

C O N C E P T N O T E F O R P A R T N E R S

The BMAN Peace Pledge Movement.

A national architecture for forming Nigerian boys as peace leaders.

Ministry-endorsed • Nine years • 22,000+ boys formed • Ready to scale

Prepared for donor and philanthropic partners considering support through the GlobalGiving platform.

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One page. What this concept note asks you to fund.

The BMAN Peace Pledge Movement is a nine-year, Ministry-endorsed Nigerian architecture for forming secondary school boys as peace leaders. Founded 2017. 22,000+ boys have signed the Peace Pledge Declaration to date.

THE ASK. \$50,000 in twelve months through GlobalGiving — funding 2,500 boys' Peace Leadership Journeys, plus contribution to Peace Week, the Peace Crown Championship, and the BMAN Peace Index Report.

THE ARCHITECTURE. Five interlocking pillars — the Peace Pledge Campaign (curriculum), BMAN Peace Week (annual September mobilisation), Peace Pledge Cells (year-round monthly practice), Peace Crown Championship (annual excellence celebration on 16 May), and Peace Ambassadors (lifelong alumni community). Measured by the BMAN Peace Index and published annually.

THE EVIDENCE. Every partner school scored on six indicators every year. Every donor receives the Peace Index Report as a public evidence artefact.

THE MOMENTUM. District IV: 783 verified students, June 2026. District II: 82 counsellors trained. Federal Ministry proposal under submission for national rollout across 104 Federal Government Colleges.

T H E P R O B L E M

Nigeria in 2026 — three numbers and a converging window.

43M

*adolescents in Nigeria today.
Roughly half are boys.*

40%

*youth unemployment — the direct
pipeline into cult, criminal, and political
recruitment.*

30-
40%

*of Nigerian universities have documented
cult activity actively targeting SS 2 and SS
3 boys.*

Add: WAEC pressure. Political recruitment ahead of general elections. Digital exposure to harmful content. Family disruption. Academic curricula have kept pace with the world. Character and leadership formation infrastructure for boys has not.

O U R R E S P O N S E

The BMAN Peace Pledge Movement.

Nine years of intentional character formation.

22,000+ Nigerian boys who have signed the Peace Pledge and walked the five-stage Peace Leadership Journey. Now scaling to Federal Government Colleges and, from 2028, to West Africa.

One umbrella. Three named layers. Five interlocking pillars.

U M B R E L L A
M O V E M E N T

The BMAN Peace Pledge Movement

The institutional framework. What donors and partners fund.

M I N I S T R Y
P R O G R A M M E

The BMAN Peace Pledge Campaign

The Ministry-endorsed five-week curriculum within the Movement.

P E D A G O G I C A L
M O D E L

The Peace Leadership Journey

The five stages boys progressively walk through. Delivered by trained counsellors.

Plus five activation pillars: the Campaign (curriculum), Peace Week (September), Peace Pledge Cells (year-round), Peace Crown Championship (16 May), and Peace Ambassadors (alumni).

T H E P E A C E L E A D E R S H I P J O U R N E Y

Five stages. Five weeks. Progressively becoming a peace leader.



At Stage 5, every boy signs the Peace Pledge Declaration before his brothers, teachers, and community.

T H E W O R D S E V E R Y B O Y S I G N S

The BMAN Peace Pledge Declaration.

I I will Listen First. Before I respond, I will receive.

II I will Stay Calm. My body will not speak before my mind decides.

III I will Respect Others. Every person carries dignity. I will honour it.

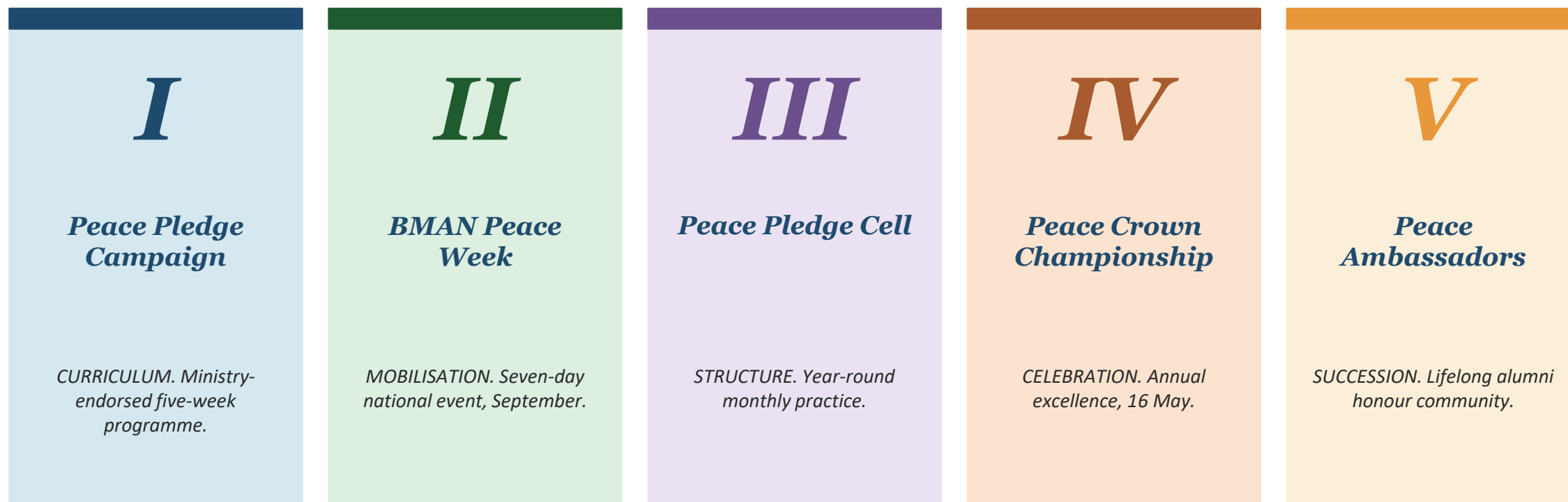
IV I will Take Responsibility. When I am wrong, I will own it. When I cause harm, I will repair it.

V I will Be a Peacemaker. Where there is conflict, I will step forward — not away. Today, I Choose Peace

This is my pledge. I sign it not because I am already all these things — but because I choose to become them.

T H E F I V E P I L L A R S

One Movement. Five interlocking activation pillars.



No pillar succeeds alone. Together they form the year-round architecture within which every participating boy is held.

The BMAN Peace Pledge Campaign.

The Ministry-endorsed curriculum at the heart of the Movement.

Five weeks. Three sessions per week. Delivered by trained school counsellors. Culminates in the signing ceremony where each boy signs the Peace Pledge Declaration before his brothers, teachers, and community.

Ministry endorsement: Reference MBSE/CGSC/SP. ED/ADM/168/VOL III/768. Lagos State Ministry of Basic and Secondary Education, June 2025.

Track record: Nine years of continuous delivery. 22,000+ boys signed the pledge cumulatively. District IV completed Week 1 in June 2026 with 282 verified students across six schools. District II counsellor orientation reached 82 counsellors across three zones.

Cost per boy: \$20 USD • materials, delivery, and signing ceremony participation all included.

BMAN Peace Week.

The annual national mobilisation event of the Movement.

Seven days. 15-21 September. Culminating on the UN International Day of Peace. Every partner school runs the same seven-day protocol simultaneously across Lagos — producing one coordinated national moment on 21 September.

Day 1: Peace Assembly opens the week. **Days 2-6:** One day per stage of the Peace Leadership Journey — Listen First, Stay Calm, Respect Others, Take Responsibility, Be a Peacemaker. **Day 7:** Grand Finale on 21 September — Mass Peace Pledge signing, Peace Walk, Peace Tree Planting, Human Peace Circle photograph. National media coverage.

Peace Week is the moment donors see the Movement in visible action. #TodayWeChoosePeace • #BMANPeaceWeek • #PeacePledge

The BMAN Peace Pledge Cell.

The year-round school-level unit of the Movement.

Small, tight, mission-focused units of 15 to 25 boys who have completed the Peace Pledge Campaign and now meet monthly to practise peace leadership together.

Structure: Cell Leader (elected). Cell Deputy. Cell Secretary. Cell Coordinator (the school counsellor). Cell Coach (external BMAN facilitator, quarterly).

Rhythm: Monthly meetings, 60-75 minutes, October through July. Ten annual themes. One community project per year. Peer mediation trained.

Cells are the mechanism by which peace becomes daily practice rather than annual performance. Without Cells, the pledge is a ceremony. With Cells, the pledge is a discipline.

The Peace Crown Championship — seven evidence-based trophies.

1 Mediation Trophy 25 pts. Documented mediations with witness statements.	2 Listening Award 15 pts. Sustained everyday listening practice.	3 Bridge Builder 25 pts. Cross-difference peacemaking project.	4 Community Impact 25 pts. Peace reaching 50+ community members.	5 Peer Leader of Year 20 pts. Outstanding individual. ₦500K scholarship.	6 Lagos Peace Crown 135 pts. FLAGSHIP. Peace Index qualified.	7 Crown Bearer Redemption. Most improved school.
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Every trophy is decided against documented behavioural change. Not performance. Full details in the Peace Crown Championship Official Rulebook.

Peace Ambassadors.

The lifelong alumni honour community of the Movement.

Six requirements to earn Peace Ambassador designation: sign the pledge, serve two years in a Cell, demonstrate three years of consistent peace practice, complete one Cell-led community project, mentor a junior cohort, pass the Peace Ambassador review panel.

Recognition: BMAN Peace Ambassador Certificate. Ambassador Badge. Listing on the BMAN Peace Ambassadors Roll. Reference letter for university and employment. Invitation to the annual Championship. Lifelong community membership.

Ongoing role: Mentor a Cell in their alma mater at least twice per year. Participate in the Championship. Remain reachable through the Ambassadors WhatsApp community. Participate in the annual Ambassador survey used for Movement M&E.

Peace Ambassadors carry the Movement forward across generations. This is what makes it a Movement, not a programme.

*Six indicators. Every partner school. Every year.
Published annually.*



Every donor to this project receives the annual BMAN Peace Index Report — the Movement's answer to the question every serious funder asks: how do you know it works?

Nine years. Six evidence points. Documented delivery.

9

years of continuous operation since founding in 2017.

22K

+

boys signed the Peace Pledge Declaration cumulatively.

783

verified students in District IV Week 1 alone, June 2026, across six schools.

82

school counsellors trained in District II orientation, three zones.

5

declarations. Five stages. One pedagogical model refined over nine years.

104

Federal Government Colleges eligible for national rollout under submission.

Institutional legitimacy. Not a start-up.

Lagos State Ministry of Basic and Secondary Education

Reference: MBSE/CGSC/SP. ED/ADM/168/VOL III/768 • Date of Approval: 24 June 2025

Currently active partnership with Lagos Education Districts II and IV. Re-endorsement application under way for Q2 2027.

Governance:

- CAC-registered legal entity — registration current.
- FIRS-current — tax filings complete every year since founding.
- Active Board of Directors, quarterly meetings, documented decisions.
- International bank account, operational since 2018, clean AML compliance record.
- Safeguarding architecture: Two-Adult Rule, Five Named Limits, documented protocols.
- Independent evaluation partnership planned from academic year 2027.

Additional endorsements:

ICMB International Network • Asiwaju of Igbogbo Kingdom • GlobalGiving-verified nonprofit

B U D G E T & R E W A R D T I E R S

\$50,000 goal. Seven donation tiers. Movement-aligned.

<i>\$20</i>	<i>One Peace Leadership Journey</i>	One boy through the full five-week Journey.
<i>\$50</i>	<i>Two Boys + Signing Kit</i>	Two boys through the Journey. Signing ceremony documentation.
<i>\$100</i>	<i>Cell Member for a Year</i>	Year-round Cell membership. Monthly meetings + community project.
<i>\$250</i>	<i>Sponsor a Signing Ceremony</i>	10 boys signing the Pledge at one school.
<i>\$500</i>	<i>Full School Cycle</i>	One school's complete Peace Pledge Campaign.
<i>\$1,000</i>	<i>Cohort Champion</i>	Full cohort of 100 boys. Named acknowledgement.
<i>\$5,000</i>	<i>Peace Week at One School</i>	Full seven-day Peace Week at one partner school.

What \$50,000 through GlobalGiving delivers.

2,500

*Nigerian boys
through the Peace
Leadership Journey.*

25

*partner schools
with active Peace
Pledge Cells.*

10

*schools running
BMAN Peace Week
(September 2027).*

7

*trophies awarded
at the Peace Crown
Championship (16
May 2027).*

1

*BMAN Peace Index
Report published
(16 May 2027).*

3-6

*newly-inducted
Peace Ambassadors
(first cohort eligible
in 2027).*

Speak directly with the Founder.

Ola Akinwe

Founder & President • Boys Mentoring Advocacy Network

Led BMAN from founding in 2017 through Ministry endorsement in 2025 and multi-district Lagos delivery in 2026. Personally facilitated the District II counsellor orientation and the District IV signing ceremonies. Author of the BMAN Peace Pledge Movement Charter and the Movement Implementation Manual.

Every donor conversation starts directly with the Founder. No intermediaries. Every question receives a same-week response.

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GlobalGiving profile: BMAN listed as GlobalGiving-verified nonprofit

Today, we choose peace.

Every Boy. Every School. Every Day.

The BMAN Peace Pledge Movement.

Thank you for considering support of this Movement. Your funding forms a peace leader.

Boys Mentoring Advocacy Network • Lagos, Nigeria • Ministry-Approved • GlobalGiving-Verified

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