

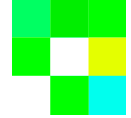
#TheGreenCampaign

#StopAtRed

Project Report

OCTOBER 24, 2019 UN DAY SDGs RALLY

[#STOPATRED ROAD TRAFFIC CAMPAIGN RALLY 2019: DRIVING SOCIAL CHANGE THROUGH THE SDGs - FUNDACION EXITO LTD./GTE. (FUNDELG AFRICA) CONTRIBUTION TO "GOAL 11" OF THE UNITED NATIONS 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT GOALS (SDGs)]



I. #STOPATRED PROJECT REPORT SUMMARY:

The “FundELG Africa #StopAtRed October 24, 2019 UN Day SDGs Road Traffic Campaign Rally” was organised in support of ‘Goal II’ of the UN Sustainable Development Goals (SDGs) - “Sustainable Cities and Communities” - which is geared towards ‘Making our cities and human settlements inclusive, safe, resilient and sustainable’. The intended impact was a combination of: Road Safety Awareness (Obeying Traffic Rules, Road Discipline and Road Safety), and a National awakening to right thinking, speaking & doing, curbing impunity, instill a sense of discipline in Nigerians in general and road users in particular as well as National Transformation through Mind Re-Engineering. If we can start by each person doing the right thing, then we can be set on our way to healing our country individually and collectively.

A. The 2019 Project Significance: It was a celebration of a combination of:

- i. The 2019 UN Day Commemoration: Entering into force of the UN Charter on October 24, 1945;
- ii. The SDGs Goal II: “Sustainable Cities and Communities”;
- iii. The National Youth Service Corps (NYSC) programme set up to involve Nigerian graduates and youths in nation building and the promotion of national unity; and
- iv. The Unity Fountain, Abuja Convergence: representative of our unity and faith as Nigerians in one united and indivisible country.

B. Critical Components of the “#StopAtRed 2019 UN Day SDGs Rally”:

- i. The #StopAtRed Media Engagement (Conventional & New Media Engagements): September – October 31, 2019;
- ii. The #StopAtRed Rally 2019 (The Unity Fountain Walk – Physical Engagement and public awareness campaign, engagement with relevant Federal Government Agencies, as well as the distribution of flyers, directing traffic and pasting stickers on cars): October 24, 2019;

C. The “#StopAtRed 2019 UN Day SDGs Rally” Partnerships:

(Importance: The need for collaboration was imperative as stated by SDGs Goal 17 to attain the SDGs. Further, the project would help inculcate discipline in the NYSC members, other youths and students who are the future leaders of Nigeria by instilling in them a sense of nationhood ideals, patriotism, service, citizenship, leadership integrity, solitary principle, honour and national identity). The below partnerships were leveraged for the Rally.

1. National Youth Service Corp (NYSC);
2. Federal Road Safety Commission (FRSC);
3. Leadership Advancement Foundation (LEAF), and
4. The Cedarwood Academy for Girls (CAG).

This FundELG Africa “#StopAtRed 2019 UN Day SDGs Rally was a success. The immediate and short-term objective of the Campaign is to promote the SDGs, discipline by Road Users and safety on Nigerian roads, whilst the long term goal and fundamental objectives is a trident of promoting:

1. Patriotism in Nigerian Citizens;
2. Behavioural/Attitudinal Change in Nigerian Citizens as a catalyst for evolving a National Ideology and resultant National Transformation and Re-Birth; and
3. National Discipline and respect for the rule of law in all spheres of our National existence.

The ultimate vision of the #StopAtRed Road Traffic Campaign thus being to build personal and collective leadership values, character, integrity and credibility as well as individuality and nationhood in every Nigerian Citizen one man, one idea and one change at a time. We believe the vision for a great Nigeria must be created and owned by each citizen first, before we can collectively evolve as a Nation!

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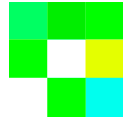


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2. #STOPATRED REPORT BREAKDOWN:

A. "#StopAtRed Activity Report":

- **Date of Rally:** Thursday, October 24, 2019 | **Time:** 08:00am – 02:00pm (Convergence/Briefing Time: 07:30am).
- **Convergence Point:** Unity Fountain, Abuja.
- **Route: (Start/Take-off point)** Unity Fountain -**TO-** Gana Street/Transcorp Hilton Hotel Junction – through British Council/Forte Oil/NUC/NCC/Transcorp -**BACK TO-** Unity Fountain (**Terminate/End point**).
- **Dress Code:** NYSC, Public Officers & Students – Uniforms | The Public – A Touch of White & Green
- **Security:** Nigeria Police Force (NPF) | Nigeria Security & Civil Defence Corps (NSCDC)

S/N	DATE	ACTIVITY/TIMELINE [07:15am – 02:30pm]	INCIDENTS	COMMENTS
1.	19/08/2019 – 23/10/2019	<p>Pre-Rally Day:</p> <ul style="list-style-type: none"> - Personally took-over organisation of Rally from the acting ED (Veronica P. Igube) – 19/08/19 - Obtained NYSC Letter of confirmation of Date for Rally – 22/08/19 - Obtain Approval/Confirmation from FRSC, Nigeria Police Force (NPF), NSCDC – 27/08/19 - Secured FRSC Resources (vehicles, ambulance, advance-expert riders, official vehicles, etc) – 19/09/19 - Contact & Perfection of Media Houses and other organisations for participation & sponsorship: 18/09/19 – 30/09/19 - Preparatory Meetings with the NYSC COS Group to enlighten and prepare them for the Rally: 19/09/19 – 17/10/19 - Press Conference – 23/10/19 - Social Media Campaign: 20/09/19 – 31/10/19 - 		Hashtag: #StopAtRed
2.	24/10/2019	<p>Rally Day:</p> <ul style="list-style-type: none"> - Arrival/Convergence, Roll call & Organisation of participants into Groups: 07:15am – 10am; - Take-off: 10:00am. - Orientation by FRSC/Press Interviews by CAG & FundELG Africa/Hand-over of flags to the Students (next generation) at Transcorp – 11:30am; - Return to Unity Fountain – 12:30pm - Refreshment & Briefings – 01:30pm - Clean-up and Departure: 02:00pm 	We took-off late because of the heavy rain Interaction with the DSS and other security agencies.	(Supra) #StopAtRed

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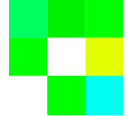


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B. "#StopAtRed Financial/Expenditure Report":

S/N	ITEM	FINANCIAL NARRATIVE (NAME/AMOUNT/DESCRIPTION)	TOTAL
1	FE ZENITH BANK ACCOUNT BALANCE	PRE-2019 #STOPATRED RALLY AS AT 24/08/2019	N824,083.00
2.	SUPPORT FUNDING RECEIVED FOR #STOPATRED 2019 (PAID INTO THE ZENITH BANK ACCOUNT) FUNDACION EXITO LTD./GTE. ZENITH BANK PLC. ACCOUNT NUMBER: 1013652680	<ol style="list-style-type: none"> 24/08/2019 - Chinedu Ndubuisi - N100,000.00 06/09/2019 - Nsuki O. Ndeokwelu - N5,000.00 12/10/2019 - Joseph Otteh - N20,000.00 23/10/2019 - The Bridge Church (Pastor Chinedu Nwosu) - N25,000.00 23/10/2019 - Catherine Nwabuko - 5,000.00 16/11/2019 - Bidemi Oqboru - N20,000.00 9/12/2019 - Adeola Danmola Olumeyan - N5,000.00 	N180,000.00
3.	TOTAL AVAILABLE FUNDS	BANK BALANCE PRE-2019 #STOPATRED RALLY + SUPPORT FUNDING	N1,004,083.00
4.	FE ZENITH BANK CHEQUES ISSUED	<ol style="list-style-type: none"> 21/10/2019 - NO. 89767712 - N600,000.00 (Deposits Transfers for DJ - 100k/,Printer-150k/& Event Logistics-350k) 24/10/2019 - NO. 89767713 - N100,000.00 (DJ Balance) 25/10/2019 - NO. 89767715 - N150,000.00 (NYSC Members payments etc) 06/11/2019 - NO. 89767716 - N110,000.00 (Balance Vendor + Ancillary Payments) <p>NOTE:</p> <ul style="list-style-type: none"> - Cheque NO. 89767714 is unused due to a mistake on it. - BANK CHARGES (STAMP DUTIES + VAT) - N560.00 + N960,000.00 = N960,560.00 - INCOME BORROWED FROM FUNDACION EXITO ACCOUNT (960,000 - 180,000) - N780,000.00 [TO BE REFUNDED BY DIRECTORS] - ACCOUNT BALANCE AS AT 13/12/2019 = 42,467.49 (NEED TO RECONCILE DIFFERENCE OF N43,523 - 42,467.49 = N1,055.51) 	N960,000.00
5.	DIRECT DIRECTORS EXPENSE FOR HEADLIGHT ARTISTE	<ol style="list-style-type: none"> NONSO NDEOKWELU: PAYMENT FOR AIR TICKET FOR HEADLIGHT ARTISTE "YINKA DAVIES" 2 x RETURN TICKETS (58,500 + 45,000) = N103,500.00 MICHAEL E. EDIALE: PAYMENT & FEEDING FOR DRIVER - N10,000.00 (DEO GIFT RECEIVED INTO MY PERSONAL GTB ACCOUNT ON 09/10/2019) 	N113,500.00
6.	TOTAL COST OF #STOPATRED 2019 PROJECT	FE ZENITH BANK CHEQUES ISSUED + DIRECT DIRECTOR EXPENSE [ONE MILLION AND SEVENTY-THREE THOUSAND FIVE HUNDRED NAIRA ONLY]	N1,073,500.00
7.	PROJECT BUDGET	[ONE MILLION FOUR HUNDRED AND FIFTEEN THOUSAND, FIVE HUNDRED NAIRA ONLY]	N1,415,500.00
8.	COST SAVINGS	[THREE HUNDRED AND FORTY-TWO THOUSAND NAIRA ONLY]	N342,000.00

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C. Break-down of Expenditure Items:

S/N	NAME/ITEM	COST	OTHER DETAILS	COMMENTS
1.	YINKA DAVIES			
	1. Return Ticket - N103,500.00 2. Airport Executive Drive (To and From Lagos Airport) - N13,000.00 3. Airtime/Data - N5,000.00 4. Payment to Driver in Abuja (2 Days - October 23 - 24) - N7,000.00 5. Fuel for Car - Toyota Camry (3 Days - October 23 - 25) - N18,000.00 6. Feeding & Welcome outing (2 Days) - N13,110.00 7. Airport Toll (2 Times) - N400.00 8. Car Wash (2 Times) - N1,200.00	N161,210.00		
2.	PROJECT TEAM CORP MEMBERS CASH TRANSFER			
	1. Jasmine Egbuna - N14,000.00 2. Emmanuel Ekele - N10,000.00 3. Bulus Abednego - N14,000.00 4. Oghennaya Bruno - N9,000.00 5. Timilehin Aiyedogbon - N9,000.00 6. Muhammed AlHassan - N3,000.00 7. 6 Nos Traffic Control Team Members x N2,000.00 = N12,000.00	N71,000.00	Traffic Control Team: Ogedegbe Ejiroghene Maryjane Akpomudhere Kingsley Nnaji Ogunnaike Olaide Ayodele Sunday Adadu Ochapa Abubakar Usman Aliyu	
3.	OTHER #STOPATRED COST/EXPENSES			
	1. Facebook boosting - N10,000.00 2. #StopAtRed Introductory/Business Cards - N10,000.00 3. Water (Rally Day) - N5,000.00 4. Corp Members Project Team Meeting & Feeding (October 22 - 28, 2019) - N18,900.00 5. DEO Airtime for Project Communication (October 22 - 26, 2019) - N7,000.00 6. Car Breakdown/Towing/Taxi Logistics for Meeting - N11,700.00 7. Demurrage for packing in a secure compound for the 3 Days (23-25 Oct) - N5,000.00 8. Graphics Designs - N30,000.00 9. DeeJay (DJ Fancy) - N200,000.00 10. Printing (Stickers, T-Shirts, Placards, Flyers, Banners, Flags) - N150,000.00 11. Press Conference - N80,000.00 12. Canopies & Chairs - N10,000.00 13. Cameraman - N10,000.00 14. Public Officers - N185,000.00 15. Administrative + Logistics + Data Expense from July 30 - October 21, 2019 - N57,260.00 16. Post Rally Expense - N56,500.00	N846,360.00	Public Officers: Police - N80,000.00 FRSC - N55,000.00 NSCDC - N50,000.00 Post Rally Expense: Colour Printer - N15,000.00 Printing Paper - N1,500.00 Colour Ink - N15,000.00 1 Terabyte EHDD - 25,000.00	
4.	TOTAL [ONE MILLION AND SEVENTY-EIGHT THOUSAND FIVE HUNDRED AND SEVENTY NAIRA ONLY]	N1,078,570.00	MINUS PROJECT COST: N1,073,500.00 = N5,070.00	Paid Demurrage out of my pocket.

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D. Participation & General Reports:

I. #StopAtRed Project/Communications Working Team Reports

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<p>PROJECT TEAM:</p> <ol style="list-style-type: none"> 1. Miss Dooshugun Takur - Project Manager 2. Dikibujiri Bob-Manuel – Volunteers Lead 3. Blessing Yahaya – Logistics Lead 4. Veronica Pana Igube – Volunteer (Former ED) 5. Chikodi Uzoamaka – #StopAtRed Research/General Volunteers Assistant 6. Emmanuel Ekele – NYSC Volunteers Support Assistant 7. Jasmine Egbuna – Personal Assistant 8. Metonowaji Egopija – General Media & LinkedIn Assistant 9. Bruno Oghannaya – Images (Pictures) Assistant 10. Bulus Abednego – Facebook Assistant 11. Timilehin Aiyedogbon – General Media Analytics & Instagram Manager 12. Muhammed AlHassan – Support Media Assistant 13. Paula Ukwenya – Support Media/Art Assistant 14. Ifeanyi Akwa – Twitter Assistant 15. Seun Elias – Security/Venue Logistics Assistant 16. Dominic E. Obozuwa – Coordinating Director 	<p>COMMUNICATION REPORT:</p> <ol style="list-style-type: none"> 1. INSTAGRAM. <ol style="list-style-type: none"> I. StopAtRed - 70 posts, 60 followers, 210 likes, 472 profile visits, 698 impressions, male gender was prominent, majority of the post reach is Abuja and the age range is 18-25. II. Fundacion Exito account - 577 posts, 227 followers, 4764 likes, 682 profile visits, 2233 impressions, male gender was prominent, majority of post reach is Abuja and the age range is 18-37. 2. FACEBOOK. <ol style="list-style-type: none"> I. StopAtRed page - 62 likes and followers, 138 pictures uploaded and the group has 30 members. II. Fundacion exito page - 73 likes and followers, 187 pictures uploaded and the group has 33 members. III. The advertisement (Boosting) that was done on the fundacion exito page had 5120 people reach. 3. TWITTER. <ol style="list-style-type: none"> I. StopAtRed - 26 followers, 279 tweets, 67 pictures/videos, age range is 18-30, male gender was prominent, majority of post reach is Abuja and the total impressions is 1228. II. Fundacion exito - 70 followers, 1227 tweets, 222 photos/videos, age range is 18-30, male gender was prominent, majority of post reach is Abuja, total impressions is 3670. 4. YOUTUBE: Three uploaded videos with a total of 40 views. 5. PINTEREST: About 30 pictures were uploaded. 	<p>CEDARWOOD ACADEMY FOR GIRLS:</p> <ol style="list-style-type: none"> 1. Dakpokpo, Aizza 2. Eleas-Eduga, Faithful (interviewed student) 3. Godswill-Amadi, Blessing 4. Kwen, Iveren 5. Pat-Nwaoya, Pearl 6. Victor, Jemimah 7. Ekesunnie, Osanchi 8. Patrick-Pere, Leileimoye 9. Omolaja, Boluwatife 10. Ojo, Moyosore 12. Yesufu, Alina 13. Brown, Tamuno-Tokoni 14. Adelakun, Yosola 15. Agada, Stephanie 16. Dakpokpo, Talya 17. Mayo, Juanita 18. Nwosu, Chineme 19. Sanni, Tomisin 20. Hadome, Leeanza

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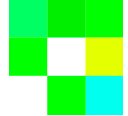


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2. General Reports

A. PARTICIPATION:

1. NYSC & GENERAL VOLUNTEERS REPORT PREPARED BY DIKIBUJIRI:

- Active volunteers counted; Dr Alex + Veronica's Guest + LEAF = 3
- Cedarwood Academy Volunteers-20 + 4 Handlers = 24
- FRSC Officers 15 + Band -25 = 40
- Police-20 + Civil Defense-25
- NYSC members-123
- Active Project Team members - 7

NYSC Members breakdown include:

7 active media members | 12 active traffic control unit | 20 active NYSC batch C members | 91 NYSC present on Rally day

Total number of attendees present on Rally day: **3 + 24 + 40 + 20 + 25 + 123 + 7 = 242**

2. LEAF PARTICIPATION AND MEDIA HOUSES PARTICIPATION REPORT PRESENTED BY CHIMDI:

- Ensured the full participation of NYSC FRSC CDS group
- Ensured rice meals were provided for NYSC members present, but were unable meet the required number which was 120, instead 112 were delivered.
- Ensured NYSC was duly represented at the press conference held in the person of Barr. Amaka, NYSC FRSC CDS head.
- Ensured the provision of the bus used to convey the NYSC members to and from unity fountain and back to their CDS meeting ground.
- #StopAtRed partners: NYSC, FRSC, CedarWood Academy, Hot FM, Eat to Live, Zemlink solutions, Nigerian Police. Each was duly represented during the # StopAtRed campaign and Rally day.

B. MEDIA:

1. CONVENTIONAL PRESS MENTIONS WITH WEBSITE LINKS REPORT PRESENTED BY JASMINE :

- On air radio session with Vision FM pidgin talk
- NTA covered both the Rally day and press conference
- Press conference held in FRSC conference hall was covered by The Punch, NAN, Wazobia, Naij.com and Nig info. It was aired on both Gotv & Dstv by Silverbird TV.
- Nig Info hosted #StopAtRed on air 95.1 fm
- Hot FM hosted us for an on air interview
- The Punch newspaper published our rally day picture.

2. PICTURES AND GRAPHICS REPORT PRESENTED BY BRUND:

- The general number of images, pictures graphics uploaded and distributed on the #StopAtRed media unit team totals 550. Poems/write ups-(20), Graphics/logos-(53), Arts-(2), pictures/videos-(419), others- (56).
- NYSC FRSC CDS #StopAtRed meeting pictures and videos taken both unedited and edited total-(491).
- Press conference held at the FRSC sector command FCT, conference hall: Pictures and videos captured totaled (252), including both unedited and edited pictures and videos.
- On the 24th October, 2019, the pictures and videos captured on the Rally day total was (1,145), including the unedited and edited pictures and videos.

The compilation and sum total of images and videos captured during the #StopAtRed campaign, and Rally day are: **1,145+252+491+550 = 2,439 images and videos.**

C. INCIDENTS:

- Segun: (incomplete payment). Responsible for provision of flyers (2500), T-shirts (11), reflective jackets (5), face-caps (5). The products provided by Segun, were both wrong, incomplete and delivered late. Summary of work was unsatisfactory and was officially **blacklisted** during the debrief meeting for future business opportunities.
- Kenyode & Charles/ cameraman (paid in part), responsible for covering the Rally day and providing digital pictures & videos captured. Summary of work- it arrived late & was unable to provide substantial pictures and videos of the Rally day while asking for increased pay. Work done unsatisfactory and has officially been blacklisted for future business opportunities.
- The Religious Bodies Campaign (4 Sundays & Fridays in November 2019 after the Rally has held) & The Hackerthon (Digital Solution aspect - December 2019 2020)- Didn't hold.

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... Building a National Ideology for the next Generation ...

Think	GREATNESS
Act	BOLDLY
Impact	CHANGE



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