



# REACHING FARTHER, GROWING STRONGER:

The REACH Nigeria Foundation Impact Report  
2024

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# 2024

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## REFLECTING ON 2024: A YEAR OF IMPACT, CHALLENGES, AND HOPE

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Dear Supporters, Partners, and Friends,

As I reflect on the past year, I am filled with immense gratitude for the progress we've made together at REACH Nigeria Foundation. Since our inception in 2020, our mission to uplift the vulnerable and provide life-changing support to communities has been our guiding light. In 2024, this mission has become even more critical as we faced mounting economic challenges, rising inflation, and increased vulnerability in the communities we serve.

Despite these challenges, we remained steadfast, achieving remarkable milestones that reflect the power of collective action and compassion. Here are some highlights of our impact in 2024:

**3150 Meals Distributed** through the Feed the Street Program, restoring dignity and hope to individuals facing hunger.

- **1200 Families Reached** via community outreach programs addressing food insecurity and providing relief materials
- **Cheshire Homes Renovation:** Thanks to the generous partnership with Burna Boy and the SpaceShip Collective, we renovated this facility for the disabled, improving living conditions and providing essential resources
- **Volunteer Engagement:** We strengthened our volunteer network, hosting a Volunteer Hangout to recognize their dedication and empowering them to continue making a difference.
- **Strategic Expansion:** Conducted a community needs assessment in Lagos, setting the foundation for a mega outreach program in 2025.

While these achievements bring us immense pride, 2024 also brought its fair share of challenges. Limited resources, logistical constraints, and volunteer turnover tested our resilience. Yet, these obstacles inspired innovative solutions. By adopting a lean operations model, strengthening partnerships, and contracting a nonprofit marketing agency to recover critical digital assets, we ensured that every resource was utilized efficiently and every program maximized its impact.

## **LOOKING AHEAD TO 2025**

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As we close this chapter, we look to the future with optimism and determination. In 2025, we aim to expand our reach, host our first-ever premier fundraiser marking our 5th anniversary, and release a comprehensive impact report covering the past five years. Our goals include strengthening donor relationships, recruiting a new wave of passionate volunteers, and refining our storytelling to better communicate our evolution as a nonprofit.

At the heart of these plans is our unwavering commitment to the vulnerable households we serve. We will continue to ensure no one is left behind, particularly during times of crisis.

## **GRATITUDE FOR OUR PARTNERS AND SUPPORTERS**

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This year's accomplishments would not have been possible without the invaluable support of our partners, donors, and volunteers. A special acknowledgment goes to Burna Boy and the Space Ship team for their extraordinary collaboration, as well as to our board members and every individual who contributed their time, resources, and expertise.

Together, we are not just providing aid; we are fostering resilience, hope, and the possibility of a brighter future. I invite you to join us as we embark on this journey into 2025, determined to reach new heights in empowering lives and building stronger communities.

With heartfelt gratitude and hope,

**Benedicta Ayerite**

CEO, REACH Nigeria Foundation

THE  
R.E.A.C.H  
Reach Every Available Commercial Household



# ABOUT THE REACH

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## FOUNDING STORY AND JOURNEY SINCE 2020

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The **REACH** Nigeria Foundation, founded during the challenging times of the COVID-19 pandemic in 2020, emerged with a mission to alleviate hunger and support vulnerable communities. During the lockdown, widespread food insecurity affected millions, and **REACH** responded by distributing food and essential supplies to those in desperate need. The foundation's response quickly gained momentum, expanding its outreach and impact across Nigeria. What started as a crisis intervention initiative has since grown into a dynamic organization committed to making a lasting difference.

Since its inception, **REACH** has focused on providing life-saving relief during crises while working towards sustainable solutions to poverty. In the past four years, **REACH** has empowered communities, supported children's health, and nurtured resilience through a variety of programs, including food distribution, renovation projects for the disabled, and volunteer-driven outreach efforts.



## Our Mission

To seek and feed the vulnerable, especially during periods of unexpected crisis, by connecting those who can give with those in need and empowering communities to build sustainable livelihoods.



## Our Vision

To create a world where no one is left behind, where every household has access to the resources they need to live with dignity and hope.



## Our Core Values

- **Love:** Love our neighbours as ourselves
- **Compassion:** Render help.
- **Hope:** Christ in us the Hope of glory.

## KEY PARTNERSHIPS

The foundation's growth and success have been fueled by powerful partnerships with individuals and organizations who share the same vision. One notable collaboration has been with Grammy-winning artist Burna Boy, whose support has been instrumental in several impactful initiatives, including the renovation of the Cheshire Home for the Disabled and the ongoing efforts to alleviate food insecurity in vulnerable communities.

Other key partners include local government agencies, community leaders, and dedicated businesses that have consistently supported **REACH's** outreach programs. Together, these partnerships are amplifying **REACH's** mission, enabling it to reach more people, scale initiatives, and create sustainable change across Nigeria.

## 2024 IN NUMBERS



**Beneficiaries Reached:**  
Over 7,500



**Active Volunteers Engaged:** 50



**Meals Distributed:**  
3,150 meals



**Strategic Programs Launched:** 1



**Food Packs Distributed:** 1500



**Items Donated:** over 1,200 food, hygiene essentials, cash donations



**Communities Impacted:** 8



**Media Coverage:** Over 10 news media features



**Volunteer Hours Contributed:** Over 3,000



**Fundraising:** Over N30 Million raised



**Strategic Partnerships:** 1



**Volunteers Trained:** 34



**Direct Impact on Child Nutrition (Nurture & Nourish):** 100



**Direct Financial Aid Given:** 40,404,825



**Zero operational casualty recorded during aid distribution**

*This summary infographic provides a concise and clear overview of REACH Nigeria Foundation's impact in 2024, showcasing the foundation's extensive efforts in food distribution, volunteer engagement, fundraising, and program reach.*





## MAJOR PROGRAMS, OUTREACHES, AND INITIATIVES

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc.



### 1 Feed the Street Program

In 2024, the Feed the Street Program provided over 3,150 meals to individuals facing homelessness and food insecurity across Lagos and Port Harcourt. The initiative directly addressed hunger, alleviated hardship, and raised awareness about food insecurity in urban areas, offering dignity and nourishment to those most in need.

### 2 Cheshire Home Renovation

REACH Nigeria Foundation collaborated with Burna Boy and the Spaceship team to renovate Cheshire Homes, improving living conditions for disabled residents. The renovations included upgrading common areas and providing essential resources, significantly enhancing the quality of life and promoting independence for the residents.



# MAJOR PROGRAMS, OUTREACHES, AND INITIATIVES



## 3 Nurture & Nourish Program

The Nurture & Nourish Program focused on combating childhood malnutrition by educating mothers on affordable, nutritious meal preparation. Through workshops and cooking demonstrations, over 300 children benefited from improved nutrition, strengthening their immune systems and promoting better growth and development.

## 4 Botem Community Outreach

In the Botem community, REACH provided food packs, hygiene kits, and educational materials to 500 families. The outreach alleviated immediate needs, strengthened community resilience, and fostered a spirit of solidarity and care among the residents, helping them overcome ongoing challenges.



## 5 Okujagu Community Outreach

The Okujagu outreach initiative focused on providing health services, food, and hygiene supplies to a vulnerable community. Through health screenings and distribution of essential items, REACH raised health awareness and improved access to basic services, directly benefiting over 1,000 individuals in the region.



# MAJOR PROGRAMS, OUTREACHES, AND INITIATIVES



## 6 Okoegbe Community Outreach

In the Okoegbe community, REACH Nigeria Foundation supported children with school supplies and distributed food packs to families. This initiative enhanced educational opportunities and improved the nutritional status of children, helping to break the cycle of poverty through both education and better health.

## 7 Okarki Community Outreach

In partnership with Burna Boy, The REACH distributed food packs containing essential staple food items to 300 vulnerable families, directly affecting over 1500 individuals.



## 8 Harry's Town (Buguma) Outreach

In Harrys Town, Buguma LGA, The REACH supported 300 households with essential supplies to last throughout the season and beyond. Directly affecting over 1500 individuals.



# VOLUNTEER ENGAGEMENT AND TRAINING

In 2024, **REACH** Nigeria Foundation focused on strengthening its volunteer base, recognizing that volunteers are crucial to the successful execution of our programs. We made significant strides in improving volunteer engagement, training, and retention.



## Volunteer Database Updates

We conducted an extensive update of our volunteer database, ensuring that contact information and skills were current. This allowed us to better match volunteers with roles suited to their expertise and availability. We also kept volunteers informed about upcoming programs and events, ensuring high engagement.



## Leadership Development Workshop

During the year, **REACH** organized a leadership development skills workshop to equip volunteers with the necessary skills to effectively contribute to our mission.

Additionally, this session addressed volunteer concerns, highlighted plans for sustainability, and concluded with a commitment to teaching beneficiaries skills for long-term economic self-reliance.



## Volunteer Hangout

To foster community and show appreciation for their hard work, we hosted a Volunteer Hangout event. This gathering allowed volunteers to connect, share experiences, and provide feedback on how we could improve their engagement. It also served as a platform for recognizing outstanding contributions and fostering a stronger sense of unity among our volunteer network.

# KEY ACHIEVEMENTS AND PAIN POINTS

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## ➔ Achievements



- **Increased Volunteer Engagement:** We saw a 30% increase in active volunteers in 2024, thanks to our targeted outreach and re-engagement campaigns.
- **Improved Program Delivery:** Volunteers played an integral role in executing major programs, contributing over 3,000 volunteer hours throughout the year.
- **Skill Development:** Volunteers gained valuable skills, with many expressing interest in taking on more responsibilities within the foundation.

## ➔ Pain Points Raised by Volunteers



- **Volunteer Turnover:** A significant challenge was the high churn rate, with many volunteers transitioning out of the program due to personal commitments or relocation.
- **Resource Constraints:** Some volunteers noted the lack of materials or logistical support for certain programs, which impacted the efficiency of delivery.
- **More Recognition & Opportunities:** Volunteers seek more career advancement opportunities and spotlights which was not so prominent this year.

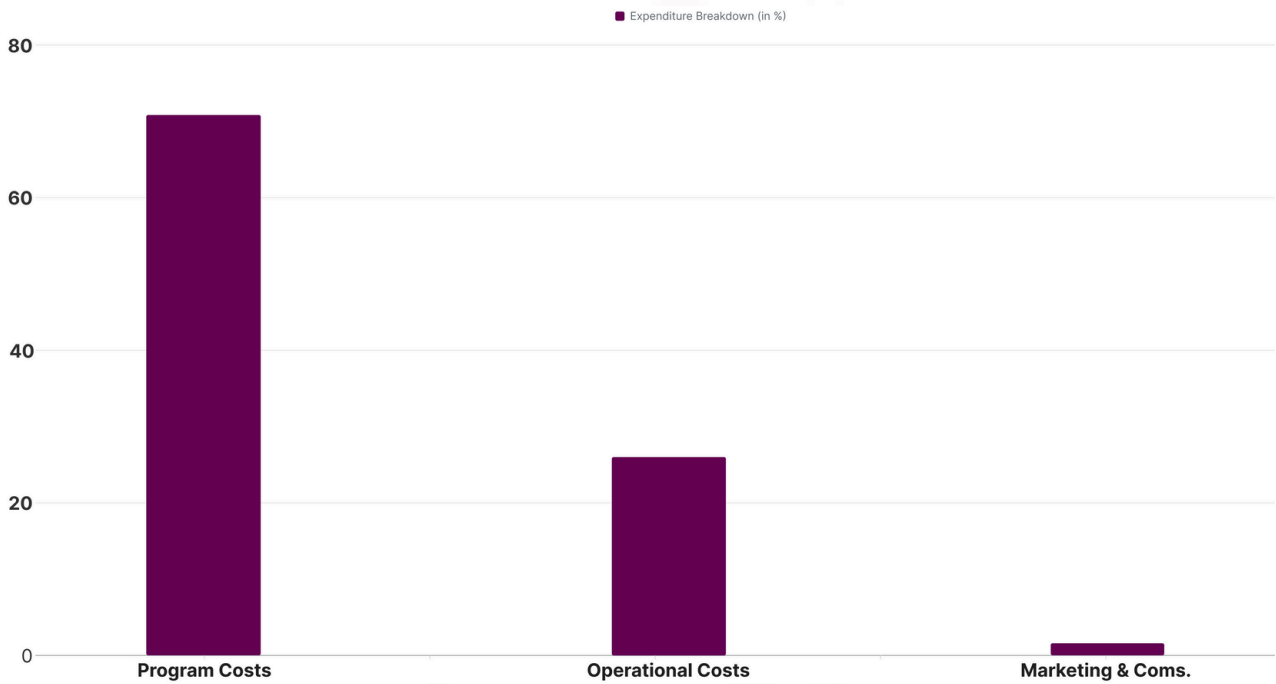
# FINANCIAL SUMMARY

## Total Funds Raised in 2024

**N40,408,825**

Funds raised through donations, corporate sponsorships, and fundraising campaigns.

*Expenditure Breakdown (in %):*



### **Program Costs (76.72%)**

- Invested directly into core programs such as Feed the Street and community outreach activities.

### **Operational Costs (22.10%)**

- Included costs for staff salaries, office maintenance, and logistics.

### **Marketing and Communications (1.18%)**

- Allocated for PR campaigns, digital advertising, social media management, and branding.

# TOP DONORS - 2024

## Corporate Donors

- BurnaBoy (SpaceShip Collective)
- Dr. Sylvia Cole

## Individual Donors

- Tola Ayodeji
- Pricillia Thorpe
- Love Shulamite Eyinnah
- Jerome Onoja Ookojobwu
- Christopher Peter Ekerete
- Unosedede oghenero Uriri
- Edet Alensi
- Ikporo Yanayon



THIS DAY



THE NATION

News Entertainment Business Politics

News

March 2, 2024 by Our Reporter

## Burna Boy, foundation, renovate physically-challenged persons' home in Rivers

NIGERIA | 10 months ago



## CHALLENGES AND LESSONS LEARNED

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In 2024, REACH Nigeria Foundation faced several key challenges, but through resilience and strategic adjustments, we were able to mitigate their impact and continue our mission.



### Limited Resources and Donations

The ongoing economic challenges and inflation affected our fundraising efforts, limiting the resources available for our programs.

**Mitigation Strategy:** We adopted a lean operations approach, focusing on cost-effective program delivery and channeling resources to initiatives with the highest impact. We also amplified partnerships with recurring donors and explored new funding avenues.



### Volunteer Churn and Low Retention

A significant number of volunteers moved on or became unavailable, resulting in a shortage of manpower for key initiatives.

**Mitigation Strategy:** We re-engaged our volunteer database, updating it regularly and conducting a volunteer drive to recruit new talent. Additionally, we offered targeted training and recognition to retain the committed volunteers we had.



### Logistics Constraints

The complexity of distributing aid and coordinating outreach programs in remote communities posed logistical challenges, particularly during peak times.

**Mitigation Strategy:** We streamlined our logistical processes by collaborating closely with local players to ensure smooth operations.



### Overburden on Few Donors and No Planned Fundraisers

Many of our donors were stretched thin, and there was a lack of planned fundraising events, leading to inconsistent funding inflows.

**Mitigation Strategy:** We focused on building stronger partnerships with recurring donors and set the groundwork for a premier fundraiser event in 2025 to ensure more consistent funding.





## Fragmented Administrative Data and Digital Asset Issues

A lack of centralized data and difficulties in accessing important digital assets created inefficiencies in communication and administration.

**Mitigation Strategy:** We partnered with OUTSAURCE - a PR and communications agency to recover and secure our digital assets (website, social media accounts) and began implementing a more structured, centralized database for smoother operations.

## INSIGHTS FOR FUTURE PLANNING

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- **Operational Efficiency:**

Emphasize lean operations while prioritizing high-impact initiatives to make the most of available resources.

- **Diversified Fundraising:**

Explore new fundraising channels and establish recurring campaigns to ensure a steady revenue stream.

- **Volunteer Retention:**

Develop a more robust volunteer engagement program, offering career development opportunities and long-term involvement pathways.

- **Digital Transformation:**

Continue strengthening digital infrastructure, ensuring data and assets are properly managed for better program execution.

## PROSPECTS FOR 2025

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As we look ahead to 2025, REACH Nigeria Foundation is poised for a year of growth, innovation, and impact. Building on the momentum of 2024, we are setting ambitious goals to expand our reach, improve operational efficiency, and deepen our relationships with key stakeholders. Our focus will be on four main areas:



### Hosting a Premier Fundraiser for the 5th Anniversary

In celebration of our 5th year of service, REACH will host a premier fundraiser to honor the achievements of the past five years and raise critical funds to support our ongoing programs. This event will serve as a milestone for our foundation, bringing together donors, partners, and volunteers in a collective effort to further our mission. The event will also include the release of a comprehensive impact report, showcasing the transformative work we've done and outlining our vision for the future.



### Expanding Donor and Partner Networks

A core priority for 2025 will be growing our donor base, both individual and corporate. We aim to increase financial contributions and secure long-term commitments from supporters who align with our mission. By expanding our network of partners, including businesses, philanthropic organizations, and government bodies, we can ensure that REACH has the resources and partnerships needed to scale our programs and reach more vulnerable communities.



### Improving Volunteer Recruitment and Retention

As volunteer engagement remains at the heart of our operations, we will focus on strengthening our volunteer base. We plan to launch a recruitment drive to refresh our talent pool and fill critical strategic roles, particularly in content creation, monitoring and evaluation. Additionally, we will work on enhancing volunteer retention by offering more training opportunities, recognizing their contributions, and creating pathways for long-term involvement within the foundation.



### Amplify Our Storytelling & Nonprofit Marketing

In 2025, REACH will prioritize storytelling to more effectively communicate the impact of our programs and the people we serve. By sharing real stories of beneficiaries, volunteers, and partners, we aim to inspire further support and deepen emotional engagement with our mission. Additionally, we will focus on strengthening our internal operations, improving logistics, and ensuring that every donation and resource is utilized as efficiently as possible. With a focus on sustainable growth, our aim for 2025 is to increase both the depth and the breadth of our impact—ultimately creating more resilient communities across Nigeria.

# IMPACT STORIES

## Beneficiary Appreciation

**We the residents and Management of the Port Harcourt Cheshire Home, joyfully express our utmost gratitude to you for all your donations and support towards us over the years. May God Almighty bless and reward you greatly. With Best Wishes of Christmas and Happy New Year.**

**Resident & Management of Cheshire Home  
for the Disabled**



## Nurture & Nourish Program

**"I have learnt how to take care of my children using affordable food items. And also about the benefits of proper nutrition to young children. Thank you for teaching us how to make the multi grain cereals for our children.**

**Participant**



## Partner Feedback

### BurnaBoy

**"Supporting REACH Nigeria Foundation has been an inspiring journey. Together, we've shown that partnerships can create meaningful change for marginalized groups"**

**Representative of Spaceship Collective for  
BurnaBoy**

## Community Representative Feedback

### Feed the Street Program

**"Being part of the Feed the Street program was an eye-opening experience. Distributing meals to those who don't have access to regular meals made me realize how fortunate we are. I'm grateful to REACH for allowing me to serve my community in such a meaningful way."**



**Beneficiary Community Representative**

## Donor Feedback

### Individual Donor

*"I am proud of what you do at reach and also grateful for the opportunity to be a part of this noble vision to bring hope to the vulnerable. ."*

Donor



## Volunteer feedback

### Volunteer

*"Volunteering with REACH Nigeria Foundation has been one of the most fulfilling experiences of my life. Seeing the direct impact of our work on families and communities has opened my eyes to the importance of giving back. Every day, I'm inspired by the kindness of the people I work with, and it makes me want to contribute even more."*



Volunteer

## Volunteer Feedback

### Volunteer

*THE REACH Nigeria Foundation have been of benefit to me, I have been able to learn a better way of controlling crowd and distribution in such an activity, volunteering for the REACH have taken me to communities and LGA's in Rivers State that I have not been to before then, I have made good friends through the REACH, gotten some trainings and the REACH came through for me during my wedding in a massive way, the BOT/sterling committee and what we call the Engine room which is the wonderful volunteers were all very supportive.*

*Nwachukwu Charles Chiedozie, Volunteer*



# ACKNOWLEDGMENTS

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As we reflect on the success of 2024, we extend our deepest gratitude to all those who have made our work possible.

To our donors: Your generosity has been the backbone of every initiative we have undertaken. Whether through financial contributions or in-kind donations, your unwavering support has directly impacted thousands of lives. Your belief in our mission empowers us to continue our work and extend our reach even further.

To our partners: A special thank you to Burna Boy and the SpaceShip Collective, whose support has been instrumental in helping us expand our programs and elevate the visibility of our mission. Your commitment to empowering communities and making a tangible difference aligns perfectly with the values of **REACH** Nigeria Foundation. We look forward to continued collaboration and further success in the years to come.

To our volunteers: You are the heart and soul of REACH. Your selfless dedication, time, and energy ensure that our programs run smoothly and effectively. You are the driving force behind our ability to serve those who need it most. Thank you for embodying the spirit of service and for your ongoing commitment to the foundation.

To our board members: Your leadership, vision, and strategic guidance continue to shape the foundation's growth. Your expertise and support have been crucial in navigating the challenges of 2024, and we are grateful for your continued involvement in driving **REACH** forward.

As we look to 2025, we remain deeply appreciative of everyone who has contributed to our journey. The impact we have made together is a testament to the power of community and collaboration. We encourage everyone to continue their support as we move into another year of service, growth, and change. Your involvement—whether as a donor, volunteer, or partner—is integral to the success of **REACH** Nigeria Foundation, and together, we will continue to make a meaningful impact on the lives of those in need.

Thank you once again for being a part of this mission. Let's build on the momentum we've created and continue to spread hope, one community at a time.

*Warm regards,*  
*The **REACH** Nigeria Foundation Team*



## Donate Here

**Bank Transfer:**  
THE REACH NIGERIA FOUNDATION  
Access Bank Plc  
1387658880



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