

# ADARA FOUNDATION

Women. Education. Art. SMEs



# ADARA FOUNDATION

Adara Empowerment Foundation focuses on empowering women to actively contribute to the social-economic development of Africa by providing education and training support for women and youth; and supporting, promoting and documenting African arts and culture.

Investing in the economic empowerment of women is the core pillar of our work and we aim to reduce women's vulnerabilities while boosting their skills and ability to participate in key economic sectors in Africa, including fashion, technology, energy, agriculture, and arts and culture. Since 2017 the Foundation has reached more than 14,000 beneficiaries through a combination of skills training, education promotion, health access and education, financial education, humanitarian relief initiatives and market access opportunities.

# 2020 IN REVIEW

In 2020 Adara Foundation pivoted away from some of its mass-reach programs to respond to urgent humanitarian, livelihood and business survival needs brought about by the Covid-19 pandemic.

At the peak of nationwide lockdowns and curfews we provided humanitarian relief to more than 2,000 families in some of the the most underserved communities in Lagos State. We also launched a webinar series to connect SME owners, who had been severely impacted by the resulting economic shocks, with resources, knowledge and information needed to survive through a pandemic impacted economy.

2020 also saw the launch of a Trade-Credit Program to facilitate access to credit for petty traders, mostly women. The program provides a continual and expanding stream of long-term credit and sustainable assistance in the form of a purchase credit facility on a wide range of fast-moving consumer goods.

The Foundation also supported advanced education through the Adara Foundation-Oxford University full MBA Scholarship.



# 2021 PROGRAM FOCUS

## Our plans for 2021 include:

- *Expansion of the Trade Credit Program through relationships with more FMCGs in Nigeria to support the businesses of 500 women in 3 states in Nigeria.*
- *Scaling the Access to Market Program to penetrate the international fabric market.*
- *Supporting women and youths with vocational, soft and digital skills.*
- *Providing humanitarian relief to residents of underserved communities in Nigeria.*
- *Entrepreneurship training for SME owners*
- *Expansion of skills training centers to new communities.*

# OUR PROGRAMS

- **EWARE (Empowering Women in Arts Related Enterprises)**
  - **Access to Market**
  - **Financial Literacy & Inclusion Fairs**
  - **Entrepreneurship Training**
  - **Community Health Outreaches**
  - **Trade Credit Program**
  - **Education Promotion**
  - **SMEs Initiative**
  - **Humanitarian relief**
  - **Art Promotion**
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# EWARE

Adara Foundation's flagship skills acquisition program, EWARE (Empowering Women in Arts Related Enterprises) trains financially challenged women to be skilled textile artisans. The intensive and hands-on training, which is offered at no cost, epitomizes the Foundation's holistic approach to women's empowerment. Our modules expose beneficiaries to skills training, business development and management, financial education, health education, and market access opportunities. Over 280 women have been trained since program launch in 2017. EWARE graduates are knowledgeable about, and able to produce and trade profitably in the best quality tie & dye and batik prints.

EWARE is delivered in partnership with Nike Art Centre Foundation, a leading arts institution in Nigeria.

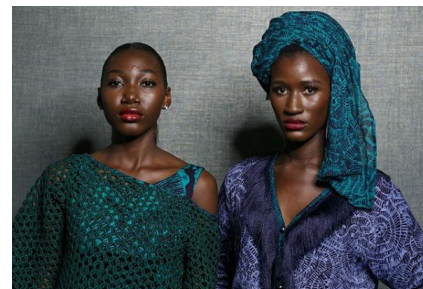


# ACCESS TO MARKET

Since 2017, our Access to Market initiative has created more than N3,000,000 in income for more than 50 women trained in the EWARE programme.

Our work with some of Nigeria's biggest designers and collectors (including Funke Adepaju (Phunke Afrique), Folake Coker (Tiffany Amber), The LadyMaker, Odio Mimonet, Ejiro Amos Tafiri, Cynthia Abila, Orange Culture, Delabique, Alara, Kavita Chellarams and Muse Factory among others) has been displayed at major fashion events including Lagos Fashion Week and the WISH Africa Expo in London. The in-house exhibition room stocks quality adire fabrics made by the women trained in the EWARE programme.

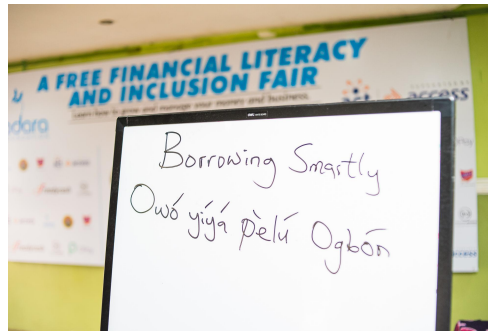
Our goal is to become the number one hub for quality adire products in Africa with indigenously produced fabrics made by low income women.



# FINANCIAL LITERACY & ENTREPRENEURSHIP

Adara Foundation delivers Financial Literacy and Inclusion Fairs aimed at equipping women and youth in business with financial literacy skills, and practical tips and resources to empower them with the information, knowledge and confidence to make informed financial choices and improve their financial wellbeing. Launched in 2019 through funding support from ACT Foundation, Adara delivered five Fairs in Ajeromi-Ifelodun, Alimosho, Mushin, Lagos-Island and Surulere communities in Lagos.

The Foundation also offers entrepreneurship training for female entrepreneurs which is designed to equip them with the knowledge and skills needed to strengthen and grow their enterprises.



# COMMUNITY HEALTH OUTREACHES

Adara delivers medical services to low-income communities around Lagos, providing information, screening, consultations and, treatment services to families. Our outreach screening services include: body mass index (BMI), high blood pressure, blood sugar, cholesterol, malaria, typhoid, eye tests, and HIV/AIDS screenings. Adara's health education activities highlight the importance of preventive health measures and the risk of asymptomatic diseases prevalent in Africa.

Adara's medical outreaches aim to deliver important information and services to women where they are, removing the barriers of cost, time and knowledge that can affect the women's physical well-being. Since 2017, **Adara medical outreaches, delivered in Coker-Aguda, Ikota, Oshodi, Kosofe, Somolu, Ajeromi Ifelodun, and Agege local governments, have brought medical relief to over 8,500 beneficiaries.**



# TRADE CREDIT PROGRAM

The Adara Foundation Trade Credit Program for Vulnerable Women aims to increase income and improve the livelihood of families living on the edge of society. The program facilitates access to credit for petty traders, mostly women, providing a continual and expanding stream of long-term credit and sustainable assistance for traders. The model provides trade capital to beneficiaries in the form of a purchase credit facility on a wide range of fast-moving consumer goods that they already trade-in or complementary to their current trade stock.

The Program is being currently piloted among petty traders, women only, in Ajeromi Ifelodun LGA, with expansion plans underway for communities of women in Mushin and Alimosho Local Government Areas. The Foundation aims to reach more than 500 women and expand to Edo and Borno State in 2021.



# EDUCATION PROMOTION

Adara Foundation, in partnership with Oxford University - Saïd Business School, offers a full scholarship to an exceptional female MBA candidates from Africa. The scholarship, which was launched in 2019, will run through the 2021 academic year and covers the full MBA programme fees and living expenses for two female MBA candidates.

The Foundation also works to promote literacy and personal development by donating books that support good values and character building in school children.



# SMEs INITIATIVE

The Adara Foundation SMEs Initiative was launched in response to the economic impact of Covid-19, focusing on helping SMEs transition into the new normal by equipping them with the knowledge and practical tools to help rethink their operational practices and adapt into stronger and better equipped businesses geared for surviving the Covid-19 pandemic and resulting global economic recession.

The 4-Part Webinar Series titled **Repositioning SMEs Post Covid-19 - A Key to Economic Growth** featured exciting and enlightening panel sessions comprising of SME experts and leading entrepreneurs in the African business ecosystem.

## WEBINARS

- Accessing Capital - In Conversation with SME Lenders - Thurs, 21 May 2020
- Digital Marketing for SMEs post Covid-19 - Tue, 28 May 2020
- Surviving Post-Covid 19 - A Spotlight on Fashion, Manufacturing & Retail - Tue, 9 June 2020
- Accessing Covid 19 relief for SMEs - Thurs, 18 June 2020



### Accessing Capital - In Conversation with SME Lenders

**SPEAKERS**

- Carolyn Gabbini, Associate Partner, McKinsey & Company
- Chibwe John Njakaema, Co-Founder, FINX Technology Africa
- Chibwe Duda, Founder & CEO, Carbon
- Yinka Daramola, Founder, Rubis Digital Bank
- Balist Barunilo, Senior Director Africa Programme Management, Accion Nigeria

**MODERATED BY**

- Adia Osakwe, Founder Multijiva / SBNN (Small Business Network Of Nigeria)

**TIME:**  
May 21, 2020, 02:00 PM (WAT)



### Technology & Digital Marketing - Practical Solutions for SMEs

**SPEAKERS**

- Ikemadindu Ugoe-Beghe, Founder & CEO, Futuresoft
- Ighakwea Abioyeji, Co-Founder, Future Africa
- Adia Saheba, Venture Builder & Operator
- Pritovulyi VP Growth & MD Nigeria Migo

**MODERATED BY**

- Yvonne Faistro, Founder, Adara Foundation

**TIME:**  
May 28, 2020, 03:00 PM (WAT)



### Surviving Post Covid-19 - A Spotlight on Fashion, Manufacturing & Retail

**SPEAKERS**

- Segun Awelowo, Executive Director /CEO, Nigerian Export Promotion Council
- Odia Odeji, Founder & Creative Director, Odio Mimona
- Olayemi Abenola, Founder and Executive Director, Lagos Fashion Week & Style House Cies
- Rayemwa Ighodala, Chairman, Board of Trustees, WSH&Z and Founder CEO, DODI Design Ltd

**MODERATED BY**

- Yvonne Faistro, Founder, Adara Foundation

**TIME:**  
June 9, 2020, 02:00 PM (WAT)



### Accessing Covid-19 relief for SMEs

**SPEAKERS**

- Toyin Adeniji, Executive Director, Micro Enterprises, Bank of Industry (BOI)
- Adia Osakwe, Founder, Applay Industries/SBNN (Small Business Network of Nigeria)
- Olayi Allie, CEO, Aspire Corporation Trust (ACT) Foundation

**TIME:**  
June 18, 2020, 02:00 PM (WAT)

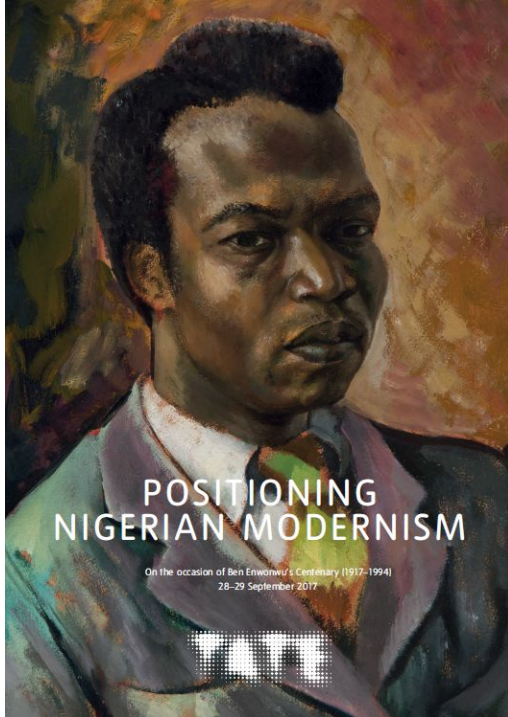
# HUMANITARIAN RELIEF

Adara Foundation's Humanitarian Relief Initiative seeks to mobilize and deploy food relief and subsistence resources to residents of the most vulnerable communities in Lagos State. Launched in response to covid-19 Initiative, the program aims to support vulnerable families in low income communities by providing essential supplies to the people who have been affected the most by the economic downturn caused by the government imposed lockdown and the resulting economic pressure. Since the launch of the initiative, the Foundation with the support of individual donors has reached **2,148** families in Makoko, Yaba, Otto, Surulere, Isolo, Shomolu, Ajegunle, Kosofe communities with food relief, birthing kits and safety equipments.

Since the ease of the lockdown, the Foundation has set its focus on empowering a group of underprivileged women in Ajegunle known as "Komokowa" (Without a husband). The Foundation's efforts in empowering these group of women centers around food relief, provision of business growth opportunities and health awareness & promotion.



# ART PROMOTION



The Foundation commits resources to Art-related sponsorships, including supporting Nigeria's first-ever participation in the Venice Biennale in 2017, co-sponsoring the Tate Symposium on '*Positioning Nigerian Modernism*' and the El Anatsui Exhibition, *Triumphant Scale*, in Munich and setting up an Adire themed photo booth in the 2019 Lagos Fashion Week to celebrate African arts and culture.





# 14,069

TOTAL BENEFICIARIES SINCE 2017



## 542

EDUCATION INVESTMENTS

BOOK DONATIONS AND MBA  
SCHOLARSHIP PROGRAMMES



## 8,902

COMMUNITY HEALTH  
OUTREACHES

BENEFICIARIES OF THE ADARA  
FOUNDATION COMMUNITY HEALTH  
INITIATIVES



## 2,200

FINANCIAL LITERACY &  
INCLUSION TRAINING

WOMEN AND YOUTH IMPACTED  
WITH FINANCIAL LITERACY  
WORKSHOPS IN FIVE LOW-INCOME  
COMMUNITIES IN LAGOS STATE



BENEFICIARIES OF ADARA  
FOUNDATION VOCATIONAL  
SKILLS AND ENTREPRENEURSHIP  
TRAININGS/ SME WEBINARS

## 699

SKILLS DEVELOPMENT/  
ENTREPRENEURSHIP TRAINING/  
SME WEBINARS

BENEFICIARIES OF ADARA  
FOUNDATION FOOD RELIEF  
PROGRAMME



## 1,726

HUMANITARIAN RELIEF

# PARTNERS

The Foundation works with local and international partners to create scalable, sustainable, and impactful initiatives that expand our reach.



# CONTACT US



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