initiatives and programs. It stands for a fairer life for all people, by improving the life chances of the most disadvantaged. It serves people of all faiths, races, gender and any other orientation, without discrimination. It will promote the values of social inclusion and empowerment, by commissioning research and social awareness schemes that will inform social policies and attitudes.

Objectives:

1. To enrich the lives of the most impoverished in society;
2. To support and empower the most vulnerable members of society, enabling them to live a fair life;
3. To effect positive changes in their lives through social initiatives and programs.

ABOUT DISADVANTAGE TO ADVANTAGE INITIATIVE

Summary: Disadvantage to Advantage (D2A!) is the second initiative of Fair Life Africa Foundation. It aims to address the needs of countless underprivileged children who, despite being bright and talented, end up discouraged and unsuccessful. Through this initiative, Fair Life Africa will seek out capable and gifted children in the community, who are living with an inherent or structural disadvantage, and help them to overcome their limitations, and achieve their potentials!

Fair Life Africa will assess boys and girls between the ages of 9-17, who are referred for support, to determine their disadvantage as well as their potentials. Children who qualify for support will be empowered with education, training, internships, employment support and/or business grants, so that they can become successful members of society. Children with skills in vocations, arts or sports will be supported to attend academies where they can develop their talents, and compete in a dynamic and thriving market. Every child adopted into the programme will be supported into their early adulthood to become independent and relevant contributors to society.

Referral and Assessment: By reaching out to Community Leaders, Churches, Schools, Charity Organisations and other Government and non-governmental agencies, FLA will receive and follow up on referrals of children who may qualify for its support. All cases referred will be assessed by the Social Workers to determine their validity and qualification for assistance, before a recommendation for adoption is made and approved. Adoption will be based on the capacity of the organisation at the time.

Care and Empowerment: Following adoption, children will be supported in one of four pathways: The Academic, The Apprentice, The Artist and The Athlete. Children will be encouraged to reside at home, however, those in need of temporary or long-term shelter will be allowed to reside in the FLA Home, or referred to other Charity Homes, where they can still be in receipt of FLA's sponsorship.

Commendation and Independence: The privileged relationship a child has with Fair Life Africa will enable the child to navigate the commercial, social and political world. Through its endorsement, they can take advantage of opportunities offered by FLA partners, and grow in relevance and independence.

Opportunities: Care and nurture; Primary and/or Secondary education; Tertiary education; Vocational and/or Technical education; Arts and Sports Training/Development; Life Skills Training; Guidance Counselling; Mentorship; General health care and treatment; Internships and Apprenticeships; Small Business grants; Employment support and Respite and/or long-term residency.

Beneficiaries: 1. The Children – Children at risk will be supported to complete their schooling and/or learn a vocation that will provide them with opportunities in life. By changing their stories, we are changing their world and ours.

2. Their Families – This is the basic unit of any society, and the endurance of our culture and values. As support is given to children in need, families are prevented from breakdown, and encouraged to thrive.

3. The Community – Where the social security structure is absent or has fallen, we are all at risk. If unsupported, they may become the downfall of a nation. Timely and appropriate support will impact the immediate community, and will be felt abroad and for generations to come.

ABOUT D2A! Initiative

Project Goal: To identify and support children with potential, but disadvantaged in society, and help them achieve success in life.

Background: Over the past ten years, the number of children living in poverty has spiked. According to a report published by The Foundation for Child Development, the number of children in this category is now beyond 16 million! Looking at our society today, children are at a higher risk of long-term disadvantage by exposure to all kinds of societal ills. This is as a result of different factors like: poverty; homelessness; disabilities; mental illness; domestic violence; family breakdown; child abuse; substance abuse; societal conflict and more. There is a popular saying that “children are the leaders of tomorrow.” A lot of these children are very smart and intelligent and would be useful to the society, but are hindered from attaining their potentials by disadvantage. However, disadvantage is either inherent or structural, and can be overcome when we can identify the cause, and are ready to lend a helping hand.

The heart of this programme is to provide an opportunity for the able, but hindered, to rise above their situation and achieve! It recognises that many that constitute the wealth of our nation are wasting away for lack of nurture, whether on the streets or in impoverished homes. Fair Life Africa believes that everyone deserves a fair chance at life, and given that chance, the whole of society stands to benefit from the maximisation of its resources. Helping the less fortunate is not just charity, it should be policy.

Approach: Fair Life Africa will be a medium, a facilitator and a benefactor to children within the community, who require assistance to defeat an inherent or structural disadvantage. Fair Life Africa will collaborate with families, government and non-governmental agencies, as well as corporate bodies to provide the necessary support to each child. Though street children are no longer the focus group in this programme, they will still qualify for support, as they are still disadvantaged. However, in our dealings with them, our priority will be *‘to get the best (most capable/gifted) out of the street first’*.

Plan: The programme is divided into four main pathways to success. These are:

THE ACADEMIC – Academically bright children will be encouraged and empowered to complete their education, and ultimately supported into employment, to become independent and successful;

THE APPRENTICE – Capable children with skills in one or more vocation, who may not be academically strong, will be encouraged and empowered to develop their vocational skills and achieve relevance;

THE ARTIST – Talented children with artistic gifts will be enabled to perfect their talents, while still encouraged to develop other skills and complete their education, to achieve their potential and succeed;

THE ATHLETE – Children talented in sports will be enabled to grow their abilities, while still encouraged to develop other skills and complete their education, in order to achieve their potential and succeed;

As these pathways vary, the time-frames for attaining success for each child will vary too. Continuous assessments will aid in guiding the child in and through one of these pathways. Mentors and befrienders are also available to help children to build their self-awareness and esteem, and give them the confidence to pursue their dreams. In addition to these pathways, resident children will be subject to counselling, a regime of discipline and a curriculum of learning basic life skills and home economics.

FUNDING REQUIREMENTS

Setting Up: The Founding Trustees have provided, from their own resources, the following start-up requirements for Fair Life Africa Foundation:

- A Transit Home and Office in Gbara-Lekki, to accommodate and support 12 children;
- A car for use by the Team for administrative purposes and outreach;
- Furnishing of the Home and Office, including renovation of the grounds.

Further Needs: The following has been budgeted for the commencement of the D2A! programme:

- Projected annual operations budget – N24,000,000 (at approx N2mil monthly)
 - Administration – N16,000,000 (includes wages, fuel consumption etc)
 - Care/Outreach – N4,000,000 (includes feeding, clothing etc)
 - Empowerment/Follow up – N4,000,000 (includes education, training etc)

Sponsorship: There are a variety of ways that supporters may partner or sponsor Fair Life Africa Foundation. The following sponsorship opportunities are suggested:

- **Child Sponsorship** – Sponsor one or more children through their *Pathway to Success* (N50,000 per quarter per child; N100,000 per quarter per resident child);
- **Corporate Partnership** – Partner with Fair Life Africa with annual contributions and be featured on all our publications (minimum contribution of N1,000,000 a year);
- **Lump Sum Contributions** – Make a one off CSR contribution and be promoted in our publications for a limited term (N100,000 per month);
- **Specific Needs Sponsorship** – Sponsor a particular project need, e.g fuel or food consumption;
- **Professional Contributions** – Donate your professional services in time or discounted charges;
- **Event Sponsorship** – Collaborate with us on an event and be featured in promotional media;
- **Physical Donations of New/Used Items** – Contribute useful items, such as a vehicle, computer, generator etc, which can be branded with your organisation's logo and/or consumable goods.

How To Donate: Funds can be transferred directly to our Guaranty Trust Bank account (Naira – 0106643687; \$ 0107096383; £ 0107096462) electronically by online banking, through our [GlobalGiving Project Page](#) or via a local bank branch. Cheques can also be made out to **Fair Life Africa Foundation**, and can be picked up or sent to 2 Gbara Close, Off Maiyegun Beach Rd, Lekki, Lagos, Nigeria. If you are interested in setting up monthly donations, annual or programme child sponsorship or sponsoring specific programme needs, please contact us on (+234) 805 871 1125 or at fairlifeafrica@gmail.com.

WHY SUPPORT FAIR LIFE AFRICA?

Fair Life Africa is a modern, humanitarian organisation for all people. We believe in holistic, preventative and empowering solutions to universal issues. At Fair Life Africa Foundation, we pride ourselves in having both passion and strategy. We have developed and employed several strategies since our establishment in January 2011, and aspire to be a leading non-profit and non-governmental organisation in Africa. We seek out like-minded organisations to collaborate with in the alleviation of risk and harm to the most vulnerable in society. As a faith-based organisation, we operate with the love and fear of God. Fair Life Africa strives to be transparent in all its ventures, showing high standards in care, service and professionalism. The founders believe in the practical expression of love, which is both compassionate and hopeful, and aim for the organisation to be a source of encouragement and comfort to the downhearted.

BENEFITS TO DONORS AND PARTNERS

Apart from the immeasurable joy and pride of knowing that you have transformed someone's life for the better and made your mark on society, donors and partners of Fair Life Africa Foundation will also share in the following benefits:

- 1. Acknowledgment of sponsorship or partnership in Fair Life Africa's Newsletters and Publications*
- 2. Promotion of corporate sponsors and partners through media channels*
- 3. Annual recognition and award through Fair Life Africa's annual report for major contributors*
- 4. Patronage of services and consumption of goods offered and sold by its corporate partners.*
- 5. Development of self and organisational image, as one that is progressive and humanitarian.*
- 6. Organisations who offer apprenticeships or internships to these young people can benefit from a fresh labour pool, which they have already contributed to train and equip.*
- 7. The seventh benefit is one that is reaped by all members of society including our donors and partner organisations. We can all expect to benefit from safer streets, stable homes and communities, a prosperous economic climate and a bright future for our nation in the rearing of visionary leaders.*

Remember, as we change their stories, we will change their world and ours too.
