



OVIE BRUME FOUNDATION

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1. **Title of Project:** COVID-19 Palliative for OBF Members and Families
2. **Project Activity:** Provision of Relief Materials to Economically Disadvantaged Families
3. **Duration of Project:** May and September 2020 (4months).
4. **Implementing Partner:** Ovie Brume Foundation
5. **Collaborating Partner:** GlobalGiving
6. **Funding Partner:**
7. **Fund Required:** \$10,000.00.
8. **Counterpart Fund:**
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GENERAL ORGANIZATIONAL INFORMATION

The Ovie Brume Foundation, is a non-governmental and non-profit organization, registered with the Corporate Affairs Commission (CAC/IT/NO 20585) and National Planning Commission.

The Ovie Brume Foundation was established in 2003 to commemorate the memory of Oviehire Brume by supporting his commitment to Nigeria's development through youth empowerment. The Foundation is committed to creating an enabling environment for young people to reach their goals and give back to their communities. **"Our vision is a society where everyone is educated and empowered." The five core values driving our vision and mission are Integrity, Excellence, Professionalism, Respect and Inclusion.**

The Foundation is committed to creating an enabling environment for young people to reach their goals and give back to their communities. The Foundation works directly with over 35 schools in Lagos, Ogun and Delta states bridging the gaps between students in private and public schools, in the area of Literacy, Livelihoods, Sports 4 Development and other empowerment programs. Over the last ten years, the Foundation has implemented literacy enhancement initiatives to increase the reading, writing and communication skills of children at our youth center and outreach sites.

This is achieved by providing a positive and safe environment where youths have access to a wide range of structured character-building activities, meet appropriate role models, and obtain support and counselling at no cost to them. At the core of the Foundation is its Youth Centre, which provides young people with a wide range of recreational, social and educational opportunities, through which they are encouraged to develop positive attitudes; discover their innate gifts and talents; recognize opportunities that are available to them and reach higher levels of achievements in all their endeavours.

PROJECT SUMMARY

Lagos state, known as the commercial capital of Nigeria has been the epicenter of the Coronavirus pandemic with over *54% of the 1095 confirmed cases in Nigeria as at 24th April 2020 (culled from NCDC Website)*. The State has witnessed reduced commercial activities due to the "lockdown" directive given by the presidency.

Economically disadvantaged families in Lagos state, Nigeria are severely affected by the COVID-19 pandemic and as a result, have limited access to food and material to aid proper hygiene especially girls who cannot afford to buy sanitary pad during their menstrual cycle due to the lockdown within the City. In response, this project will provide relief materials such as staple foods, beverage, and hygiene packs to economically disadvantaged families.

PROBLEM STATEMENT JUSTIFICATION

With the steady increase of confirmed cases in Lagos state, the Lockdown directive issued by the government might be extended to ensure that the lives of people are prioritized and the spread of the virus is curtailed. This would further increase the harsh economic impact on economically disadvantaged families who are continually deepening into poverty due to the inability of the active workforce to provide means of livelihood for their families. Their immediate challenges keep worsening as the confirmed cases increases, their survival rate also keeps reducing as days goes by due to the COVID-19 pandemic. Due to limited resources, they face challenges ranging from hunger, malnutrition,

and limited access to proper hygiene. With survival becoming a priority for this economically disadvantaged families, they face a likelihood of contacting the Coronavirus due to the need to search for a means of livelihood and sustenance despite the risk attached.

PROJECT GOAL

The goal of **Ovie Brume Foundation's COVID-19 Palliative Support** is to ease the asperity associated with the total lockdown among economically disadvantaged families who are faced with realities of the economic depression witnessed across the world. The **fund will be used to** provide the following:

1. Food relief materials and hygiene packs for 120 families within carefully identified economically disadvantaged communities in Eti-Osa LGA, whose children are members/beneficiaries of the Ovie Brume Foundation's Youth Center.
2. Sanitary pads for 250 girls within the identified communities in Eti-Osa LGA, who are members/beneficiaries of the Foundation's Youth Center.

Objective:

To provide relief materials to economically disadvantaged families to forestall hunger and promote household hygiene.

Target Audience:

Members of the Ovie Brume Foundation's Youth Center who are from economically disadvantaged families within Eti-Osa LGA.

Project Duration: The project will run between May and September 2020 (4months). The timing of the project is strategic; it will ensure that the objective of the project fulfill its purpose during these harsh times while the impact of the pandemic is being felt the most. Furthermore, with the daily increase in confirmed cases, the likelihood of extending the "lockdown" instruction in Lagos state to realistically flatten the curve across the nation is high. This will also increase the period which beneficiaries and their families will remain home. In the likelihood of this extension, the 4-months project duration will provide help ensure that the welfare of the project beneficiaries is not compromised regardless of the uncertain realities.

PROJECT IMPLEMENTATION PLAN

Enlisting project on Global giving: This palliative support project will be added as a mini project under the Foundation's existing profile on the GlobalGiving portal. As a fundraising platform, GlobalGiving will give this project exposure to donors willing to support causes related to COVID-19 and other development issues. However, awareness created by GlobalGiving will require additional marketing by Ovie Brume Foundation. Based on findings on successful projects on the platform, aggressive marketing will be employed to ensure that potential donors have good chances of seeing this fundraising campaign. Ovie Brume Foundation's Communications Unit will lead the campaign by utilizing all the Foundations social media platforms to drive traffic to the Campaign's landing page where a call to action will encourage potential donors to support the project. Staff and partners of the Foundation will also be encouraged to post campaign links on their respective platforms.

Paid Marketing Campaign: To complement the organic campaign, paid marketing will be engaged to help increase awareness of the project across the Foundation's social media platforms (Facebook, Twitter and Instagram). Likewise, Micro Influencers will be strategically engaged to aid amplifying of the campaigns call to action. The campaign will ride on the back of the influencer's followership across their respective platforms.

Disbursement of Funds food relief and Hygienic Materials to beneficiaries:

BUDGET

The total budget of the mini project is \$10,000.00.

Items	Units	Unit Cost (\$)	Total Cost (\$)
Food Packages per Families	120	76.00	9,230.41
Sanitary towels per teen girl	250	1.00	455.75
Bathing soap per Families	120	2.00	313.83
TOTAL			10,000.00