



NURTURE PLUS

An Integrated outreach for Child Nutrition, Play, and Caregiving



WHY THIS MATTERS



43% At Risk

Children under 5 may not reach their full developmental potential



4% Book Access

Only 1 in 25 children have access to books at home



55% Play Access

Children have access to age-appropriate toys

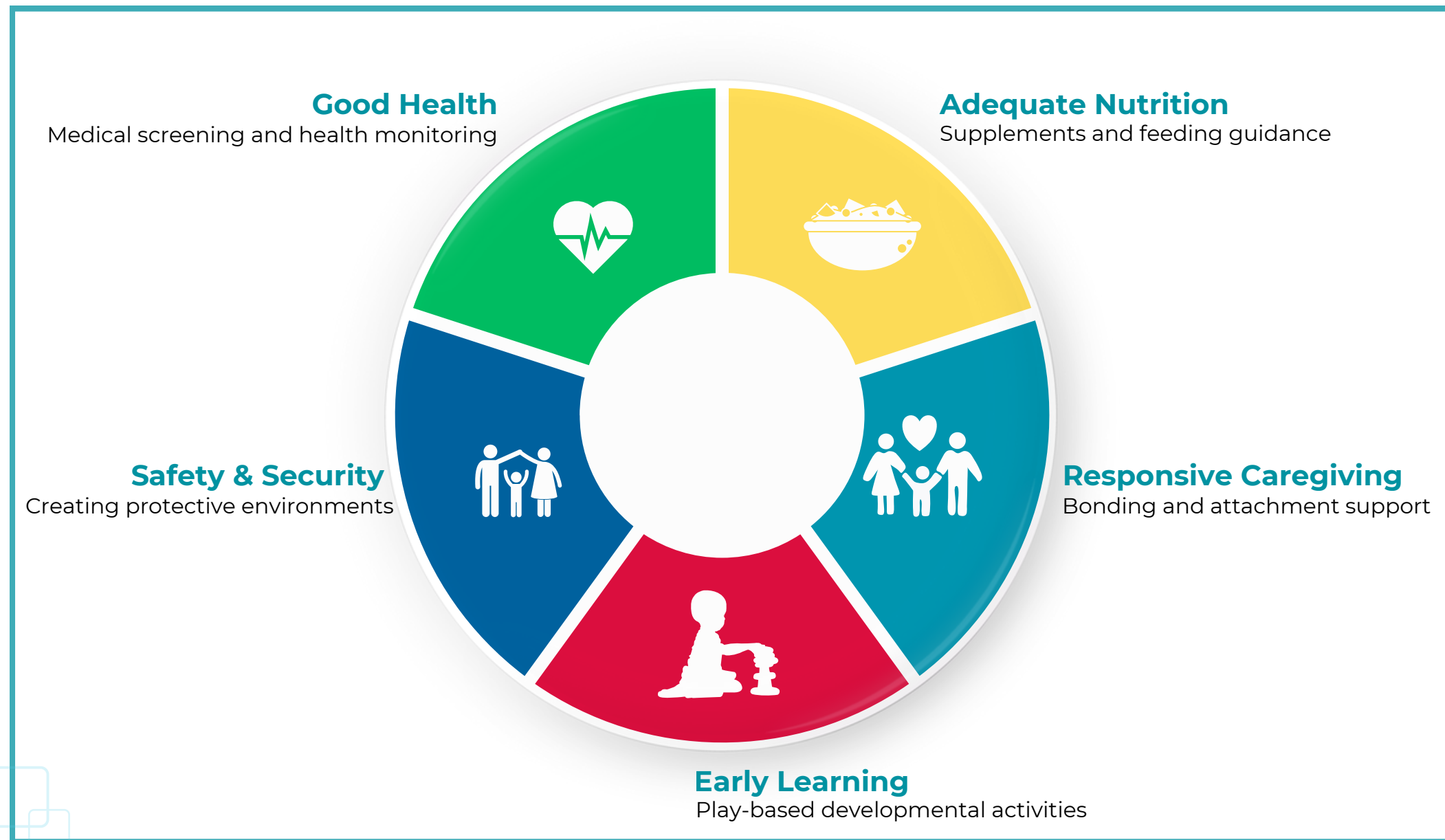
In Lagos urban communities, malnutrition, food insecurity, and limited early stimulation create barriers to healthy growth. Young mothers and their children face the greatest challenges.

Without urgent action, millions of children's futures remain at risk.

OUR RESPONSE: NURTURE PLUS

Our comprehensive annual nutrition outreach, now expanded into an integrated early childhood development initiative.

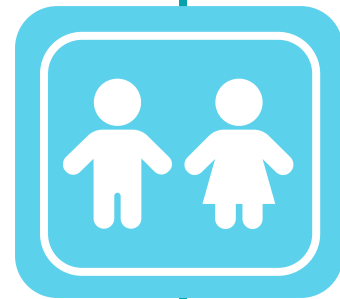
Founded on UNICEF's evidence-based Nurturing Care Framework



We're going beyond feeding — we're nurturing body, mind, and potential.

TARGET REACH

Target Population



800

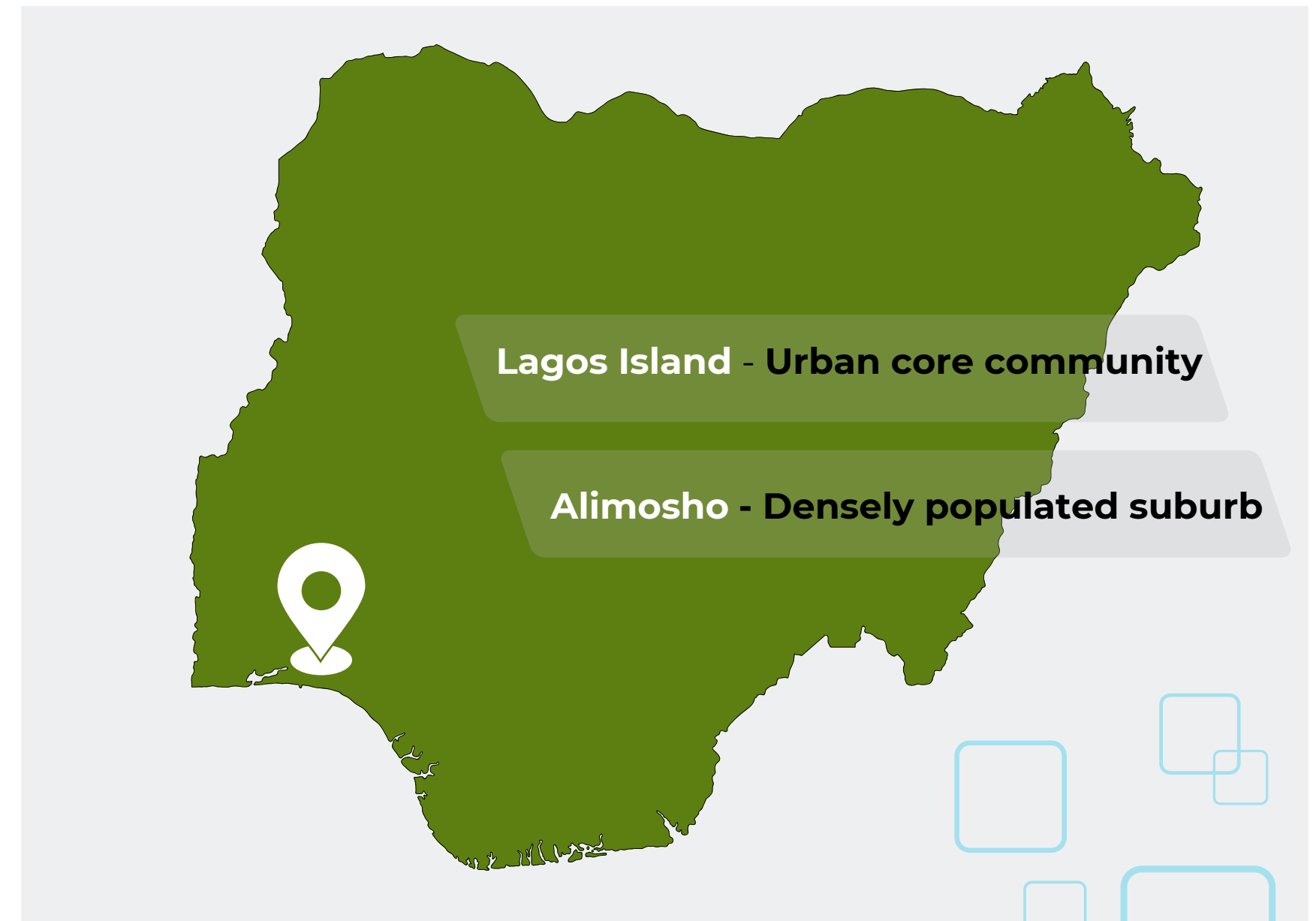
Children aged 0-6 years receiving comprehensive support



400

Pregnant women, young mothers, and primary caregivers 25yrs and above

Locations



KEY ACTIVITIES



Nutrition Distribution

Essential food items and micronutrient supplements for vulnerable families



Caregiving Training

Hands-on sessions teaching responsive caregiving techniques and play-based learning methods



Learning Activities

Age-appropriate play sessions and early stimulation activities for children and their parents



Health Education

Interactive workshops on child nutrition, feeding practices, and maternal health for caregivers



Early Development Screening

Comprehensive child development assessments and growth monitoring by trained healthcare staff



Food security Assessment

Food security surveys to understand household coping strategies and identify ongoing needs

IMPACT FOR CHILDREN & MOTHERS



FOR CHILDREN

- Enhanced nutrition status and growth tracking
- Improved cognitive development through structured play
- Early detection of developmental delays



FOR MOTHERS

- Increased confidence in caregiving practices
- Stronger parent-child bonding skills
- Enhanced knowledge of child nutrition
- Access to nutritious food supplies



FOR COMMUNITIES

- Evidence-based data for program improvement
- Strengthened community health networks
- Long-term child welfare outcomes

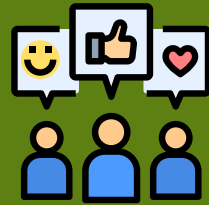
Healthier children, empowered mothers, thriving communities.

WHY PARTNER WITH US?



Brand Visibility

Direct exposure to 1,200+ women and children in Lagos Island & Alimosho.



Consumer Engagement

Real-time product placement with your target market- families.



Positive Brand Association

Beneficiaries associate your brand with positive experiences



CSR Alignment

Tangible impact on SDGs 2, 3 & 4 (Zero Hunger, Good Health, Quality Education).



Employee satisfaction

Opportunity to directly contribute to community building



Empowering mothers

Knowledge on health, nutrition, hygiene, responsive caregiving, financial literacy,



Media Coverage

Event featured across local media, social media (10k+ reach), and community networks.



Long-term Recognition

Logo visibility in post-event reports, case studies, and digital storytelling that live beyond the event

NURTURE PLUS SPONSORSHIP PACKAGES

Silver Partner

~ ₦2M+ (or equivalent product/technical support)

- Logo placement on banners, flyers, and social media posts.
- Booth space for product placement/consumer engagement.
- Mention in the event report.
- Recognition during outreach.

Gold Partner

~ ₦5M+ (or equivalent product/technical support)

- Logo on event branding (media wall, banners, flyers, digital promotions).
- Co-branding in selected media mentions and social media campaigns.
- Dedicated booth for product display/sampling.
- Recognition in the event report and highlight reel.
- Opportunity to co-host one activity (e.g., Nutrition Corner or Arts & Crafts).

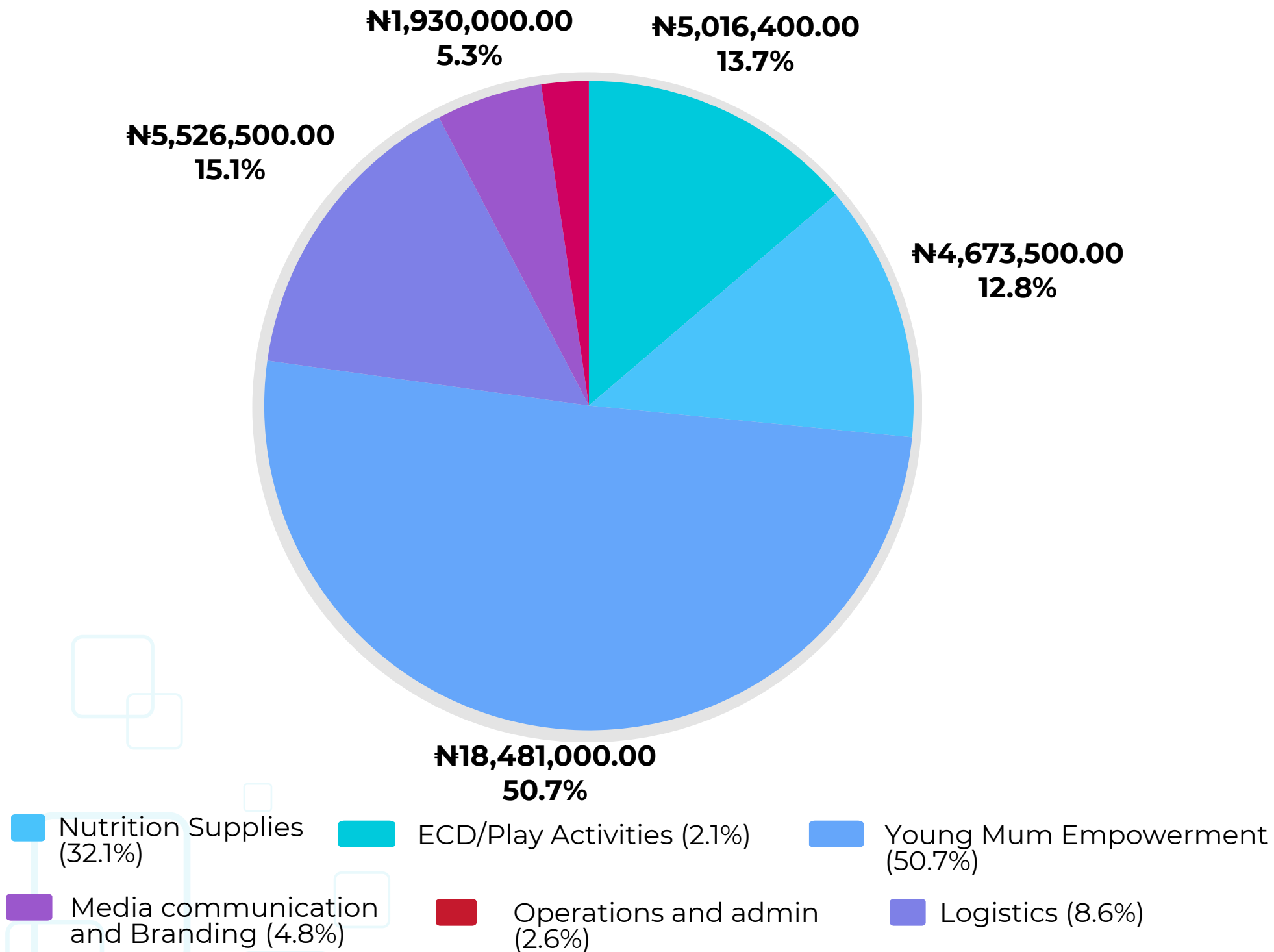
Platinum Partner

~ ₦10M+ (or equivalent product/technical support)

- Prominent logo placement on all event branding (media wall, banners, staff T-shirts, food packages).
- Naming rights to one activity zone (e.g., "STEM Corner powered by [Brand]").
- Co-branding in all media mentions (press releases, TV, social media).
- Exclusive product placement/booth for direct consumer engagement.
- Speaking opportunity at the outreach.
- Feature in post-event impact video & report shared with stakeholders.

BUDGET SNAPSHOT

Strategic allocation of resources to maximise impact across all program components.



Total investment: ₦36,484,720

Nurture Plus: ₦18,003,720

Young Mums Empowerment (for sustained child health and wellbeing): ₦18,481,000

₦45,000

Per Family



₦370,000

To Empower One Young Mom



WHO WE ARE

Our Vision

A world where children and adolescents receive the support they need to grow into healthy, happy, responsible, and responsive adults, able to contribute positively and help build societies.

Our Mission

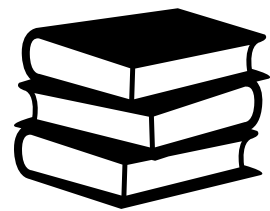
To enable children aged 0-19 years to be healthy and happy by providing social and psychological support in form of nutrition, life-skills, and therapeutic play and arts.



*Helping
children
survive,
thrive, and
compete*

IMPACT SO FAR

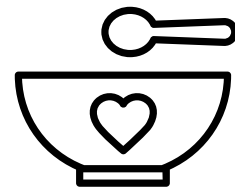
Life skills



800+

adolescents received life-skills training

Nutrition



4,000+

received nutrition support



22,500+

received hygiene & nutrition education

Psychosocial support



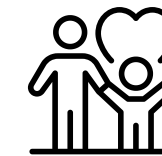
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Partner facilities



1,300+

Children received play-based psychosocial support.



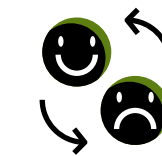
100 +

Children received developmental play support



100%

Reported satisfaction



63%

Showed emotional improvement



42%

showed a 2-point boost in emotional state

OUR TRACK RECORD

Community Partnerships

Cultivated strong ties with Lagos State Ministries and Agencies, local community structures, and Community Based Organisations.

Expert Team

A committed team of public health experts, child development specialists, and dedicated volunteers driving our mission.



Previous Partners:



TESTIMONIALS



“

Thank you so much for showing us love. I am truly happy; it has been a long time since someone gave me something like this. I didn't expect it; I thought it would be mosquito nets, but I was surprised to see rice, milk, and beans. A derica of rice now costs about ₦1,500, and food prices have become so high. For over a month, I don't remember the last time I had tea, but now I can because there's Peak Milk. There are also noodles and crayfish, even though these things are expensive. I deeply appreciate Lluvia for showing love to my family and me

”

THANK YOU!

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