



Dear Potential Partner,

REQUEST FOR SUPPORT FOR “THE CHRISTMAS WITH A SMILE PROJECT”

Access to Learning and School Initiative (ATLAS) is a nonprofit organisation that seeks to address inequalities in access to education and learning, particularly in marginalised communities. ATLAS Initiative provides access to learning platforms for personal and professional development opportunities as a crucial means to fight poverty and unemployment.

Christmas with a Smile is a yearly charitable event that uses social action to address extreme poverty in underserved communities. It focuses on mobilising the support of social actors, companies, philanthropic individuals, and volunteers to address the following social challenges: period poverty, child poverty, food poverty, and health disparities.

This year, we hope to reach even more people as we keep their hopes alive regardless of the country's economic situation. We will provide a fun-filled and memorable Christmas experience for indigenes of Badagry who often miss out on the joys of the holiday season due to financial constraints.

Event Details:

Date: 21st, December, 2024

Location: Badagry, Lagos

Target Audience: 500 indigenes

We write to ask for your support in having a successful intervention, we would appreciate your support in either cash or kind. We would like to thank you in advance for your generosity. With your help, we are one step closer to putting a smile on the faces of marginalised families and reassuring them of keeping hope while alive!

Please find account details below for your cash donation.

Acc Name: ACCESS TO LEARNING & SCH. INIT.

Acc Number: 0386339427

Bank: GT Bank

If you have any concerns or questions or acknowledge and accept this proposal, don't hesitate to contact me at habeeb.balogun@atlas.org.ng

Sincere Regards,

A handwritten signature in blue ink, appearing to read "Habeeb Balogun".

Habeeb Balogun
Executive Director

Tel: +234 8133813140



PROJECT DESCRIPTION

Christmas with a Smile is a yearly charitable event that seeks to address extreme poverty in underserved communities through social action. Christmas with a Smile focuses on mobilising the support of social actors, companies, philanthropic individuals and volunteers to address the following social challenges:

- 1. Period Poverty:** With one in 10 African school girls missing school due to their period, the lack of access to sanitary products due to poverty deprives many school-aged girls of quality education. Christmas with a Smile promotes hygienic menstrual practices for disadvantaged girls through sensitisation events and distributing menstrual products to children from impoverished households. Christmas with a Smile also provides short DIY training on how to make reusable sanitary pads.
- 2. Livelihoods Poverty:** A 2010 study by the National Bureau of Statistics (NBS) revealed that over 23% of children in Nigeria were in extreme child poverty and 70.30% of children in the country were in overall child poverty. Children in poverty lack food, sanitation, healthcare and educational resources. Christmas with a Smile supports children in extreme poverty who enroll in public schools and provides them with school supplies, shoes, clothes, and toys donated. This project also supports schools through volunteers to adopt innovative approaches to help children from poor households.
- 3. Food Poverty:** 9 out of 10 Nigerians cannot afford a healthy diet. With the second-highest burden of stunted and malnourished children globally, Nigeria's food poverty demands immediate and targeted interventions that focus on access to nutritious food. Christmas with a Smile takes advantage of the yuletide season to organise food drives that help provide food items to needy households. The Christmas with a Smile food drive stockpiles and distributes local food items to disadvantaged and marginalised families in the targeted community, thereby providing a platform for conscientious citizens and organisations to minimise food waste.
- 4. Health Disparities:** Poor and marginalised families face numerous social and economic obstacles in accessing quality healthcare. Christmas with a Smile brings together health and wellness experts and medical supplies and delivers quality health outreaches in the selected communities for the project.

PREVIOUS INTERVENTIONS

Christmas with a Smile started in 2018; our first intervention was at Monkey Village, Opebi, Ikeja, where we reached out to 500 beneficiaries, including children and young women. In December 2019, we visited the Ilaje Community in the Bariga area of Lagos state, where 1000 families were beneficiaries of our intervention. During the COVID-19 pandemic, on the 20th of December 2020, we visited the Agala Community in Tarkwa Bay, where we supported 2500 community beneficiaries, including children and aged women and men. Our 2021 intervention took place on the 26th of December at Iyafin Community in Badagry Local Government Area of Lagos state, where we supported 3,500 direct beneficiaries. After that same year, we launched a post-intervention program for the communities we would be visiting, and we were able to return 25 children to school in the Iyafin community and donated first aid kits to the only school that serves the community.



In 2022, we celebrated Christmas in four different locations: Money Village in Opebi Ikeja, the Special Correctional Center for Boys in Yaba, the Special Correctional Center for Girls, Yaba, and the Light of Christ Nursery & Primary School in Olokodana, Costain, reaching to over 1,500 individuals.

In 2023, we celebrated Christmas with 500 indigent children from the Ikorodu local government area of Lagos state. We brought smiles and the joy of the season to them.

Kindly view: [CWS 2018 PHOTOS](#), [CWS 2019 PHOTOS](#), [CWS 2020 PHOTOS](#), [CWS 2021 Photos](#), [CWS 2022](#), [CWS 2023](#)

In achieving this, we have built partnerships with several non-governmental organizations, including Food Clique, Golden Integrated Empowerment Foundation, African Child Protection Initiative, David's Advisory, Action Health Incorporated, SIID Africa, IN Consultant, Hacey Initiative, and Asi4her. Sponsorship from BudgIT, Eat n Go and other SMEs.

The objectives of the Christmas with a Smile project are as follows:

1. To provide a festive and enjoyable Christmas experience for 500 indigent adults and children in the community.
2. To showcase the talents and products of local vendors while promoting their businesses and supporting the local economy.
3. To provide a platform for corporate organisations to demonstrate their commitment to social responsibility and give back to the community.
4. To create a sense of community and unity among participants, volunteers, and sponsors.

TARGETS

ATLAS Initiative's rigorous community mapping, entry, and stakeholder engagement informed the identification and selection of the above-stated location for the intervention. In line with the project's objectives, we seek to meet the targets outlined below that directly contribute to alleviating the three social challenges the Christmas with a Smile project addresses.

Social Challenge	Direct Intervention Inputs	Target Number of Beneficiaries Disaggregated by beneficiaries	
		Adults	Children
Livelihoods Poverty	Food items, 500 hot meals for children, toys, and play learning materials for the public primary school, learning materials packs for children, clothes, school bags	300	200
Food Poverty	Food hampers for selected impoverished households, hot meals, food vouchers, sensitisation on home gardening to fight hunger.	300	200
Period Poverty	Reusable sanitary pads, menstrual education, community sensitization and DIY sessions.	200 girls	

Partnership and Sponsorship Opportunities:

We are seeking partnerships and sponsorships from corporate organisations to make this event a success. The following are some of the opportunities available:

1. Title Sponsor: This sponsorship package includes exclusive branding and recognition as the title sponsor of the event, as well as a booth to showcase products and services.
2. Gold Sponsor: This sponsorship package includes branding and recognition as a gold sponsor, as well as a booth to showcase products and services.
3. Silver Sponsor: This sponsorship package includes branding and recognition as a silver sponsor, as well as a booth to showcase products and services.
4. In-Kind Sponsor: This sponsorship package includes donation of goods and services for the event, such as food, drinks, and gifts for the children.

Benefits of Partnership and Sponsorship:

By partnering with us, your organisation will benefit from the following:

- Increased brand visibility and recognition through event marketing and promotional materials.
- Opportunity to showcase products and services to a targeted audience of 500 indigent children and their families.
- Enhanced reputation and social responsibility credentials through association with reputable non-profit organisations.



- Opportunity to network and build relationships with other corporate organisations and community leaders.

Conclusion:

The Christmas with a Smile project is an excellent opportunity for corporate organisations to demonstrate their commitment to social responsibility and give back to the community. We invite you to partner with us and participate in this joyous and meaningful event. Together, we can bring happiness and hope to 500 indigent children this holiday season.

CHRISTMAS WITH A SMILE 2024 BUDGET

	Activity/Impact Description	Unit Cost (\$)	Frequency	Total Cost (\$)
	Bags of Rice	75	10	750
	Reusable pads	2.5	200	500
	Food packs for one individual	10	50	500
	Medical outreach for 100 elderly persons	300	1	300
	Provides essential food packs for 7 families	150	7	750
	Funds a community festive activity for 100 children	400	1	400
	Provides reusable pads for 200 girls	300	1	300
	Provides food packs for 50 individuals	500	1	500
	Total Budget (\$)			4000