

**Bet9ja
Foundation
2024
Impact
Report**



**Days Of Making
Meaningful Impact**



Table of Content

04

The
Welcome
Message

05

Executive
Summary

06

Situation
Analysis

07

Our
Approach

11

Project
Gallery



The Welcome Message

**Kunle Soname, OFR
Chairman Bet9ja and Trustee
Bet9ja Foundation**

It is an honour to celebrate the significant journey of Bet9ja Foundation. Our lives are primarily driven by the need to make a difference, and on this principle, humanity thrives. This fundamental belief fuels our mission at Bet9ja Foundation, and I am filled with immense joy as we witness the positive impacts we have made.

Our commitment goes beyond mere words; it is reflected in our efforts to bridge the gaps within our Corporate Social Investments (CSI) while supporting government initiatives. Today, we are pleased to share our 2023/2024 Impact Report, which is proof of our dedication to raising the bar of positive influence in Nigeria. We firmly believe that goodness can never be enough, and there is always more we can do to uplift our communities.

As we reflect on one year of operations, I am delighted by the transformational projects the Foundation has accomplished. The impact



of these projects is not just measured in numbers, but in the lives touched and transformed. We deeply value the number of people who associate with our brand and trust in our vision. It is their support and belief in our mission that motivates us to relentlessly continue addressing the unique needs of our various host communities.

This report is not just a document; it is a story of hope, resilience, and

progress. This reflects our belief that together, we can create a brighter future for all Nigerians.

In conclusion, I urge everyone to join us on this journey. Let's work together, forming partnerships and connecting, so we can achieve even greater success. Together, we can ensure that the Bet9ja Foundation's influence is deeply and widely felt, making a meaningful impact on countless individuals' lives.

Executive Summary



**Celebrating
One Year of
Impact!
Bet9ja
Foundation's
Journey
Begins.**

Bet9ja Foundation has achieved extraordinary milestones in fulfilling our ambitious mission of impacting lives and enhancing opportunities for socio-economic development. We have attained these goals through strategic interventions that have positively impacted various areas of our five pillars: Youth Empowerment, Healthcare, Sports Development, Education, and Community Infrastructure.

Mr. Ayo Ojuroye, CEO Bet9ja and Trustee Bet9ja Foundation, emphasised that the Foundation is committed to supporting worthwhile causes and improving the lives of people within our host communities. Bet9ja Foundation is staying true to its motto, "Betting on You, Transforming Lives." The Foundation has backed this commitment

with substantial financial investments, with over 500 million Naira dedicated to enhancing the lives of individuals and communities. This investment has been utilised for 132 projects and social interventions in 150 communities across 29 states within a year.

Moving forward, the Foundation aims to increase its investment in Nigerian communities. This heightened commitment will have a significant impact on Environmental, Social, and Governance (ESG) aspects, further demonstrating its dedication to sustainable development and positive social change. As we mark one year since our official establishment, Bet9ja Foundation remains unwavering in its mission to create a lasting, positive impact on the lives of those we serve.



Situation Analysis

Global youth unemployment hits 13.44%, International Labour Organisation reports.

The statistics are concerning, but there is a glimmer of hope. According to a 2023 report by the International Labour Organisation (ILO), youth unemployment in Nigeria has decreased by 0.3% compared to previous years. Despite this improvement, Nigeria still faces significant challenges in key sectors such as healthcare, education, infrastructure, and sports development, which are essential for national growth and citizen well-being.

The World Health Organisation categorises Nigeria as one of the countries with the highest maternal mortality rates, with approximately 512 deaths per 100,000 live births as of 2019. The healthcare sector is a major concern, especially as the Nigerian population continues to grow. Many rural communities still lack basic amenities such as clean water, reliable electricity, and proper

roads, which worsen health issues. The education sector is also a cause for concern. According to UNESCO, about 10.5 million children are out of school in Nigeria, one of the highest numbers in the world. Low-income households invest little to no resources in their children's education, while those who can afford it seek better opportunities abroad. This brain drain stifles the country's intellectual and professional growth.

Furthermore, infrastructure development is another area of concern. Inadequate roads, unreliable electricity, and poor water supply hinder economic activities and the overall quality of life. Improving infrastructure is vital for economic development and attracting foreign investment. Also, despite global optimism about the sports industry, especially in emerging areas like women's sports, Nigeria's



sports development suffers from chronic underfunding and poor management. This lack of support prevents young athletes from reaching their full potential and stifles the overall growth of sports in the country. These critical challenges are not insurmountable. Bet9ja Foundation aims to address these issues through its five pillars, with concerted efforts and strategic investments. Nigeria can overcome these challenges and pave the way for a brighter future for its citizens.

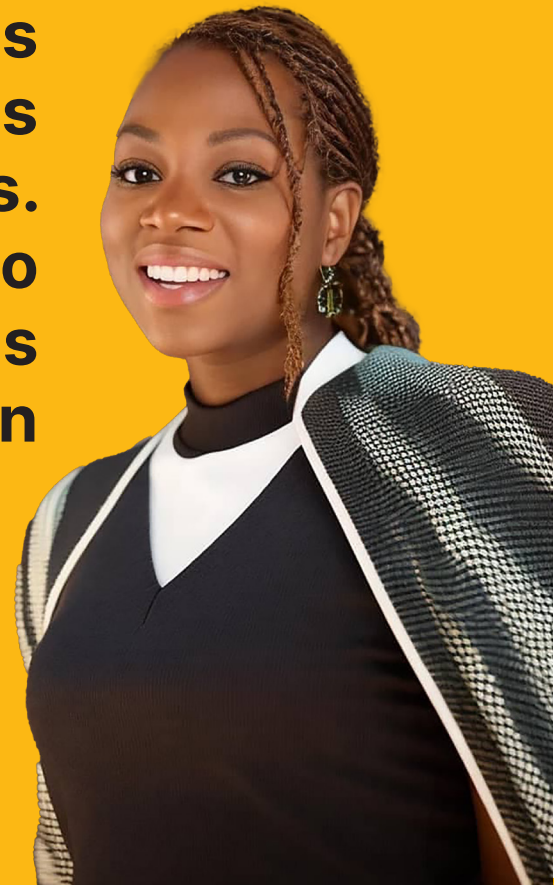


Our Approach

As part of our Corporate Social Investment (CSI) efforts, Bet9ja Foundation has launched numerous initiatives across Nigeria's diverse geopolitical zones. These efforts are designed to support government actions in meeting critical human needs.

Ada Cuomo, Vice President and Trustee of the Foundation, states that, by focusing on our five pillars, Bet9ja Foundation is dedicated to improving the quality of life for Nigerians and promoting sustainable development nationwide.

Below are the highlights.



Healthcare

**07 States
23 Projects**

Sports Development

11 States | 26 Projects

Youth Empowerment

06 States | 30 Projects

Community Infrastructure

20 States | 35 Projects

Education

08 States
18 Projects



Our Impact

Bet9ja Foundation has made a significant impact on the socio-economic growth of Nigeria, particularly in the areas of youth development, health and well-being, education, community infrastructure, and sports development across 29 states. We have successfully implemented numerous projects, initiatives, and programmes across various geopolitical zones, and we take pride in our accomplishments over the past year.

Key highlights include the initiation of

132

projects across the six geo-political zones in Nigeria.

Our projects have cut across

29+

states in Nigeria supporting the government efforts in infrastructure, health care, education, youth empowerment, and sports development.

Over

534M+

million were invested in initiatives that empowered individuals to improve the Nigerian economy.

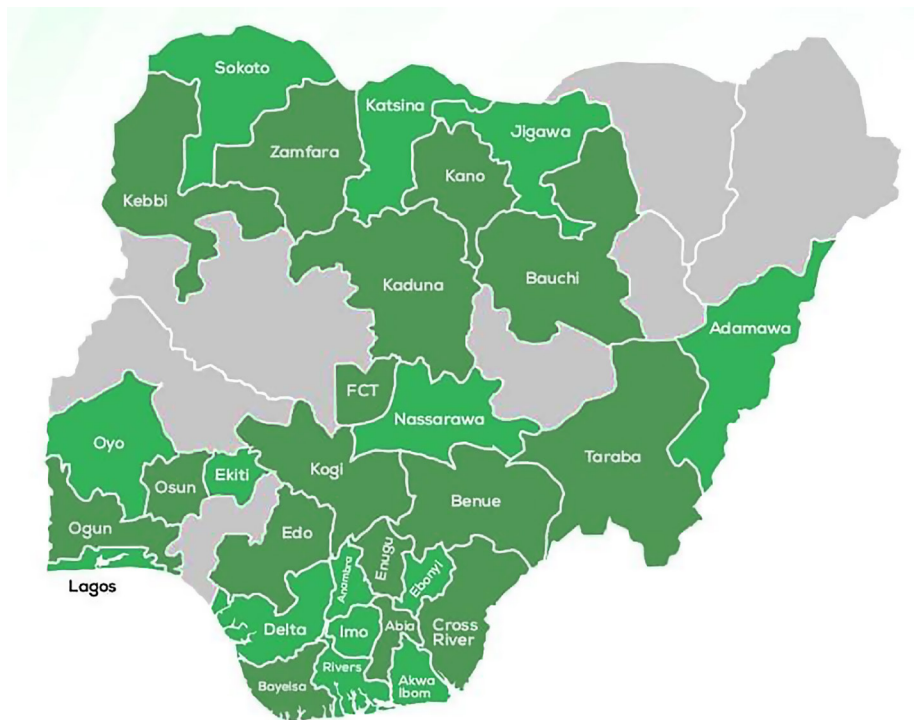
More than

150+

communities have benefited from our impact drive.



Nigeria Geo-Political Zones



Total Projects	132
Total States Covered	29
Total Amount Paid	N534M+

[f](#) [@](#) [in](#) bet9jafoundation [X](#) bet9jafndation



South-West Zone



South-West Zone

LAGOS MUSHIN WOMEN FOOTBALL COMPETITION (Q3)

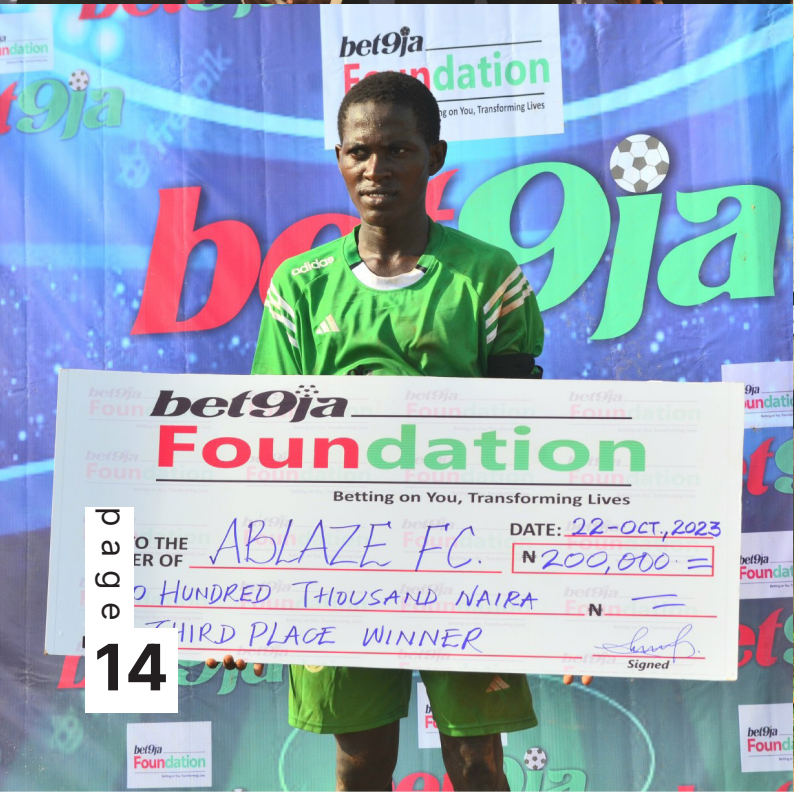
In 2023, Bet9ja Foundation proudly organised the “Mushin Women Football Competition,” a friendly football match addressing the ladies in Mushin.







Lagos Ikorodu Football Match



As we began 2024, we confidently visited the people of Ikotun, bringing gifts and valuable knowledge to empower the youths in upgrading their vocational skills.

Bet9ja Foundation provided men with clippers and women with tailoring machines, urging them to elevate their skills to the next level.



bet9ja
Foundation

Betting on You. Transforming Lives



Bet9ja Foundation visited Lagos Cheshire and the Bethesda Home for the Blind in Lagos

Embracing the spirit of giving and love that defines the season. The Foundation's team dedicated their time to engaging with individuals at these homes, spreading joy, and bringing smiles to their faces. At Lagos Cheshire, known for its compassionate care for individuals with disabilities, the Foundation connected with residents, sharing uplifting moments and providing support to brighten their day.

Additionally, at the Bethesda Home for the Blind, the team

interacted with residents, fostering a warm and caring atmosphere during the holiday season. Through this heartfelt initiative, Bet9ja Foundation demonstrated its commitment to making a meaningful difference in the lives of vulnerable communities.

By sharing kindness and companionship, the Foundation brought happiness to those they visited and highlighted the importance of compassion and solidarity within society.







Bet9ja Foundation Fitness Festival

Bet9ja Foundation hosted its inaugural Fitness Festival in March 2024. The event was dedicated to promoting health and wellness among Nigerians and was held at a Warri Efunrun in Delta State.

The festival featured a variety of activities aimed at inspiring physical activity and healthy living. Attendees enjoyed a range of fitness classes led by

expert trainers, including yoga, aerobics, high-energy dance sessions, and interactive workshops on nutrition and wellness, offering practical tips for maintaining a balanced lifestyle. Participants had the opportunity to interact with fitness influencers and health experts, gaining valuable insights into personal fitness goals and holistic well-being.

The festival highlighted Bet9ja Foundation's commitment to community health and empowerment, encouraging participants to embrace an active lifestyle and prioritize their well-being. With its enthusiastic turnout and positive impact, the Fitness Festival underscored the Foundation's dedication to fostering healthier communities across Nigeria.



Love on the Streets of Lagos with Asherkine

A heartwarming initiative titled “Love on the Streets of Lagos” saw Bet9ja Foundation collaborating with popular content creator Asherkine to bring kindness and support to the less privileged in Lagos. Also, the event took place in Kaduna, Owerri and Ogun State.

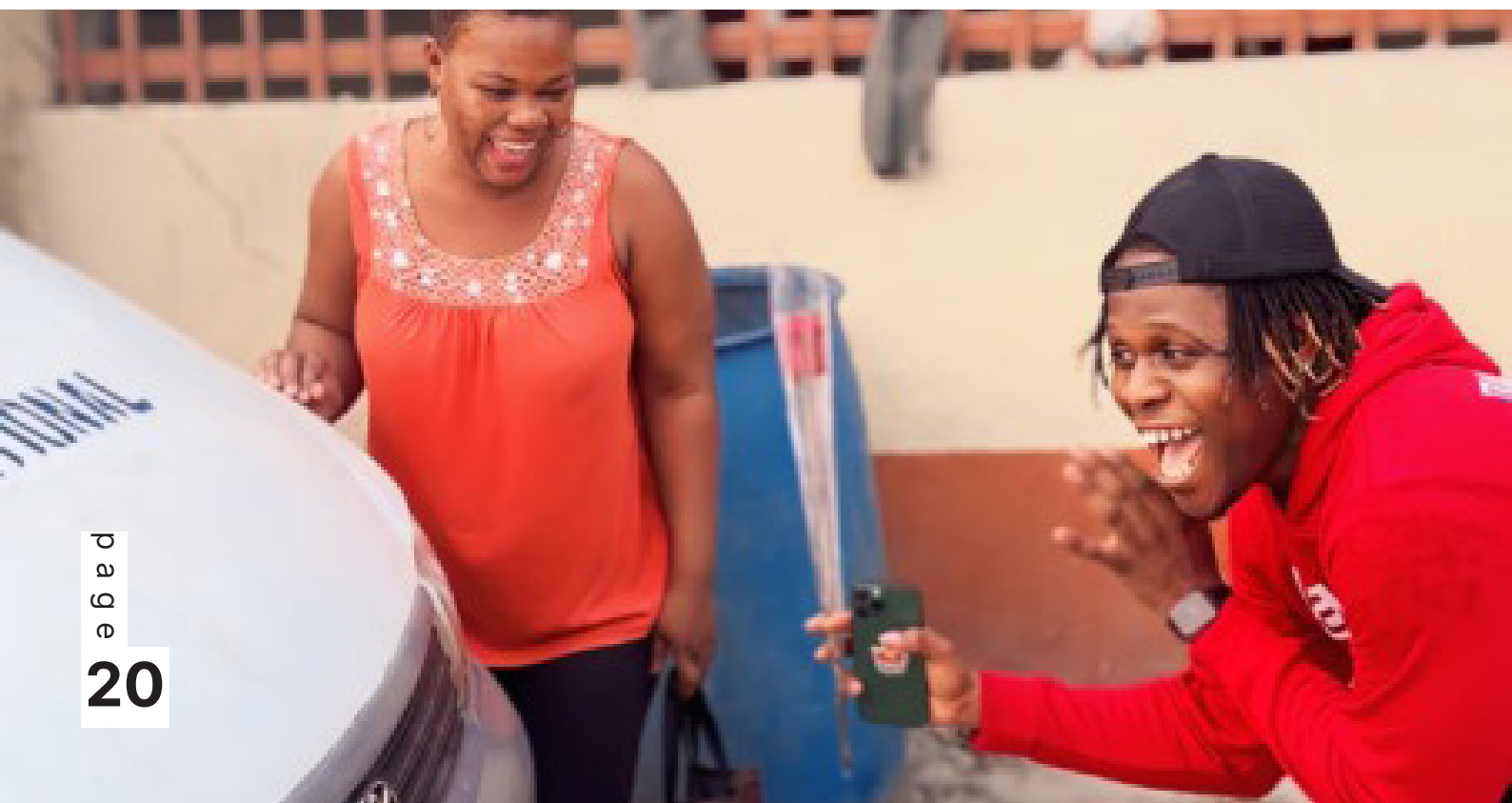
The goal of this joint effort was to bring light to the lives of individuals facing

challenges on the streets of the bustling city. Teaming up with Asherkine, well-known for his influential social media presence, Bet9ja Foundation engaged in acts of compassion and generosity. They provided essential supplies such as food, clothing, and hygiene kits, offering immediate relief to those in need.

In addition to material assistance, the team shared heartfelt interactions,

listening to personal stories and offering words of encouragement. Through this partnership, Bet9ja Foundation and Asherkine exemplified the power of community and empathy.

By shining a light on the struggles faced by many on the streets of Lagos, they highlighted the importance of solidarity and compassion in creating a more inclusive and supportive society.





Bet9ja Foundation Hosts **Young Executive Program (YEP)**

Recognising the significant need for skill development and employment among Nigerian youth, Bet9ja Foundation has launched the Young Executive Program (YEP). The program offers a dynamic and intensive three-month learning experience aimed at equipping young graduates with essential workplace skills. Bet9ja is traditionally known for sports related initiatives, yet it has expanded its efforts to present programmes that aim to empower the youth including the recent YEP.

In the 3rd quarter of 2023,

Bet9ja Foundation initiated the YEP to address the high unemployment rates among Nigerian youths and to promote greater economic empowerment in local communities.

The programme took place across Lagos, Benin, Abuja, and Enugu, targeting 200 young Nigerians aged 21-30, or 21-35 for those with disabilities. Throughout the masterclass, participants engaged in comprehensive modules designed to prepare them for professional challenges and opportunities. The YEP

focused on entrepreneurship, employability, and leadership to bridge the gap between education and employment. Participants gained valuable resources, mentorship, and networking opportunities, significantly boosting their career prospects. Bet9ja Foundation's dedication to skill empowerment through YEP aims to address unemployment and promote sustainable development in Nigeria. This underlines the ongoing efforts to empower youths and create lasting positive change in their communities.





GEES 2024

Bet9ja Foundation successfully hosted its Graduate Employability and Entrepreneurial Summit (GEES) 2024 on May 2nd at The Zone, Plot 9, Gbagada Industrial Scheme, Lagos.

The summit, themed “Navigating the Future: Building Employability and Entrepreneurial Success,” fulfilled its mission to empower Nigerian youths by equipping recent graduates with crucial knowledge, skills, resources,

and networking opportunities essential for thriving in today’s competitive job market. With a line-up of 10 distinguished speakers, the event provided attendees with valuable insights and practical advice on navigating career paths and entrepreneurial ventures. The summit not only aimed to enhance participants’ employability but also to foster a spirit of entrepreneurship among young Nigerians, emphasising innovation and resilience in the face

of challenges. By bringing together a diverse audience, the GEES 2024 significantly raised awareness of Bet9ja Foundation’s ongoing commitment to supporting the next generation of Nigerian professionals and entrepreneurs.

Through initiatives like GEES, the Foundation continues to play a pivotal role in empowering youths and contributing to the socio-economic development of Nigeria.





Oyo State Empowerment Initiative in Ogbomoso (Q1 2024)

Bet9ja Foundation carried out an empowerment initiative in Ogbomoso, Oyo State, Nigeria. The main beneficiaries of this initiative were local traders, tailors who received sewing machines to enhance their capabilities, and engineers who were provided with toolboxes containing essential tools for their technical repair work.

Additionally, barbers were equipped with professional clippers to improve their grooming services, and hairdressers received blow dryers to enhance their hair styling services.





Ogun & Osun State (Q3 2023 - Q1 2024)

In collaboration with the Ogun State Government, we implemented a community infrastructure and healthcare initiative. This involved installing solar panel streetlights in Mowe and Ajegunle, as well as donating medical packages and items in Ota and Mowe.

Also, we provided medical materials to the Otubu Maternity in Modakeke and Oloomo Wewe in Ile-Ife, Osun state, including blood pressure monitors, glucometers, mattresses, pillows, hospital beds, and maternity kits. The beneficiaries mainly consisted of nursing mothers and some health workers.





South-East Zone Imo (Q3 & Q4 2023, Q1 2024)

An ICT and communication training, in partnership with Shekinah British International School, was successfully conducted to bridge the knowledge gap and empower students to compete effectively in the evolving technology era.

Furthermore, Bet9ja Foundation proudly organised a football match to support the Owerri grassroots football team, providing young athletes with the opportunity to showcase their talents through healthy competition, culminating in well-deserved prizes for the winners.

In addition, community infrastructure development was prioritised as the Foundation boldly constructed a borehole system to provide clean water accessibility, significantly improving the lives of the citizens.



Abia, Enugu & Anambra (Q1 2024)

After conducting a comprehensive needs assessment, we successfully identified the lack of quality eye care as a significant challenge in the state. Hence, the Foundation took decisive action by organizing a highly impactful two-day medical outreach program specifically focused on eye care. This program was strategically designed to target prevalent diseases such as glaucoma, short-sightedness, and long-sightedness. Similar health challenges were also identified in Enugu State, notably including a critical shortage of medical personnel.

As an organisation committed to making a difference, our robust medical programs efficiently addressed pressing needs such as HIV/AIDS testing, blood pressure checks, malaria testing, general medical diagnoses, and the distribution of essential medical packages.



Furthermore, in the spirit of promoting sportsmanship, Bet9ja Foundation successfully partnered with the Anambra State Football Association. Together, we orchestrated a highly engaging event, the Anambra Premier Cup 2023, at the prestigious Awka Stadium on October 29th. Notably, prizes amounting to 1 Million Naira, Five Hundred Thousand Naira, and Two- Hundred and Fifty Thousand Naira were rightfully awarded to the top 3 teams, respectively.

Moreover, our impactful efforts extended to executing vital infrastructural projects, such as the installation of 3-in-1 solar lights in the Anambra East and West Federal Constituency. This initiative truly served as a testament to our unwavering commitment to holistic community development and well-being.



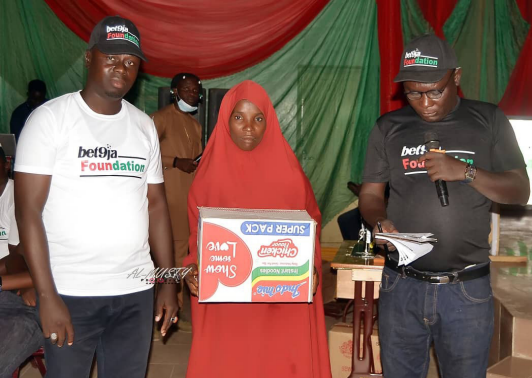
North-West Zone Kaduna, Zamfara, Kano & Katsina (Q1 2024)

In the first quarter of 2024, the Foundation focused on addressing the scarcity of clean water in communities in Kaduna, Zamfara, Kano, and Katsina. An assessment revealed that the Angwan Doo community in Kaduna state lacked access to clean water. To address this issue, solar-powered boreholes were constructed in the community. A commissioning ceremony was held after the completion of the boreholes, and it was attended by community members and local leaders. In addition, community

members received education on hygiene and maintenance practices to ensure the sustainability of the facilities. Provision of clean water is one of the global goals and addressing the scarcity of clean water is crucial for communities in Kaduna state.

At Angwan Doo community, solar-powered boreholes were constructed, and the community members were educated on hygiene and maintenance practices to safeguard their facilities.





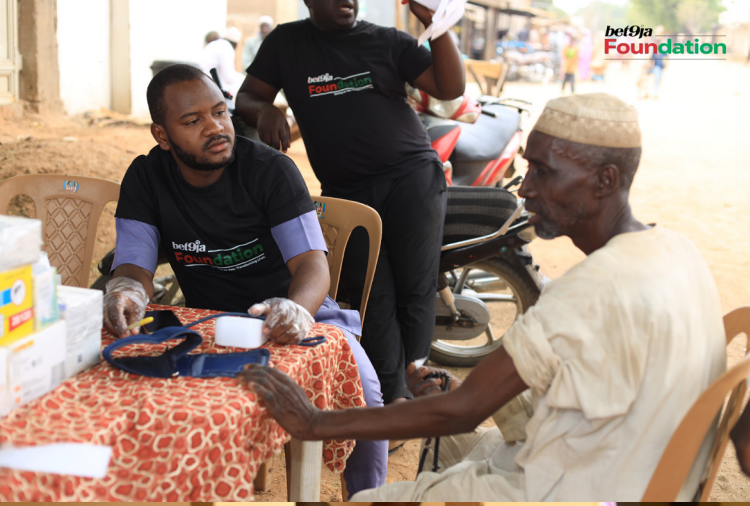
North - East Zone Bauchi, Gombe, Yobe, Taraba (Q1 2024, Q3 2023, Q4 2023)

A health study funded by USAID has identified Bauchi State as having a shortage of healthcare facilities, leading to an average ratio of 300 patients per doctor. These statistics indicate an urgent need for intervention. To address this significant

gap, we targeted four specific local government areas (Gwalameji LGA, Tafawa Balewa LGA, Ningi LGA, and Azare in Katagum LGA) for an intensive medical outreach program called "Global Promoters for Community Initiatives".

During this program, residents received free health screenings, medications, and checks for blood pressure and blood sugar levels. Additionally, medical professionals conducted health education sessions to raise awareness.





Yobe (Q3 2023)

In Yobe State, our Foundation organised a sports event to bring together local communities and showcase sportsmanship. The match took place in an open field with members of the communities as spectators, and a prominent table for the judges. The match ended on a positive note, with players from both teams congratulating each other on a well-played game, demonstrating the true essence of sportsmanship.





Gombe (Q4 2023)

Our intervention project in Gombe State focused on healthcare, specifically addressing menstrual hygiene and wellness. Due to economic constraints, families struggle to provide basic hygiene products for females, impacting their well-being. To address this challenge, Bet9ja Foundation conducted a program aimed at educating women, which concluded with the provision of a substantial amount of reusable sanitary pads and other hygienic products.



Taraba (Q4 2023)

A breath of fresh air was experienced in Taraba State as our Foundation took on the distribution of essential commodities such as rice, beans, cooking oil, and other staples, providing much-needed relief to families struggling with food insecurity. Additionally, the team on the ground distributed new

wheelchairs and crutches to the disabled, who went home with smiling faces. This was facilitated by community leaders and volunteers of Bet9ja Foundation to ensure transparency and accountability at every step.



North-Central Zone

Kogi State (Q4 2023)

In a 2021 MoneyCentral report, Kogi State was ranked low in business transactions. In response, our Foundation initiated a project to empower the old and young in Egbe community by providing them with milling machines. We also distributed branded parasols to essential goods traders at Lokongoma Market in Lokoja.

These initiatives were aimed at eradicating poverty and creating a more supportive environment for traders during their business activities. Additionally, Bet9ja Foundation installed a solar panel streetlight at the divisional police headquarters in Ayetoro-Gbede.



Benue State (Q4 2023)

The Food Basket of the Nation, Benue State, is known for its resilience and vibrant culture. We capitalized on this rich culture by organizing a board game called Draughts, fondly known as "Draft." This initiative aimed to promote community building while rewarding people for their hard work and passion.

Furthermore, we empowered the youths through an ICT skill acquisition program, providing laptops for participants. Infrastructure development was carried out through the construction and provision of a borehole and water storage tank.



Abuja (Q3 2023)

Abuja State celebrated the spirit of sportsmanship as the Bet9ja Foundation recognised the importance of sports in fostering a vibrant community. The Foundation organised and solely sponsored an annual boxing and football competition.



South-South Zone

Akwa Ibom (Q1 2024)

A project called "Light Up UYO" was carried out in the Urban Local Government area of Akwa Ibom. This project involved donating, installing, and testing solar panel streetlights in the area. We provided a cost-effective and environmentally friendly lighting solution that will significantly improve the quality of life in the community.

Additionally, this has boosted economic and social activities and promoted environmental sustainability in Urban LGA.





Rivers Medical Outreach (Q1 2024)

Rivers State has faced healthcare access challenges, including a shortage of facilities, personnel, and essential services. To address these issues, the Bet9ja Foundation launched a targeted medical outreach, delivering vital healthcare services to underserved communities. The initiative provided routine health screenings, maternal and child care, vaccinations, and public health education.

In Port Harcourt, Bet9ja also organized a marathon to promote sports empowerment in a city historically lacking athletic recognition. The successful event attracted statewide participation, fostering community engagement and awarding cash prizes to top finishers. The presence of key stakeholders emphasized the event's positive impact on the community.



Delta Medical Outreach (Q4 2023)

In addition, Delta State benefited from our medical outreach. We identified communities with limited healthcare facilities and prioritized them for assistance. Working alongside local leaders, we distributed health kits, conducted blood pressure and sugar level checks, provided comprehensive health assessments, and educated residents on preventive healthcare measures.



Cross Rivers Eye Care Outreach (Q4 2023)

The Cross River Eye Care Outreach was established to meet the urgent need for accessible eye care services in the region, where many residents have limited access to essential healthcare. The outreach program offered free eye examinations, and treatments, providing corrective lenses to those in need.

A team of skilled ophthalmologists and optometrists conducted thorough screenings for various eye conditions, including cataracts, glaucoma, and refractive errors, ensuring early detection and timely intervention. Additionally, eye care kits were distributed to reinforce the lessons learned during the outreach.



Nigerian Para Power Lifter Sponsorship to World Cup in Egypt and Paralympics

In March 2024, the Bet9ja Foundation sponsored Nigeria's impressive Para-Powerlifting team for the 2024 Powerlifting World Cup in Egypt. This event was a significant qualifier for the 2024 Paralympic Games in France, and our team's exceptional performance has secured their qualification. We are confident that these dedicated athletes are ready to shine on the world stage. Our belief in their unwavering

spirit and limitless potential is at the core of our support. By endorsing these champions, we aim to inspire the nation and demonstrate our commitment to uplifting Nigerian sports. We are here to support Naija Para Powerlifters every step of the way. The support from Bet9ja Foundation extends beyond mere sponsorship; it is about empowering our athletes and promoting inclusion in sports. This initiative aligns with our

broader mission to nurture talent, encourage resilience, and drive national pride. As these champions prepare to compete at the highest levels, we are dedicated to ensuring they have the resources and encouragement needed to excel. Bet9ja Foundation is proud to stand by our Para Powerlifting team, celebrating their achievements and looking forward to their continued success on the global stage.



We want to express our heartfelt thanks to our hardworking team and everyone who contributed to making this 365-day journey impactful. As we set our sights on the future and the next 365 days, we are dedicated to reaching even higher levels of success.

Partner with Us

If you are interested in partnering with us through grants or sponsorships, please contact us at

Omotola Oronti
Marketing & Communications Manager
Bet9ja Foundation
Info@bet9jafoundation.org

Join Our Team

If you are interested in joining our grassroots team, please contact us through our social media channels.

   bet9jafoundation  bet9jafndation