



WHO WE ARE AS PROUDTOBEME

IMPACT EVALUATION REPORT 2022

www.proudtobeme.org



ORGANISATION DETAILS

**Company Name:**

Proudtobeme

**Address:**

The Civic
600-608 Old Kent Road
London
SE15 1JB

**Telephone number:**

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**E-mail:**

lola@proudtobeme.org
admin@proudtobeme.org

**Website:**

www.proudtobeme.org

**Social Media Handle:**

Instagram: [_proud2bmeuk](#)



Twitter: [@proud2beme_](#)

**Legal status:**

A registered non-profit organization

**Company Reg.No:**

8377261



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We are.....

P	-	Passionate
R	-	Reliable
O	-	Optimistic
U	-	Unique
D	-	Dedicated
T	-	Talented
O	-	Organized
B	-	Beneficent
E	-	Enthusiastic
M	-	Motivated
E	-	Empowered



PROUDTOBEME

Our four main pillars of encouragement are

- **Leadership** - ProudtoBeme aims to inspire and motivate young people to have control of their lives and the ability to make dreams come true. We aim to help next generation overcome issue with confidence, gain the ability to problem solve enhance creatively, work collaboratively in a team, and develop methods of adapting to any situation life may throw at them.
- **Entrepreneurship** - The focus of ProudtoBeme is to empower young people and help turn ideas into actionable plans they can then execute. As well as motivating young people to explore education beyond the classroom walls and acquire skills that would propel their ideas.
- **Employability** - ProudtoBeme wants to improve young people's wellbeing, all the while helping them develop healthier behaviors, improve confidence, strengthen social skills, and build healthy relationships.
- **Creativity** - ProudtoBeme encourages young people to see the importance of being successful in school and how that impacts their life. Receiving an education helps with problem-solving, out of box thinking, improving cognitive function, boosting self esteem, improves one's social life, and gives young people a sense of purpose as they find their gifts and talents.

WHO WE ARE

Proud to be me is a social enterprise Founded in 2008 but registered in 2013 that exists to empower, educate and help young people between the ages of 13-25 from less privileged backgrounds by providing them with opportunities they may not have otherwise received. Proudtoptome supports and encourages young people to embrace themselves, their work, skills, abilities, leadership and influencing skills, both now and in the future. We are on a mission to help young people rewrite their future and support the increasing number of young people who are affected by the debilitating effects of low self-esteem /aspirations and the overall effects of low economic and social disadvantage. It is our belief that empowering them to make better decisions will help them develop into confident and informed young people.

We empower beneficiaries with personal and professional knowledge and decision-making skills. We believe that no one should be disadvantaged simply because they have not clutched the possibilities of what they could achieve in the future. We also provide direction and support through a range of co-produced bespoke programs and outcome-based interventions to those at risk of under-achieving personally and academically. We also include those making self-destructive behaviors that may derail their lives, we undertake to be open, honest and accountable in our relationships with everyone we work with, and with each other. We have integrity and we strive to be reliable, trustworthy, honest, and courageous with affirmed determination to succeed in all our endeavors.



OUR MISSION

MISSION

Our mission is to support healthy well-being and confidence building amongst the BAME youth community in the UK .

VISION

We hope to contribute to a positive and healthy society by educating and empowering young people and nurturing them into adulthood to make better decisions and develop into confident and informed young people.

Organizational Aims:

- Empower young people to develop in confidence using coaching, mentoring training and education.
- Promote resilience, healthy emotional well-being.
- Enable young people to find their place within the community.
- Equip young people with general soft skills and employability skills.
- Encourage peer mentoring.
- Mold young people to be key influencers and decision makers.
- Give the youth a voice and help them make a positive leadership contribution to the community.
- Provide early intervention, Early Help, and support strategies.
- Support Schools, Health and Social Care systems.
- Contribute to the reduction of unemployment amongst young people.
- To encourage young people to develop in their gifts and

About the Founder

Lola Owolabi, FRSA, FInstLM, MA, is an award-winning leadership /transformational coach and university tutor who also holds a master's degree in coaching from Warwick University.

She has inspired, motivated, coached and mentored young people from various backgrounds via her organizations, ProudtoBeme, Ebony Business Network, Women of Destiny and Make that Move Coaching services.

She is passionate about people's creativity and entrepreneurship and is very keen to see people fulfill their potential and unlock all their talent abilities. She has a deep understanding of how low self-esteem and self-doubt can hinder people and thus, her organizations focuses on boosting self-esteem /well-being as well as boosting confidence.

Her organizations also assist with business planning and business coaching. She has been involved with many female-led initiatives including the former Pink Shoe Club Economic Blueprint and GlobalWIIN (Global Women Inventors and Innovators network).

Lola firmly believes in personal development; this has led her to organize many 'spa coaching' / training weekends revolving around the motto 'Relax, Retreat and Refocus'. She has taken groups of up to thirty women on her spa weekends/holidays. Furthermore, these weekends are not confined to the boundaries of the United Kingdom - destinations such as Morocco, USA, Thailand and Greece, and recently Jamaica have all been visited as part of her Empower tours project.



As a creative individual she has written and co-produced two albums as well as penning three books. She is also the Creative Director/Curator/Coach and Founder of the Wearable Arts Collective (an organization that focuses on empowering the African creative to take their place on the international stage). Recent fashion shows that her collective has participated in include London Fashion Week and New York Fashion Week in February 2020 collaboration with Emerge NYFW). As a motivational/Inspirational speaker of the highest quality, Lola has galvanized many across the world with her incredible zest for life and the opportunities that it brings. The simplicity of Lola's maxim matches its uniqueness -- 'If she can, so can you and 'Think it See it Live it'.

AWARDS/NOMINATIONS

Lola has received industry recognition by winning several awards:

- Global Women Inventors and Innovators Network (GWINN) (Recognizing Outstanding Achievements).
- British Award for African Development 2015 (BRAAD) (Recognizing Outstanding Achievement in the Community and Social Development).
- Back2Black 2016 (Celebrating ordinary people who do extraordinary things).
- Enterprise Minds Awards 2016 (Celebrating Diversity & Achievement).
- GAB Award 2016 (Celebrating Community Development).
- Festival of Learning Award 2016 (Recognizing their commitment to learning).
- Wise Women Awards-Christian Woman in Leadership 2022.
- FATE Academy award 2022.
- Nominee for forward ladies' award 2022.
- Nominee for Influential Role Model and Mentors Awards (IRMM) 2022.
- Regional Finalist (London) for Forward Ladies National Awards 2017 sponsored by HSBC.
- Finalist for Precious Award 2018.

Word/Feedback from Director

ProudtoBeme was born out of my lived experience as a young woman. As a young girl, I didn't think I was good at anything or could achieve much. I'm so glad that by 2008 I listened to my inner voice and as I grew in confidence and self-esteem. I thought the time was right to pay it forward and support young girls who were battling the same low self-esteem and confidence I experienced. Now in 2022, even though ProudtoBeme has so much more to achieve, I am proud of the work we have achieved in collaboration with staff, volunteers, facilitators and our funders and partners.

I look forward to what the future holds and appreciate all the support that we have received thus far.

The Director

Our other directors are from a diverse background which includes a wealth of experience in Education , Training and Charity work, Health services and Social Work. We are very grateful to Pat, Esther, Nike, and Deborah for their years of service and support to our organization.

WHY WE ARE NEEDED

Many young people suffer from low self-esteem and confidence and ProudtoBeme has proven to raise and address these issues. According to the Guardian newspaper, there is a growing number of young people who are unhappy with themselves and feel less positive about life generally. An increased level of self-esteem will enable these young people to embrace and appreciate themselves more, now with a better understanding that true beauty comes from within. Feedback from our evaluation forms and face to face interactions with these young people /teachers indicated they benefited from our workshops and would like more delivered.

Research has shown that depression affects nearly 80,000 children and young people in the UK and UNICEF's State of the World's Children 2021 report says that in Nigeria, one in six young people aged 15 to 24 said they often feel depressed, have little interest in doing things, or are worried, nervous or anxious. With the sharp rise of social media, with its positive and negative effects, we aim to prepare these young people to rise against online bullying, unrealistic media images, and perceptions. This highlights the need for services such as those provided by ProudtoBeme.

Young women in UK, Nigeria and India face issues of rapes and unwanted teenage pregnancies. From research we found that families often struggle to express themselves due to fear of been stigmatized. Our workshops will be in a safe environment. Other disadvantages faced by young people include health, bullying, special needs and learning difficulties/disabilities, which prevents them from becoming employed or not in education. These issues result in underachievement and disempowerment in these young people hindering their abilities and potentials.

The major issues we focus on are primarily low self-esteem, low confidence, and lack of aspiration. Research shows that young people often experience a contraction in their self-esteem around the age of 14, and it is essential to help them refine and boost their self-esteem especially with experiencing the effects of low economic and social disadvantage, and structural racism which have a huge impact on their

Among other pressing issues are low emotional well-being, poor decision-making skills, low self-acceptance, unhealthy relationships, and lack of sense of direction in life.

Our services also focus on addressing mental health issues and learning how to develop healthy coping mechanisms and being more resilient in challenging situations. Doing so helps them be more self-reliant and have less need to access mental health services.

We ensure that these young people develop assertiveness in their lifestyle from a young age so they can build upon their conscience and be perceptive enough to walk away from harmful circumstances.

We use fun and engaging models to help them be self-aware and turn away from a substandard life. ProudtoBeme incorporates pragmatic role models, invigorating debates, leisure outings, creativity-boosting sessions, to enable our beneficiaries to recognize their uniqueness and singularity. We always motivate young people to take on leadership responsibilities from a young age building their self-confidence and morale.

As a Leadership we recognize the need to provide a safe and caring environment for children, young people and young adults. We acknowledge that children, young people and young adults can be the victims of physical, sexual/emotional abuse, and neglect. We accept the UN Universal Declaration of Human Rights and the International Covenant of Human Rights, which states that everyone is entitled to “all the rights and freedoms set forth therein, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status”

Through the means of our courses and workshops we achieve higher aspirations and attainment which provides a different benefit of higher employment rates. Employability decreases the effects of young people relying on state benefits which results in

HOW WE WORK

Proudtobeme supports young people through a range of practical techniques and methodologies such as cognitive behavioural therapy and positive psychology coaching. We provide bespoke tailor-made services and programs for beneficiaries centered on their needs and goals.

Proudtobeme delivers projects which aim to boost confidence, increase motivation, enhance employability, relationships, and leadership and via a variety of tailored coaching and training, one-to-one mentoring for young people.

These sessions are through the help of events, boot camps, workshops which are either one-on-one or group coaching or mentoring. The workshops are customized to meet individual needs and give young girls the opportunity to exercise their potential and passions, develop their innate skills plus embrace future leadership opportunities and be resilient to tackle life and its knots.

Our boot camps are intensive 1-2 week-long programs occurring 3 times annually during Easter, Summer, and Christmas Holidays with a myriad of facilitators administering subject matter ranging from improving self-esteem, self-confidence to cooking, makeup, and financial literacy.

We orchestrate Half-term programs for the young people which are usually focused on certain themes such as Women Empowerment, Young, Free and Me, Safe Space. etc. Our main purpose for conducting these sessions is to keep the young people engaged and connected and make the most of their break time.

Another popular project that we organize is our local outing trips where our trained and safeguarded volunteers take young people out to theatres, parks, restaurants. We have observed that the youth people love attending these as it reduces stress they might be experiencing from home and school, improves their mood and they





OUR REACH

Proudtobeme reached and impacted more than 300 young people with our online/ offline workshops.

Based in United Kingdom



Expanded our services to Nigeria and India



Nigeria



India

CORE ELEMENTS / SWOT ANALYSIS

The core elements we covered includes:

Self-esteem/confidence/Building resilience and fortitude/
emotional and mental well-Being/relationship health checks.

Educational aspirations/practical support and goal
setting/financial planning.

Cooking/ nail care/make up/ creativity

Career choices/entrepreneurship skills

Nutrition/physical health and well-being/fitness

Internet safety/online dating/grooming/gangs/county
lines/drug awareness

All program sessions are extensively researched and facilitated by qualified, skilled and experienced tutors, counselors, coaches, mentors, youth workers and guest speakers. Some sessions are also co- facilitated/facilitated by previous Proudtobeme graduates. This includes make-up artists, chefs, child and adolescent mental health counselors, psychologist, GP, coaches, social worker, teachers, and many others.

We receive referrals from:

- Individual and family
- GP and other health professionals
- Schools and educational establishments
- Social workers and related services such as Child and Adolescent Mental Health Services (CAMHS)
- Youth Offending services and related criminal justice services
- Charities and community groups
- Faith groups



Strengths

- We are pleased to report that our boot camp attracted . Beneficiaries from all over the UK and outside the UK.
- We were able to reach beneficiaries outside the targeted community and from the UK, we also had international participants
- We were able to reduce the cost of running the annual via a reduce budget.
- We had a good number of young people who were consistent throughout the programme.
- We were able to achieve different ways in which we were able to communicate to our beneficiaries.
- We saw a growth in confidence and interaction.
- We were able to use different methods in reaching potential beneficiaries.
- we had previous participant from the Proudtohome programme share their experiences and their current situations, which was extremely motivating for the young people who attended .
- Having listened to the feedback from the pre-pilot we were able to implement the lessons learnt.

Weakness

Some of the sessions were delivered through zoom for a younger audience and the older young people wanted certain sessions better suited for them so we have taken that on board for subsequent sessions. Young people sometimes find it difficult to get engaged.

Opportunities

We now have 2 methods face-to-face and online session with young people. The Beneficiaries were more open to discussing additional workshops they required, for example they would like to see the following:

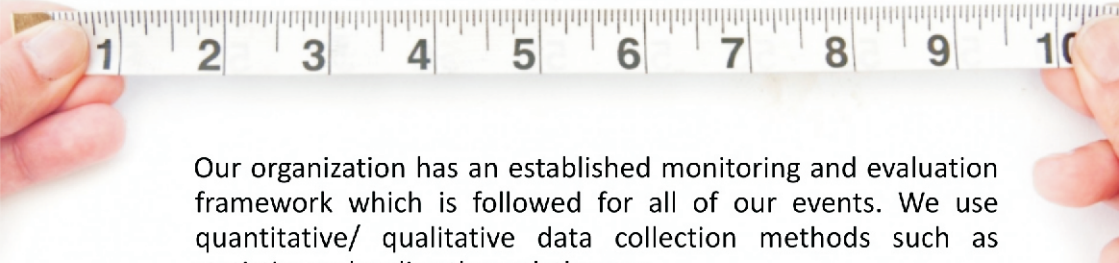
- How to style clothing
- How to style and decorate rooms
- Our own company planning and designing
- Art/drawing
- A session about books like giving recommendations about what to read
- Sewing and knitting
- Talent show
- Dancing

We have significantly extended beyond our reach.

Threats

- Competitors people doing similar things to what we are doing
- Sometimes young people do not have good Wi-Fi connection or computer at home to participant in zoom session.
- Age limit of zoom without an adult presence
- Young people not motivated to join the zoom.

HOW WE DO MEASURE OUR IMPACT?



Our organization has an established monitoring and evaluation framework which is followed for all of our events. We use quantitative/ qualitative data collection methods such as statistics and coding through themes.

For example, for our bootcamps, we conduct regular interviews before, during bootcamp and at the end of the bootcamp. During the self-esteem workshop, we assess their self-esteem level using a worksheet at the beginning and the end of the session; we then have an interview with the beneficiaries to discover if their level of self-esteem has changed.

The majority of the time they feel more confident in using training/education as a means to achieve their goals. Feedback is gathered from our beneficiaries via monitoring, evaluation, interviews, questionnaires, and observations.

The information collected is further evaluated by other staff members, volunteers, guardians, and members of the board to improve the services that we offer. Interviewing and coding the outcomes of the interview will be our analytical tool in order to measure the positive changes that our project has made in the lives of the beneficiaries.

Interviews will take place at the beginning, middle and end of the program and will show the progress and the impact that the program is making for beneficiaries to feel more empowered and have a greater sense of positive well-being. We also record social media engagement through Instagram analytics to record our beneficiary's engagement. We also will engage in the effective follow-up of our beneficiaries.

IMPACT FOR THE REPORTING PERIOD 2022



IMPACT REPORT FOR UK

After completing our course and workshops our beneficiaries achieve higher aspirations and attainment. Doing so may decrease their reliability on state benefits in the future and help them become more responsible citizens and also reduce government expenditure on youth issues.

Due to a result of higher resilience, young people are able to maintain a good lifestyle for themselves and adapt to healthier coping mechanisms hence there is less need to access mental health services which takes the pressure off the system and attention can be dedicated towards other needy cases.

Higher self -esteem and self-awareness lead to a reduction in criminal behavior as they now realize their worth and do not want to disrupt their lifestyle by momentary impulses.

Young people suffering domestic violence/Homelessness often times do not have their own space and neither do they have a job to earn for themselves, however by developing soft skills they become suitable candidate for jobs and do not have to be financially dependent on anyone else. Young people are also more aware about coercive control and know what is acceptable and what is not in a relationship.

Stronger and more resilient society- We are trying to create a stronger society where everyone is deserving of an equal chance regardless of their backgrounds. They are given a chance to exercise their inner potential, skills and learn to realize their worth. We also adopt a pay-forward system in our organization, encouraging our beneficiaries who have benefited from our services to act as role models for others in need. The true measure of our success is firmly rooted in beneficiaries achieving outcomes that make a difference to their life chances. We utilize a qualitative and quantitative methodology to measure performance against hard and soft outcomes and assess progress using triangulation approaches such as:

- Base lining every beneficiary has a personal development plan outlining specific goals that are jointly monitored at the start, midpoint and post programme.
- Feedback from beneficiaries, parents, schools and community groups (pupils, teachers and youth workers). Case studies, observations, video diaries, journals and evaluation forms.

Impact report for Nigeria

During our August Summer Boot Camp 2022- Meraki, we had great attendance from beneficiaries for the 3 days session we had on Self Esteem, Financial literacy and introduction to social media. We noted that our program enlightens them, the beneficiaries were excited and happy to participate in the summer boot camp in 2022. Some of the suggestions from the young people are they want more boot camp sessions like this from ProudtoBeme.

- 100% of beneficiaries learnt how to handle bullies online and limit posting too much of their personal information on social media.
- 100% of beneficiaries acknowledged that the training on social media has given them great awareness of how to use the social media and its benefit to young people and disadvantages.
- 95% of beneficiaries noted that their self esteem and confidence has improved after the boot camp session.
- 80% of beneficiaries admitted the training on the introduction to financial literacy (Credit and Loan) has taught them how to save and not spend money on things that are not profitable.

Impact report for India

During our 2022 Boot camps (Easter and summer) we had some attendees from India, and from their monitoring and evaluation we noted that our program gave them significant insight into many non-academic areas.

- 100% of beneficiaries noted that they have improved self-esteem and increased confidence and take pride in their appearance and greater self-care skills.
- 100% of beneficiaries felt that they gain much knowledge on social media security and use of social media in public places concerning online stalking, blackmail, fake profiles on social media, and defamation or morphing.
- 90% of beneficiaries felt that goal-setting sessions gave insight and methodological learning in setting their SMART aim for exams and personal goals.
- 80% of beneficiaries noted that nutrition sessions enlighten them about myths and facts about eating habits which have led to healthier eating habits and more exercise.

OUTCOMES FOR THE REPORTING PERIOD 2022

- Improved self-esteem- About 87% of our beneficiaries have report feelings of increased self-esteem after attending our workshops which is evidently recorded through our self-esteem test scores and feedbacks.
- Increased appreciation and self-acceptance- Our beneficiaries report feeling more confident in themselves and feeling appreciative of who they are and more confident in their abilities.
- Improve emotional Well-being- Our teenagers report being more in touch with their emotions and how to handle them better in stressful situations.
- We have noticed our beneficiary's self-management of emotions after our creative art session has improved.
- Some beneficiaries report 'feeling creative and happy,' 'feeling calm and at peace
- Improved thinking and decision-making skills- They learned about self-awareness and how to take control of their lives through goal setting, and financial literacy. In addition, our facilitators engaged them in healthy debates which activates their critical thinking.
- Healthier internal and external relationships - Our beneficiaries report being more confident in social settings and in their relations with their friends and family members. Some reported being able to speak to other girls in classes, 'feel less nervous talking'
- Higher aspirations and attainment- They learn how they can live up to their potential if they choose a lifestyle path which aligns with their dreams, goals and calibre.
- Increased life chances/ opportunities- We engage our teenagers in sessions to improve their mental/physical well-being which has overall impact on their long-term health.



PROMOTION AND ADVERTISING

For promotion and advertising, we use social platform such as LinkedIn, Instagram, Facebook, Twitter, www.proudtobeme.org, Eventbrite and word of mouth.

We made E-flyer which was circulated on all the social platforms to show visual representation of what the Boot camp was going to include. Promoting the summer Boot camp, we chose to use Eventbrite to enable the young people to register, which allowed us to monitor and keep a record of the young people who signed up and update them on upcoming or important information. We constantly used Instagram and Twitter to post highlights of the day to encourage and show people what we are doing.

We also used emails to inform the young people or their parents of sessions coming up and items they needed to purchase in order to fully engage with specific sessions, which gave them something to look forward to.

A GLIMPSE OF OUR PROGRAMS



PROUD TO BE ME PRESENTS CELEBRATING ME

AN ONLINE SUMMER BOOTCAMP

AGE 13-19

2PM DAILY

17TH - 20TH AUGUST

Registration is compulsory via eventbrite as waitinglistings are limited to 30 girls. Confirmation email will be provided for full attendance.

TOPICS:

- SELF-ESTEEM MAPPING
- GOALS UP MEETING CLASS
- NUTRITION
- OUTDOOR
- YOUR PERFORMANCE
- MENTAL HEALTH
- GOAL SETTING
- ETHICAL
- NETWORKING
- BAKING
- COOKING
- DIABETS

PLUS MORE FUN AND ONLINE GAMES

REGISTER ON EVENTBRITE

admin@proudtobeme.org

www.proudtobeme.org

www.proudtobeme.org

2022 EASTER BOOTCAMP

PROUD TO BE ME

REDEFINE REALIZE REVIEW

AGES 13-19

YOURSELF THIS EASTER

TOPICS:

- SELF-ESTEEM | SOCIAL MEDIA | NUTRITION
- GOAL MAPPING | EMPLOYABILITY

Time: 11-1pm

VENUE: ZOOM AND IN-PERSON

Dates: 12, 13, 14 April 2022

REGISTER ON EVENTBRITE

www.proudtobeme.org

UK YOUTH

COMMUNITY FOOD CHAMPIONS

What's in it for you?

- Make new friends and develop your confidence
- Gain great skills to put on your college or UCAS applications and CV!
- Increase your knowledge about how the world around you affects your health
- Feel empowered to create positive change in your community
- Get involved with the Bite Back movement and join 1,000s of young people taking action

Become a Community Food Champion and help ensure all young people, no matter where they live, have access to healthy, nutritious food.

FREE food and drink available at LEON!

Enquiries at
admin@proudtobeme.org
07776911637

LET'S TALK

Saturday 24th September, 2:30 - 4:30 pm

LEON Victoria Place
SU1 Victoria Place Shopping Centre,
115 Buckingham Palace Rd, London SW1W 9SJ

For ages 11-18

Spaces limited register on **Event Brite!**

PROUD TO BE ME PRESENTS...

FOOD TALK!

COMMUNITY FOOD CHAMPIONS

UK YOUTH

Love food? Love health? Wanna talk about it?

Join fellow foodies for a 'food talk' and see how you can get involved in **Youth-led Social Action!**

FREE food and drink available at LEON!

Enquiries at
admin@proudtobeme.org
07776911637

LET'S TALK

Friday 19th August, 2:30 - 4:30 pm

LEON Victoria Place
SU1 Victoria Place Shopping Centre,
115 Buckingham Palace Rd, London SW1W 9SJ

For ages 13-18

Spaces limited register on **Event Brite!**
See you there!

PROUD TO BE ME

Hey Girls

BY POPULAR DEMAND PLEASE JOIN US FOR 2 DAYS OF

Creative Cuisine AND VIRTUAL COOKING CLASS

Mon. 26 & Wed. 28 October, 2020

12noon-1:30pm via zoom

AGE 12-19

REGISTER ON EVENTBRITE

Roll: +44 7706 060458 admin@proudtobeme.org

@Proud2beme @Proud2beme www.proudtobeme.org

PROUD TO BE ME PRESENTS

LOOK AFTER YOU

AGES 12+

TOPICS:

- Self-Care: What is it, Importance and how to do it
- Sustainable Living: Dyeing Old Clothes
- Art Therapy: Reinterpretation of Art

Featuring: Art Therapy, Self Care, Sustainable Living & More

15/16th April 12 - 2pm via zoom

contact: admin@proudtobeme.org or Aumi +44 7776 911637

@proud2beme @Proud2beme www.proudtobeme.org

Join **PROUDTOBEME**

at a

Black Jack FUNDRAISER Night

Online fun interactive

'no money casino games night'

It's free but donations will be kindly received for PROUDTOBEME

Dec. 11th 2020

7pm-9:30pm via zoom

Experienced, Beginners, Novices all welcome

Empowering Young Women to Aspire, Achieve & Fulfill Potential

www.nomadic-events.co.uk www.proudtobeme.org

PROUD TO BE ME PRESENTS

SUMMER BOOTCAMP

Young, Free and Me

9th-12th AUGUST 2021

4 DAYS OF FUN AND INTERACTIVE SESSIONS

AGES 12-14 YEARS

TIME: 12-2PM

Fun activities including: Cooking | Games | Confidence Building

REGISTER ON EVENTBRITE EVENT IS ON zoom

@proud2beme www.proudtobeme.org

PROUDTOBEME PRESENTS

NEW YEAR NEW YOU

MAKE UP MASTER CLASS WITH CELEBRITY MAKE UP ARTIST **JESSE BARKER**

Come learn all the great make up tips and tricks of the beauty industry & achieve a flawless look. It's free but we would love you to make a donation to Proud2beme

Saturday 16th January, 2021

10am-12pm via zoom

REGISTER VIA EVENTBRITE

Empowering young women to Aspire, Achieve and Fulfill Potential.

www.proudtobeme.org

WANT TO LEARN HOW TO BOOST YOUR SELF CONFIDENCE

PROUDTOBEME presents

I AM BEAUTIFUL, SMART & FUNNY

TOPIC: EASY STEPS TO BOOST YOUR SELF ESTEEM

10th Jan 2021

4:00pm - 5:30pm via zoom

Wanting to be someone else is a waste of the person you are

Please Register by Sending us an email via admin@proudtobeme.org to get the ID and Password

@proudtobeme @proud2beme www.proudtobeme.org

WORKING AS A TEAM



We have a team of experienced/qualified and influential sessional staff and facilitators ranging from doctors, nutritionists, confidence/transformational coaches Career's advisers, make-up artists, entrepreneurship coach etc. We also have a freelance researcher, project managers, administrator, social media manager, fundraising officer and university interns working with us.

In the initial planning stage, we had chosen to work with 3 volunteers that had different skills and attributes that would be beneficial in the planning and bring the idea to life.

We were able to bring all our ideas to the table and talk through them to see which ones would be more suited and which ones the young people would be less interested in.

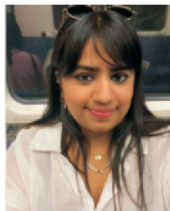
From the pre-pilot session, we had the opportunity to get feedback and implement what changes were required as a team. We were able to discuss alternatives and how it will have a positive impact on the target audience.

Using the 6 thinking hats helped us have structure and enabled us to analyze our ideas in a positive way without hurting anyone's feelings or shutting down people's ideas.

- | | | |
|------------------|---|-------------------|
| ○ The White Hat | - | Neutrality |
| ● The Red Hat | - | Feeling |
| ● The Black Hat | - | Negative Judgment |
| ● The Yellow Hat | - | Positive Judgment |
| ● Green Hat | - | Creative Thinking |
| ● Blue Hat | - | The Big Picture |

Working with this model of thinking helped us bounce back and forth

PROUDTOBEME TEAM



Aumi Upadhyay is our Project Manager for UK and works closely with our Director to facilitate the day-to-day management of the organization. Originally from India, she has a background in psychology and received a distinction in her Master's in Business Administration.

Aumi has always been keen on about understanding human behaviour and how people operate in social settings. She is passionate about working with young people and helping them secure opportunities to make a better future for themselves.

Jahnvi Malaviya is an Optometrist and University lecturer. She is our Freelance project manager for India. She is passionate about education; independence and helping others improve their lives. Throughout her career she has motivated many young people struggling with low self-esteem and confidence due to eye problems with her counseling, mentoring and live examples. She strongly believes that 'knowledge and confidence are an unconquered army' and hence supports continuous learning, creativity and self-development. She carries a pragmatic but optimistic attitude and has a vision for the future.



Susan Ejura Mark is our Administrator and project lead for ProudtoBeme Nigeria, She works closely with our Project Manager UK and our Director to handle the administrative tasks of the organization and provide support to the team. She has her first degree in Management and holds a Master's in Business Administration from the University of Lagos, Nigeria

and she is a graduate member of Nigeria Institute of Management Chartered (MNIM). She has experience working with a variety of young people from different backgrounds on mentoring schemes and training in Guinea Bissau and Ghana. She recently graduated from JACCD Africa Institute in Accra- Ghana where she obtained a certificate in Fashion Design. She is a fashion designer and a creative director for "House of Suzy". She is a Minister and passionate about motivating young people



Toluwani Omibiyi is a Filmmaker, Writer and Performer. She is our Intern and she researches current issues, develops ideas to support the team. She loves all things creative. In January 2022, she published her first book titled 'Daydreaming', a collection of poems, and in July graduated from the esteemed Beijing Film Academy with a degree in International Film Production. She wrote, directed and starred in the short film 'My Dear Diet' for her thesis. She believes creativity has many forms outside of the traditional 'boxes', and hopes young people can be encouraged to explore their creativity in everyday life to discover their unique talents and capabilities.

Jumaima Koroma is our digital marketer in UK. She is a creative director and fashion marketer. She has a passion for all things creative and uses her creativity for changes.



Strategic Diversification 2022

At ProudtoBeme after our periodic strategic meet in 2021, we decided to diversify geographical and service delivery to benefit large communities with our services. We aim to expand our services Internationally and also make them diversified and accessible to more young people. Before the pandemic, our services were more focused on BAME girls and women but after new surveys and strategies, we feel that to strengthen and make a better community we need to diversify and help more young people irrespective of gender. In the year 2022, we started acting on it aggressively. Following are our strategic diversified projects.

➡ Our Easter and summer Boot camp has no gender restriction, we encouraged all young people to attend it and we received a great response from all. We have attendees from UK, India and Nigeria in the 2022 boot camps which were possible due to the online delivery of the program that reduces geographic barriers.



➡ For the year 2022- 2023, We have actively collaborated with UK youth for Inspire 2022 program that encourages young entrepreneurs to run projects that help strengthen and inspire communities. With the Inspire-2022 project, we help young people aged 11- 25 to develop skills that help develop an employability and entrepreneur mindset, develop in leadership and creative thinking.

**CALLING YOUNG PEOPLE,
GET FUNDING TO
IMPACT YOUR
COMMUNITY**



CONTACT US

Email: admin@proudtobeme.org
Telephone:
Aunt: 0775891637
Lola: 0776526076





- ☛ We encourage young people's opinions and views in our programs to best support their needs hence in the year 2022 we also collaborated with Biteback to encourage young people aged 13-18 to be community champions and raise their voices for healthy food and nutrition's easy availability and access.

PROUDTOBEME PRESENTS
 UK YOUTH

FOOD TALK

LOVE FOOD? LOVE HEALTH WANNA TALK ABOUT IT? JOIN FELLOW FOODIES FOR A FOOD TALK AND SEE HOW YOU CAN GET INVOLVED IN YOUTH-LED SOCIAL ACTION!

10:00AM-12:00PM
31 AUG 2022
 enquiries: admin@proudtobeme.org

VENUE
 Oasis Farm
 18 Cartisie Lane Waterloo
 London SE17LG
 AUM- +44 7776 911837

LUNCH WILL BE SERVED
AGED 13-18

Feedback

Beneficiaries feedback

"Rosemary Adenu" - I learnt that high self-esteem is also known as healthy self-esteem while low self-esteem means unhealthy self-esteem.

"Ogbu Ifeyinwa" - I should never look down on myself no matter the circumstance or challenges that sticks around me. I also learnt that looking after my neighbours is very good. It makes me feel good about myself.

"David" Now understand that I am unique in nature. I must not allow my current situation to hold me down.

"Josephine" - I learnt that I should always stay focused, positive and prayerful.

"Agozie" - My perspective of life has changed that I should believe in myself, stay strong and not look down on myself.

"David"- To limit the way I post my personal information on social media

"Josephine" I now have the awareness of social media and to be careful of using free Wi-Fi that majority are not safe to use in public places.

"Gift" - To use social media in a positive way.

"Chisom" -From the training session I have the understanding not to believe everything I see on social media

"Judith" - I can use social media to promote business and positive things

"Judith" - Introduction to financial literacy session has taught me how to save for the future and invest wisely.

"David" - Understanding the meaning of good debt and bad debt in finance.

"Victoria" I learnt not to spend money on things that are not profitable.

"Gift" Now understand the concept of taking a loan from the bank and how to pay back by not buying sneakers or a phone.

"Deborah"- Learnt how to spend wisely and save

Project Manager Feedback

Overall, I think the boot camp was a success, because we were able to engage many young people across three continents. We received engagement from the United Kingdom, India and Nigeria.

For the first time, we were able to gather many young people who do not have the resources to indulge in online training in one place in Nigeria and were able to engage with them through a single screen over zoom. We were also able to engage with parents who encouraged participation and were happy to give us feedback. I think our online summer boot camp was able to reach out to the targeted audience and deliver what we said we would deliver, which I think was important for moving ProudtoBeme forward because we have been able to create a virtual community for the past two years. We have also introduced employability and entrepreneurship workshops to enhance their skills and help become better candidates for any opportunities. ProudtoBeme has also been involved in many projects across the UK with different organizations to expand our reach to as many young people as possible. We're working with young people on Social Action projects to help them build their skills, network with their peers and serve the community.

Facilitator's feedback

I am glad the summer boot camp was enjoyable and informative, participants were willing to engage and get involved. It was a pleasure to be part of the ProudtoBeme boot camp.

OUR VOLUNTEERS

We appreciate your support working with the young people and your willingness to give your time and service to fulfill our mission in empowering young people.

- Jade O
- Emmanuel A
- Bimi G
- Rebekah O
- Shalom A
- Joanna
- Esther K
- Deborah S
- Emmanuel O
- Folu O
- Rolake O

FUNDERS & PARTNERS



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