

THE RISING STAR

Introduction

We, at Fair Life Africa Foundation, believe in 'empowering people for a fairer life'. As a modern, humanitarian organisation for all people, we offer holistic, preventative and empowering solutions to universal issues. Beginning with the street-child phenomenon in Nigeria, we hope to transform the social landscape of Africa through innovative social programmes.

Fun Feed 6.2.11

Starting a new organisation isn't easy, much less a charitable one. However, the journey so far has been exciting and enlightening. While the month of January was largely spent visiting already established institutions and orphanages to learn about their operations and challenges, February has been a month of growing awareness for Fair Life Africa Foundation, and its first initiative, Care Continuity Challenge. One of the contacts we made in January, was **Mr Olusina Bello** from **Link A Child**. He suggested that we have an event to get some awareness about the initiative, and offered the partnership of Link A Child.

Out of this was born the idea of the 'Fun Feed'. February 6th was picked, being the first Sunday of the new month, as the day for the event. It left a little over two weeks for planning and preparation. It turned out to be a bit of a party, featuring a DJ, an MC, three local security guards (turned musicians) who sang and performed for the children, and professional face painters. The total cost of the event, including the cost of food, drinks and branded T-shirts for the volunteers was N205,000. The Fun Feed was funded by **Standard Alliance Group**, a leading Insurance and Financial Corporation in Nigeria.



One of the many children, whose lives we touched on the 6th of February, holding up her treats.

What's the hype?

The interest and support for the Fun Feed was pleasantly surprising, prior to and after the event. About 50 people expressed interest in helping out in some way, two gave financial donations, others contributed biscuits and drinks. On the day, just under 30 volunteers showed up to assist, while several friends came briefly to observe and show support. The event was supported by **The Waterbrook Church, Bethesda Child Support Agency of Freedom Foundation and The Tosin Jegede Foundation for the Nigerian Child**. The single day event, which hosted and fed just over 220 local and street children of the Jakande-Gbara community in Lekki, has proved a sensational story for the media, featuring in more than half a dozen newspapers and entertainment magazines, as well as two major Nigerian websites (www.gidilounge.com and www.thenigerianeagle.com).



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The team of volunteers

About 30 volunteers took part in the event.
Photography by Akinbami Bashiru Omotayo



Lekki Beach Road Site

OUR OBJECTIVES

To enrich the lives of the most impoverished in society;
To empower the most vulnerable members of society,
enabling the invisible and voiceless to be seen and
heard; To effect positive changes in their lives through
social initiatives and programs

Taking on Facebook

Following the event, the next stage for greater awareness was opened when a Facebook page for the organisation was created on the 16th of February (www.facebook.com/FairLifeAfrica). Within a week, the membership of this online community grew to over 70 friends, while the already existing Twitter page (CCInitiative, opened January 18th 2011), grew phenomenally overnight from seven followers to 200+ thanks to the help of a public relations pro and friend of the organisation, **Aliu Oluwadamilare**. A volunteer administrator, **Uzo Onumonu**, has also been helping to manage the Facebook page. We would also like to thank specifically, **Jite Emerhor**, **Melanie Berta**, **Akinjide Ojo**, **Orhue Guobadia** and **Tosin Jegede** for promoting the organisation and its initiative amongst their friends, many of whom are now supporters.

Our First Site

Our Lekki Beach Road site is an ideal location for the first branch of Fair Life Africa Foundation, being strategically located near the poor communities of Gbara and Jakande in Lekki. As a large five bedroom bungalow, it seems too good to be true, boasting two additional private entry apartments and a sizeable compound. It has enough rooms to enable each division of the CCC Initiative to operate to a small capacity. Renovations are soon to start on the site, which we plan to buy by the end of the year from the owner (and now trustee).



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To whom honour is due...

Other supporters who have made valuable contributions worthy of recognition are:

- **Mr Fomare Majoroh** from Majoroh Partnership, for his design of our logo and letterhead, and 3D structural drawing and design of Lekki Beach Road site.
- **Mr Lanre Fajinmi** from Standard Alliance Group, for his ongoing work and design on our website (www.fairlifeafrica.org)
- **Mr Martin Ogumah** from IndexPlus, for his work designing and printing our business cards.
- **Ms Agnes Umukoro** from Standard Alliance Group, for her professional assistance with incorporating and registering the charity.
- **Mr Nelson Egbodoh** from Standard Alliance Group, for his professional assistance with raising public awareness of the Fun Feed event.
- **Mr Akinbami Bashiru Omotayo** from Bash Photos, for the professional photography of the Fun Feed.
- **Mrs Lawal** from Ikoyi Baptist Church, for the donation of children's clothes to be distributed at Kuramo.
- **Ms Glory Edozien** for her donation of N20,500 towards the Fun Feed
- **Mr Femi Adelekan** for his donation of N10,000 towards the Fun Feed
- **Mr and Mrs Tunde Aliu** for their contributions of snacks and drinks
- **Mrs Seto Akin-Olugbade** for her contribution of drinks
- **Ms Chioma Oparadike** for her contribution of drinks and snack
- **Ms Tosin Jegede** for her contribution of gift ideas



Ufuoma Emerhor dancing with two children at the Fun Feed



Ms Ufuoma Emerhor and Mr Nelson Egbodoh with the winner of the dance competition

WANT TO HELP?

EMAIL: CCCINITIATIVE@GMAIL.COM

OR CALL US ON 08058711125



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The Pilot Programme

While renovations are ongoing, we have been locating and identifying street children to enrol into our 90-day pilot feeding programme. We are looking for 25 children who fit our criteria (homeless and under 18 years) and we will feed them once daily, and grant them access to our facilities during the day. We learnt from **Yemisi Wada**, founder of 'Haven for the Nigerian Child', that there is a great number of street children living and working at Kuramo Beach. We decided that we would make it our first stop, recognising that many of the children who attended our Fun Feed were not street children in the strictest sense, as they had homes to return to (even though they are very poor). We plan to work with these local children through our Continuity Division. After a couple of visits to the beach, we were able to meet with the children and learn from them about their experiences and inform them about the service and support we are offering. For more information on these visits, please read the note 'Kuramo' on our Facebook page.

The 'Breakfast and Talk' Approach

We found these visits to be effective in getting the children to open up to us. They also enabled us to get a child-perspective on the street-child phenomenon. With the hope of meeting more of the children and getting to learn more about them, we have decided to employ this strategy, namely 'Breakfast and Talk' to connect with the children. So every Saturday morning, until our first site opens, we will meet the children to have 'Breakfast and Talk'. We also realise that the children need to see some continuity and stability from us at this time, as they have come to learn about us and are seeking to be supported and cared for. The next visit is planned for Saturday the 26th of February, and we intend to take a set of clothes for each child.

Conclusion

We are new, eager and ready to grow. If you would like to be part of our team of hard-working, inspired and enthusiastic staff, please send your CVs and introductory letters in to fairlifeafrica@gmail.com. We also need benefactors to donate towards our good cause, so please share what you can and also spread the word. We welcome clothing and physical donations too. Please contact us on 08058711125 to arrange a pick up or drop off. We are committed to being an open and accountable organization for the people, and we look forward to updating you on our progress over the upcoming months. Have a blessed month ahead!



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