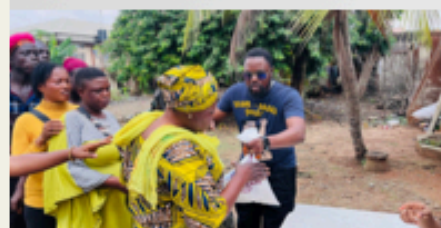


2025 IMPACT REPORT



Rooted in Communities. Rising Together.

— Lola Owolabi, CEO



DO WHAT YOU CAN,
WITH WHAT YOU
HAVE, WHERE YOU
ARE.



Table of Content

1. Foreword.....	1
2. Overview	2
3. Our Strategic Pillars	3
4. 2025 At a Glance	4
5. Nigeria Programmes.....	5 - 19
Startup Act Advocacy & Domestication	5 - 7
Every Girl Initiative	8
Yetroselane Fashion Academy	9
Single Mothers Financial Support Initiative	10 - 11
Tech 4 Teens	12
The Evolve Project	13 - 14
My Story Series	15 - 16
PROUDTOBEME Summer Bootcamp	17 - 18
Christmas Outreach Programme	19 - 20
6. UK Programmes.....	21 - 24
City University Partnership	21
UK Afrobeats Bootcamp.....	22
UK Black History Month 2025.....	23 - 24
7. Ghana Programmes.....	25 - 27
School Outreach Programme	
8. Transparency & Accounting.....	28
9. Projected Goals & Objectives for 2026.....	28
10. Partners, Funders & Corporate Supporters	29

FOREWORD

A MESSAGE FROM THE PTBM LEADERSHIP

2025 marked a transformational year for ProudtoBeme. Over the last decade, PTBM has evolved from a grassroots initiative into a multi-sectoral movement catalysing social change internationally. This year, we drew on everything we have learned to push our work further, deeper and wider than ever before.

Combining policy advocacy, youth digital empowerment, women's economic inclusion, emotional healing, vocational skills training and creative entrepreneurship, our 2025 initiatives demonstrate what we have always believed: local action, coupled with diaspora expertise, creates scalable, sustainable impact.

This was also the year our UK diaspora-led work cultural, creative and digital programmes, alongside AI literacy training for women came of age, expanding our global footprint and reinforcing our commitment to cross-cultural knowledge transfer and capacity building.

Operating internationally, we directly engaged over 2,500 beneficiaries, spanning youth, women, single mothers, educators, incarcerated children and diaspora communities. From empowering single mothers in Lagos and educators in Ekiti to driving the domestication of the Startup Act in Katsina, our 2025 work bridged immediate needs and systemic transformation.

This report documents PTBM's holistic approach, programmatic achievements, measured impact, lessons learned and strategic recommendations for 2026 and beyond. To every young person, woman, partner, donor and volunteer who walked with us this year thank you. Your belief is the reason we rise.



— lola owolabi, CEO

OVERVIEW

Who We Are

Proudtobeme (PTBM) is a multi-sectoral movement working at the intersection of leadership, digital empowerment, emotional healing and economic inclusion. What began as a grassroots initiative has grown into a diaspora-led organisation operating across Nigeria, Ghana and the United Kingdom, with programmes reaching young people, women, educators, single mothers and underserved communities.



What We Do

To empower every young person, woman and vulnerable individual to rise with dignity, confidence and opportunity by combining grassroots mobilisation, diaspora expertise and locally-rooted programmes that bridge immediate needs and systemic transformation.



OUR VISION

A world in which leadership, creativity and economic opportunity are accessible to everyone, regardless of geography, gender or circumstance and where diaspora communities act as a bridge for sustainable, intergenerational change.

WHERE WE WORK

In 2025, PTBM delivered programmes across:

Nigeria — Katsina, Lagos and Ekiti States

Ghana — Ga East and Kpone Katamanso Municipal Districts

United Kingdom — London, including diaspora-led virtual programming

Our Strategic Pillars

FOUR PILLARS, ONE MOVEMENT

PTBM's 2025 programmes were anchored on four core pillars. Together, these pillars frame our theory of change: that durable impact comes from working simultaneously on policy, skills, healing and economic access not on any single dimension alone.

01 Leadership & Policy Influence

Strengthen youth and women's participation in governance and entrepreneurship policies, and translate diaspora expertise into local policy outcomes.

02 Digital & Creative Empowerment

Equip young people and women with the digital, creative and technological skills needed to thrive in the 21st-century economy.

03 Emotional Healing & Inclusion

Promote mental health, psychosocial support and social reintegration for vulnerable populations, including single mothers and at-risk youth.

04 Entrepreneurship & Economic Access

Create pathways for income generation, vocational skills and small-business growth, especially for women and underserved communities.



2025 AT A GLANCE

THE YEAR IN NUMBERS

2500+ BENEFICIARIES REACHED	3 COUNTRIES ACTIVE	4 STRATEGIC PILLARS
30+ ECOSYSTEM PARTNERS	15 TOWN HALLS & POLICY DIALOGUES	1 STARTUP ACT SIGNED
80+ TEENS TRAINED IN TECH	60 WOMEN IN AI FOR OVER 50	200+ CHRISTMAS OUTREACH REACHED
65 SINGLE MOTHERS SUPPORTED	500+ MY STORY SERIES PARTICIPANTS	100+ UK STUDENTS ENGAGED

WHAT STOOD OUT

- Policy: Domestication of the Nigerian Startup Act in Katsina State — a model for diaspora-led governance engagement.
- Youth: Digital literacy, leadership and creative skills enhanced for hundreds of teenagers and undergraduates.
- Women: Vocational, entrepreneurial and AI empowerment expanded across Lagos and the UK.
- Vulnerable populations: Emotional healing, social reintegration and food security strengthened.
- Diaspora collaboration: UK–Nigeria knowledge transfer and cultural engagement fostered sustainable, two-way impact.

NIGERIA PROGRAMMES

Nigeria remained the spiritual and operational heart of PTBM's 2025 work from systemic policy reform in Katsina to deeply personal healing programmes in Lagos and Ekiti.

01. Startup Act Advocacy & Domestication

Katsina State, Nigeria

Overview

In 2025, PTBM led one of Nigeria's most transformative youth policy initiatives: the domestication of the Nigerian Startup Act in Katsina State. This 12-month journey of policy advocacy, coalition building and systemic change mobilised a diverse network of stakeholders policymakers, educators, youth, women-led groups, tech hubs and civil society organisations.

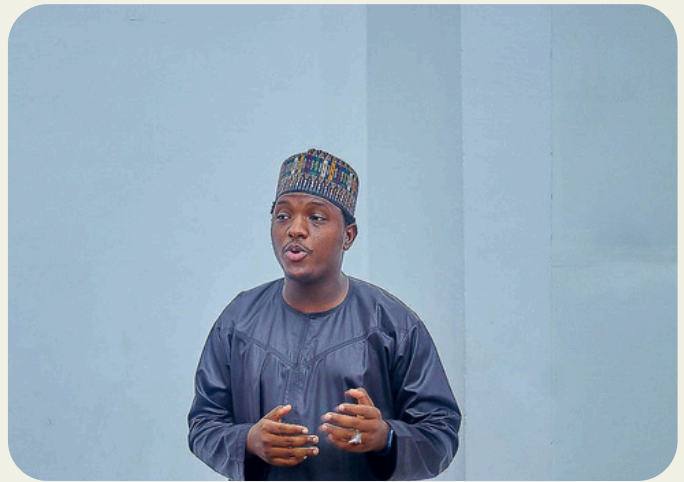
PTBM's work redefined diaspora-led governance engagement, demonstrating how grassroots mobilisation, policy knowledge and youth empowerment can combine to shape inclusive and sustainable policy frameworks.

Objectives

- Drive the adoption and operationalisation of the Nigerian Startup Act in Katsina.
- Expand youth civic education, policy awareness and participation in governance.
- Build coalitions between government agencies, tech hubs, entrepreneurs and civil society actors.
- Develop comprehensive policy and implementation tools to support the startup ecosystem sustainably.
- Create a model of diaspora-led engagement that bridges grassroots action and systemic reform.

Programme Highlights

- Engaged 30+ ecosystem partners, including government ministries, NGOs, tech hubs and women-led groups.
- Organised 15 town halls, street campaigns and policy dialogues across four local government areas.
- Developed a Startup Ecosystem Report detailing opportunities, challenges and recommendations for local entrepreneurship.
- Produced a Monitoring & Evaluation Framework to track implementation and impact.
- Published a Startup Act Implementation Strategy Document with actionable steps for government and ecosystem stakeholders.
- Conducted training and awareness sessions for youth and entrepreneurs to leverage the new law.



Beneficiaries

- 1,200+ youth, students and entrepreneurs directly engaged.
- Women accounted for 60% of participants, promoting inclusion in policy advocacy and entrepreneurship ecosystems.

Measured Outcomes

- 70% increase in youth engagement in governance and entrepreneurship initiatives.
- Strengthened collaboration among government, civil society and tech hubs, creating an active coalition for ongoing implementation.
- Developed a replicable blueprint for diaspora-driven policy advocacy and local ecosystem strengthening.
- 1,200+ youth, students and entrepreneurs directly engaged.
- Women accounted for 60% of participants, promoting inclusion in policy advocacy and entrepreneurship ecosystems.

Challenges

- Low initial awareness of the Startup Act among rural youth.
- Security limitations restricted access to some communities.
- Geographic and infrastructural barriers limited rural engagement.
- Sustaining engagement across multiple ministries required continuous coalition coordination.

Next Steps

- Establish a Startup Desk Office in key government ministries to institutionalise implementation support.
- Expand youth engagement through mobile awareness units, particularly in rural and underserved areas.
- Introduce Youth Innovation Hackathons to encourage practical application of entrepreneurship policy.
- Maintain a dedicated coalition to monitor progress, advocate for implementation and produce an annual impact report.
- Replicate the model in other states, demonstrating how diaspora expertise can drive inclusive policy reform.

02. Every girl Initiative — International Women's Day Career Talk Show

Lagos, Nigeria

Overview

PTBM partnered with the Everygirl Initiative to deliver an empowering International Women's Day Career Talk Show in Lagos, designed to inspire career confidence and professional identity among young urban women.

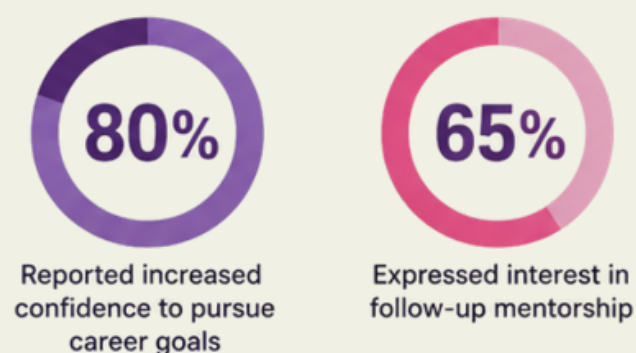
Objectives

- Inspire career confidence and professional identity among young urban women.
- Provide mentorship and exposure to female leaders across industries.
- Encourage women to pursue careers in non-traditional sectors.

Programme Highlights

- 30+ young women aged 18–35 participated.
- Sessions covered leadership, career planning, personal branding and mentorship.
- Female experts from law, tech, creative industries and finance shared their journeys and insights.

Measured Outcomes



Challenges

- Limited follow-up due to short duration.
- High demand exceeded program capacity.

Next Steps

- Extend the programme into multi-day mentorship workshops.
- Establish an alumni network to track long-term progress and provide ongoing guidance.

03. Yetroselane Fashion Academy — Sewing Machine Donation

Lagos, Nigeria

Overview

PTBM donated four sewing machines to Yetroselane Fashion Academy to support low-income women and girls interested in fashion entrepreneurship reducing financial barriers and unlocking pathways to self-employment.

Objectives

- Expand access to vocational skills and entrepreneurship opportunities for low-income women and girls.
- Reduce financial barriers to fashion entrepreneurship.

Programme Highlights

- Donated four sewing machines to support women in vocational training.
- Targeted women with strong interest but limited resources.

Measured Outcomes

- Supported micro-enterprise creation among trainees.

Challenges

- Limited number of machines relative to demand.

Next Steps

- Scale donations to other vocational centres.
- Introduce mentorship and business training alongside equipment provision.



4. Single Mothers Financial Support Initiative

Lagos, Nigeria

OVERVIEW

In August 2025, ProudtoBeme (PTBM) returned to the Logun Logun community to follow up on the April Easter Bootcamp for single mothers. Building on the relationships and trust established during the bootcamp, PTBM provided direct financial support to 35 single mothers, gifting each 50,000 naira.

This initiative was designed to provide immediate economic relief, boost financial independence, and reinforce the empowerment and confidence fostered during the earlier bootcamp. By addressing urgent financial needs, PTBM helped participants focus on personal growth, emotional well-being, and longer-term planning for themselves and their families.

Objectives:

- Provide immediate financial support to alleviate economic hardship.
- Reinforce self-confidence and motivation to pursue financial independence.
- Maintain PTBM's sustained engagement with single mothers in the community.
- Build on the foundations of previous empowerment programs, creating continuity of support.

Program Highlights:

STRONGER TOGETHER



This initiative **strengthened trust and relationships** between PTBM and the Logun Logun community.

MEANINGFUL IMPACT



Support helped mothers strengthen their small businesses, **improve their livelihoods**, and better provide for their families.

Measured Outcomes:

- Participants reported increased financial stability and relief from immediate economic stress.
- Renewed motivation among recipients to explore income-generating opportunities.
- Reinforced PTBM's role as a consistent, reliable source of empowerment support.

Challenges:

- Limited funding for long-term sustainability
- Risk of dependency on financial aid
- Increasing expectations for repeated cash assistance
- Economic instability affecting business growth opportunities
- Logistical challenges when scaling the program

Testimonial

“

Before this support, my business was very small. I could only buy a few items at a time, and the profit was not enough for my children's needs.

With this help, I bought more goods, and now I sell better. I feel more relieved as a mother.



Mary Jacob – Trader



More goods. More sales.
More relief.

“

I didn't have enough materials before, and I lost sewing jobs.

With this support, I bought tailoring materials, and now I can take on more work.



Olanrewaju Kehinde –
Fashion Designer



More materials.
More orders. More income.

05. Tech 4 Teens

Lagos, Nigeria

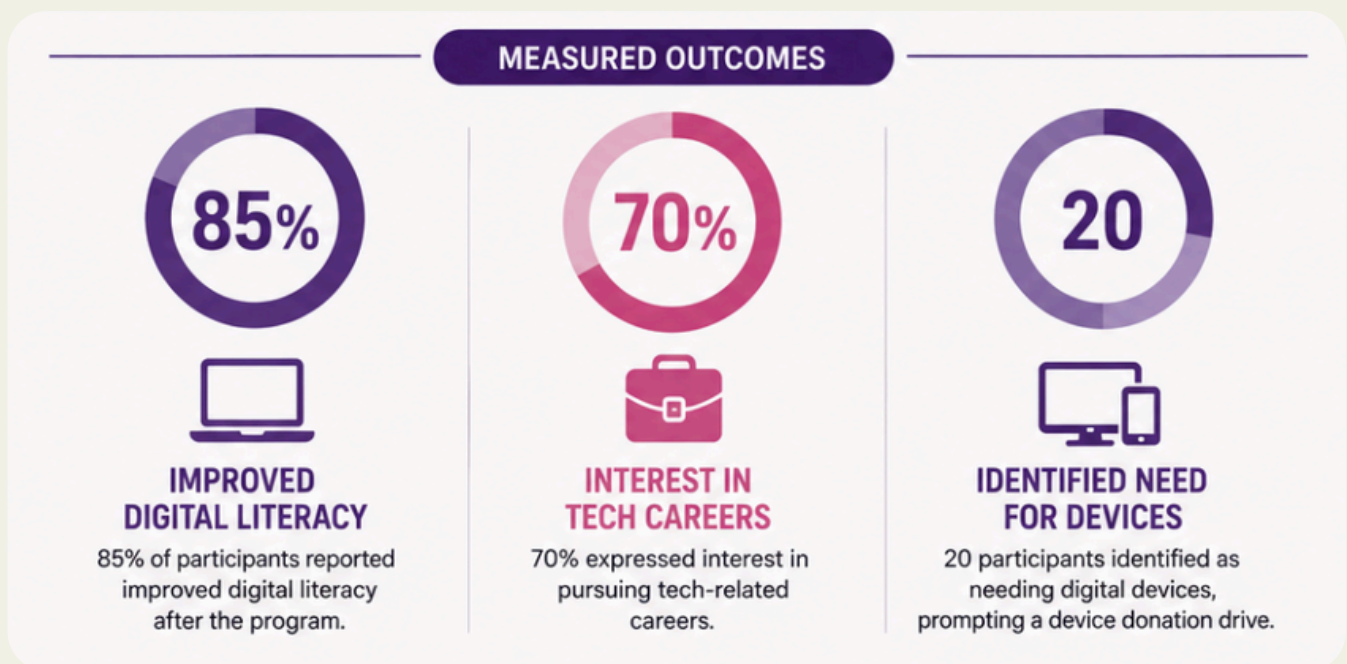
This year's Tech 4 Teens reached 80+ teenagers, many of whom experienced their first hands-on digital training. We introduced them to the world of digital marketing, branding, and blogging. For many, it was their first encounter with anything digital.

Objective:

- Equip teenagers with practical digital and technology skills.
- Increase interest in tech careers and problem-solving skills.

Program Highlights:

- 80 teenagers aged 13–19 trained in digital marketing, branding, blogging, website creation, and mini-projects.



Challenges:

- Limited computer access and internet connectivity.
- Mixed literacy levels among participants.

Next Step:

- Establish digital clubs in schools.
- Partner with tech firms for device and internet support.

06. The Evolve Project – Educator Innovation & Entrepreneurship Training

Lagos, Nigeria

Overview:

At Ekiti State Polytechnic, PTBM launched a bold, forward-thinking pilot, The Evolve Project, a 6-week program designed to cultivate entrepreneurial thinking among educators. Recognising that change begins from within, the project first focused on educators, preparing them to inspire, mentor, and guide students in developing innovative and entrepreneurial mindsets. By equipping teachers with entrepreneurial and problem-solving skills, the project aims to transform classrooms into incubators of innovation, ultimately expanding to students across multiple disciplines.

Objectives:

- Transform educators into entrepreneurship champions, capable of integrating innovative practices into teaching.
- Equip teachers with creative problem-solving, critical thinking, and leadership skills applicable in entrepreneurship education.
- Strengthen collaboration among faculty and create cross-disciplinary innovation networks.
- Lay the foundation for student-focused entrepreneurial programs and classroom-based innovation incubators.

Program Highlights:

- 6-week intensive pilot with 25 educators from diverse faculties.
- Workshops on entrepreneurial thinking, critical problem-solving, design thinking, and leadership for innovation.
- Peer collaboration exercises to foster inter-departmental innovation networks.
- Development of small-scale entrepreneurial projects as practical applications of learning.

Measured Outcomes:

- 90% of educators reported improved teaching strategies integrating entrepreneurial concepts.
- Peer collaboration increased by 80%, creating networks for continuous innovation support.
- Educators demonstrated enhanced confidence in mentoring students toward entrepreneurial solutions.



Challenges:

- Limited program duration constrained mastery of advanced entrepreneurship concepts.
- A non-analytics-friendly platform was used, limiting engagement tracking.
- Limited resources for implementing classroom-based entrepreneurial projects.

Next Steps:

- Extend program duration to allow more profound mastery of entrepreneurship concepts and project implementation.
- Future cohorts will use platforms with unique participant logins.
- Integrate partnerships with local startups, tech hubs, and industry leaders to provide real-world entrepreneurship exposure.
- Scale the program to other polytechnics and secondary schools to create a nationwide network of entrepreneurial educators and student innovators.

7. My Story Series – Nationwide Emotional Healing

Overview:

- Once a month, PTBM opens the floor for real people sharing real stories, stories of heartbreak, hope, triumph, and growth. The My Story Series has evolved into a safe, nurturing space where participants explore their experiences, find emotional release, and gain the courage to continue pursuing their dreams. This initiative goes beyond storytelling; it is soul-telling, creating authentic human connections that foster healing, resilience, and mutual support.
- By integrating PTBM's key pillars of creativity, leadership, entrepreneurship, and employability, the series not only provides emotional support but also encourages participants to channel their experiences into personal growth, professional development, and community leadership.

Objectives:

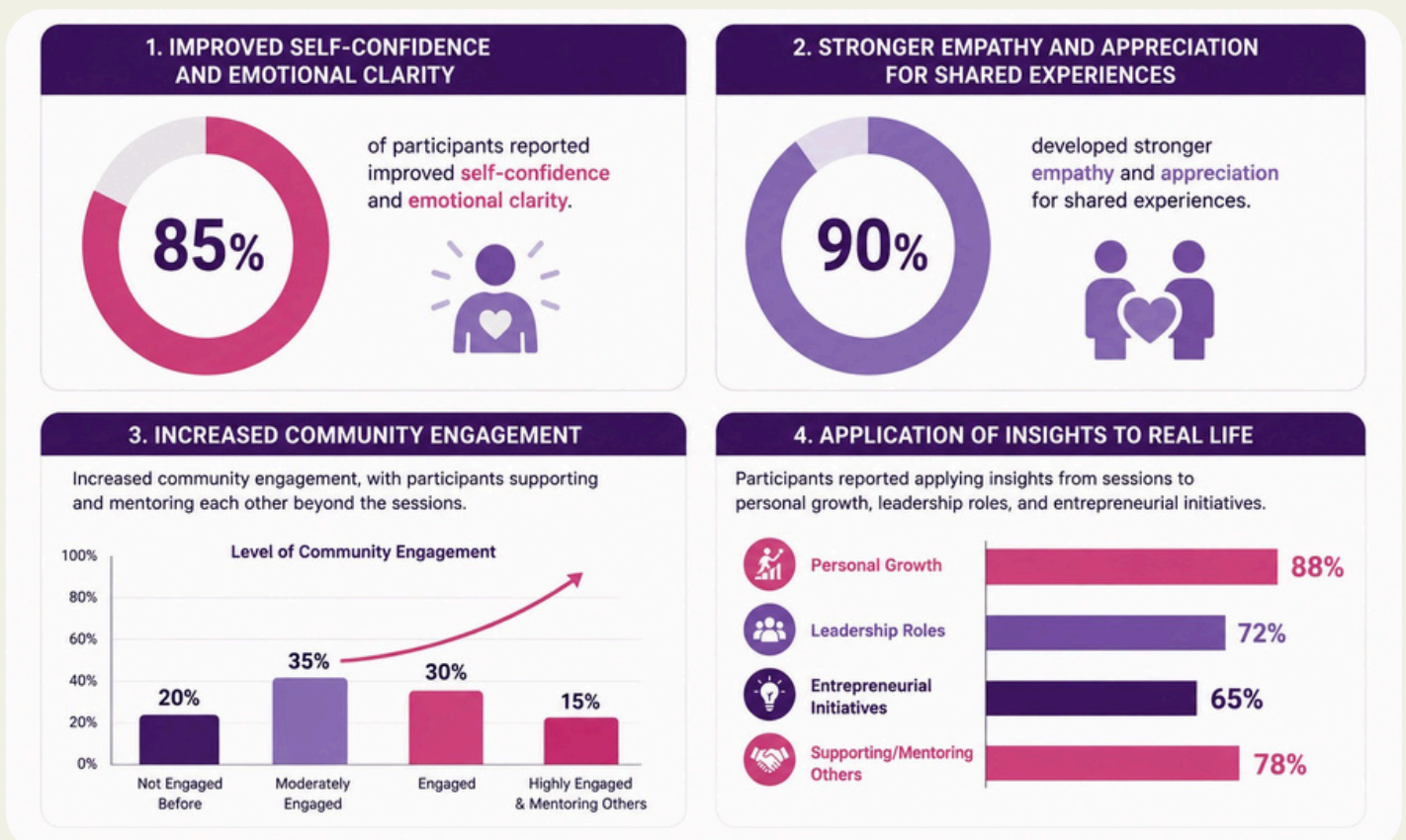
- Promote emotional healing, resilience, and self-expression through storytelling.
- Build empathy, trust, and safe spaces for participants to share their personal experiences.
- Encourage reflection, leadership, and empowerment by connecting personal narratives to actionable growth and opportunities.
- Foster creativity by helping participants explore new ways to communicate, express, and transform experiences into inspiration.
- Support employability and entrepreneurial thinking by encouraging participants to identify personal strengths, transferable skills, and innovative solutions drawn from their stories.

Program Highlights:

- Conducted monthly sessions nationwide, reaching 500+ participants in 2025.
- Stories ranged from personal challenges, community experiences, career journeys, to overcoming socio-economic barriers.
- Interactive components included guided reflection exercises, peer feedback, and action planning.
- Multi-generational participation ensured a diversity of perspectives, from youth to older adults.

Measured Outcomes:

- 85% of participants reported improved self-confidence and emotional clarity.
- 90% developed stronger empathy and appreciation for shared experiences.
- Increased community engagement, with participants supporting and mentoring each other beyond the sessions.
- Participants reported applying insights from sessions to personal growth, leadership roles, and entrepreneurial initiatives.



Challenges:

- Limited reach to remote or rural areas due to geographic and connectivity constraints.
- Some participants required additional guidance to translate emotional insights into actionable skills.

Next Steps:

- Introduce mentoring circles and follow-up support, connecting storytellers with peers or professionals to translate experiences into practical growth opportunities.
- Build partnerships with professionals to support participants

08. PROUDTOBEME Summer Bootcamp 2025

Lagos, Nigeria

Overview:

- From Wednesday, August 13 to Friday, August 15, 2025, the ProudtoBeme (PTBM) Lagos office came alive with creativity, curiosity, and purpose as 21 students from JSS3 to SS2 of selected secondary schools participated in the PROUDTOBEME Summer Bootcamp 2025. What began as a three-day learning programme evolved into a transformational journey of self-discovery, skill-building, and confidence development.
- The bootcamp included Digital Skills and Website Creation, Crochet and Pastry-Making, and Mental Health and Confidence-Building sessions.
- Designed to nurture both practical competence and personal growth, the bootcamp provided a safe, stimulating environment where young people were encouraged to explore new ideas, challenge self-limiting beliefs, and imagine broader possibilities for their futures.

Objectives:

- Introduce young people to digital, creative, and vocational skills relevant to future careers.
- Build confidence, self-belief, and emotional resilience among participants.
- Encourage creativity, problem-solving, and hands-on learning.
- Foster peer connection, teamwork, and a sense of community.
- Inspire participants to envision diverse pathways in technology, entrepreneurship, and creative industries.

Measured Outcomes:

- 21 students completed the three-day bootcamp, gaining exposure to digital, creative, and vocational skills.
- Participants demonstrated increased confidence in using digital tools and exploring technology-based learning.
- Many reported improved self-belief, emotional awareness, and motivation to pursue new goals.



BEYOND SKILLS. BUILDING CONNECTIONS. SHAPING FUTURES.

Our bootcamp didn't just build skills—it built confidence, connections, and new possibilities.

- Participants developed stronger peer relationships, teamwork skills, and a sense of belonging.
- Several students expressed interest in future careers in technology, entrepreneurship, and creative industries.

Challenges:

- The programme did not reach the estimated number of participants, limiting overall reach and impact.
- Time constraints limited opportunities for deeper exploration of digital and vocational skills.
- Differences in participants' prior exposure to the skills being taught resulted in varied learning paces.

Next Steps:

- Strengthen early outreach and partnerships with schools, parents, and community leaders to improve participation levels.
- Extend programme duration or introduce phased learning modules for deeper skill development.
- Establish structured post-bootcamp pathways, including mentorship, alumni engagement, and advanced skills sessions.
- Incorporate baseline and endline assessments to better track learning progress and personal development.

09. Christmas Outreach Programme 2025

Overview:

The Christmas Outreach Programme is PTBM's flagship festive initiative, designed to provide immediate relief, emotional upliftment, and community support to vulnerable families during the holiday season.

In 2025, the program successfully reached over 200 individuals and families, surpassing initial expectations and reinforcing PTBM's commitment to compassion, inclusion, and meaningful community engagement.

Beyond providing food security, the program created a sense of hope, dignity, and belonging, reminding community members that they are seen, valued, and supported.

Objectives:

- Provide essential food items to vulnerable families, reducing food insecurity during the festive season.
- Strengthen community trust and cohesion by demonstrating PTBM's commitment to care and support.
- Promote inclusive and fair distribution practices to ensure equitable access.
- Encourage volunteerism and community participation, showcasing the power of collective action.

Program Highlights:

- Provide essential food items to vulnerable families, reducing food insecurity during the festive season.
- Strengthen community trust and cohesion by demonstrating PTBM's commitment to care and support.
- Promote inclusive and fair distribution practices to ensure equitable access.
- Encourage volunteerism and community participation, showcasing the power of collective action.



EMPOWERING MINDS. BUILDING CONFIDENCE. SHAPING FUTURES.

Proud To Be Me continues to inspire young minds through transformative programs that build confidence, foster connection, and ignite potential.



STRONGER MINDS



KINDER HEARTS



BRIGHTER FUTURES

PROGRAM IMPACT AT A GLANCE



of participants reported improved self-confidence and emotional clarity.



developed stronger empathy and appreciation for shared experiences.



Increased community engagement, with participants supporting and mentoring each other beyond the sessions.



Participants reported applying insights from sessions to personal growth, leadership roles, and entrepreneurial initiatives.

GROWTH IN SELF-CONFIDENCE % of Participants



A remarkable increase in self-confidence and emotional clarity among participants.

AREAS OF PERSONAL IMPACT % of Participants



Participants experienced growth across key areas of personal development.

SENSE OF COMMUNITY & BELONGING % of Participants



A supportive community that encourages, uplifts, and grows together.

LOOKING AHEAD Top Areas of Interest for the Future



Inspiring the next generation of leaders, innovators, and changemakers.



"Proud To Be Me has changed how I see myself and my future. I now believe in my dreams and know I can achieve them."
— PTBM Participant



EMPOWERED MINDS.



STRONGER TOGETHER.



PROUD TODAY.
LEADERS TOMORROW.

Challenges:

- Beneficiary turnout exceeded expectations, creating logistical and crowd management challenges.
- Limited budget restricted the number of families that could be supported.
- Transportation and distribution logistics required significant coordination.

Next Steps:

- Plan for larger-scale outreach programs with advanced volunteer training and logistical support.
- Develop sustainable community support initiatives beyond festive seasons, such as monthly food drives or resource hubs.
- Incorporate partnerships with local businesses and NGOs to increase reach and diversify resources.
- Introduce feedback and monitoring mechanisms to track impact better and address beneficiary needs.

UK PROGRAMMES

1. City University Partnership – Youth Empowerment Workshops

Objective:

- Equip undergraduates with leadership, career readiness, and cross-cultural collaboration skills.

Program Highlights:

- 100+ students participated in workshops and mentorship sessions.

Measured Outcomes:

- Improved career readiness and networking skills.
- Strengthened diaspora engagement and knowledge transfer.

Challenges:

Limited follow-up opportunities.



Next Steps:

Introduce an alumni network for continued mentorship and support.



LEADERSHIP
DEVELOPMENT



CROSS-CULTURAL
COLLABORATION



DIASPORA
ENGAGEMENT



CAREER
READINESS

2. UK Afrobeats Bootcamp – Cultural & Creative Skills

Objective:

- Promote African music, cultural storytelling, and entrepreneurship.

Program Highlights:

- 50+ participants engaged in music production, dance, and event planning workshops.

Measured Outcomes:

- Increased creative industry skills and cultural pride.
- Strengthened entrepreneurship opportunities in the arts.

Challenges:

- Limited space for practical sessions.

Next Steps:

- Scale the program to include online components and recording studios.



3. UK Black History Month 2025 – Standing Firm in Power and Pride

Overview

- Each October, the UK marks Black History Month (BHM) to acknowledge, reflect on, and celebrate the rich cultures, identities, and contributions of Black communities. In 2025, the theme “Standing Firm in Power and Pride” resonated deeply with PTBM’s mission affirming identity, restoring dignity, and empowering young people and communities to own their stories with confidence.
- Through a series of culturally affirming activities, conversations, and creative expressions, PTBM used Black History Month as a platform for education, healing, and collective pride, particularly for young people from Black and minority ethnic backgrounds who often feel disconnected from their cultural roots and underrepresented in mainstream narratives.
- This initiative created safe, vibrant spaces where history was not just remembered, but felt, lived, and reclaimed.

Objectives

- Celebrate Black culture, heritage, and identity in ways that affirm pride and self-worth.
- Increase cultural awareness and historical understanding, particularly among young people.
- Create safe spaces for expression, dialogue, and storytelling across generations.
- Promote unity, respect, and inclusion within diverse communities.
- Empower young people to stand firm in their power, voice, and identity.

Program Highlights

- Community-based cultural awareness events aligned with the 2025 BHM theme.
- Intergenerational storytelling sessions exploring Black history, identity, and lived experiences.
- Music, spoken word, and creative expression used as tools for education and healing.
- Youth-led discussions on identity, pride, and navigating systemic challenges.

Measured Outcomes

- Increased cultural pride and self-awareness among participating young people.
- Participants reported improved confidence, belonging, and identity affirmation.
- Strengthened intergenerational connections, bridging historical knowledge and contemporary experience.
- Greater understanding and appreciation of Black contributions to British society among attendees.
- Enhanced community cohesion through shared learning and dialogue.

Measured Outcomes

- Limited reach to some communities due to capacity and funding constraints.
- Difficulty engaging individuals who felt disconnected or disengaged from cultural programming.
- The time-bound nature of Black History Month limited opportunities for deeper, sustained engagement.

Next Steps

- Expand Black History programming into year-round cultural education initiatives.
- Partner with more schools, youth centres, and local authorities to increase reach.
- Develop digital storytelling and online engagement platforms to broaden accessibility.
- Introduce youth ambassador programmes to sustain peer-led cultural advocacy.
- Secure long-term funding to deepen impact and support continuity.



GHANA PROGRAMMES

1. School Outreach Programme 2025

Overview:

- In November 2025, Proudtribe (PTBM) extended its footprint beyond Nigeria and the UK, marking its first-ever community outreach in Ghana. This milestone initiative took place in two public secondary schools: Kwabenya Community Senior High School (Ga East Municipal District) and Kpone Community Senior High School (Kpone Katamanso Municipal District).
- The outreach was intentionally designed not only as a giving exercise but as a listening mission. PTBM engaged directly with students and school leaders to understand the realities young people face in under-resourced educational environments. This initiative affirmed PTBM's belief that meaningful impact begins with presence, empathy, and partnership.

Objectives:

- Provide immediate material support to students facing economic hardship.
- Create a safe space for students to voice challenges affecting their education and wellbeing.
- Reduce vulnerability, particularly among students at risk of exploitation due to poverty.
- Strengthen PTBM's understanding of youth needs within the Ghanaian education system.
- Establish a foundation for long-term cross-border youth empowerment programming.

Program Highlights:

- Visited two public senior high schools in underserved communities:
Kwabenya Community Senior High School
Kpone Community Senior High School
- Conducted listening sessions with students to understand:
Economic pressures and self-dependence
Gender-based vulnerabilities
Barriers to consistent school attendance

Measured Outcomes:

- Students reported immediate relief and encouragement, particularly those lacking basic school supplies.
- Students felt seen and supported, reducing feelings of isolation and vulnerability.
- Improved school readiness as students received items necessary for daily attendance.
- Strengthened trust between PTBM, school leadership, and students.
- Established PTBM's presence as a credible, values-driven partner within Ghanaian communities.

Challenges:

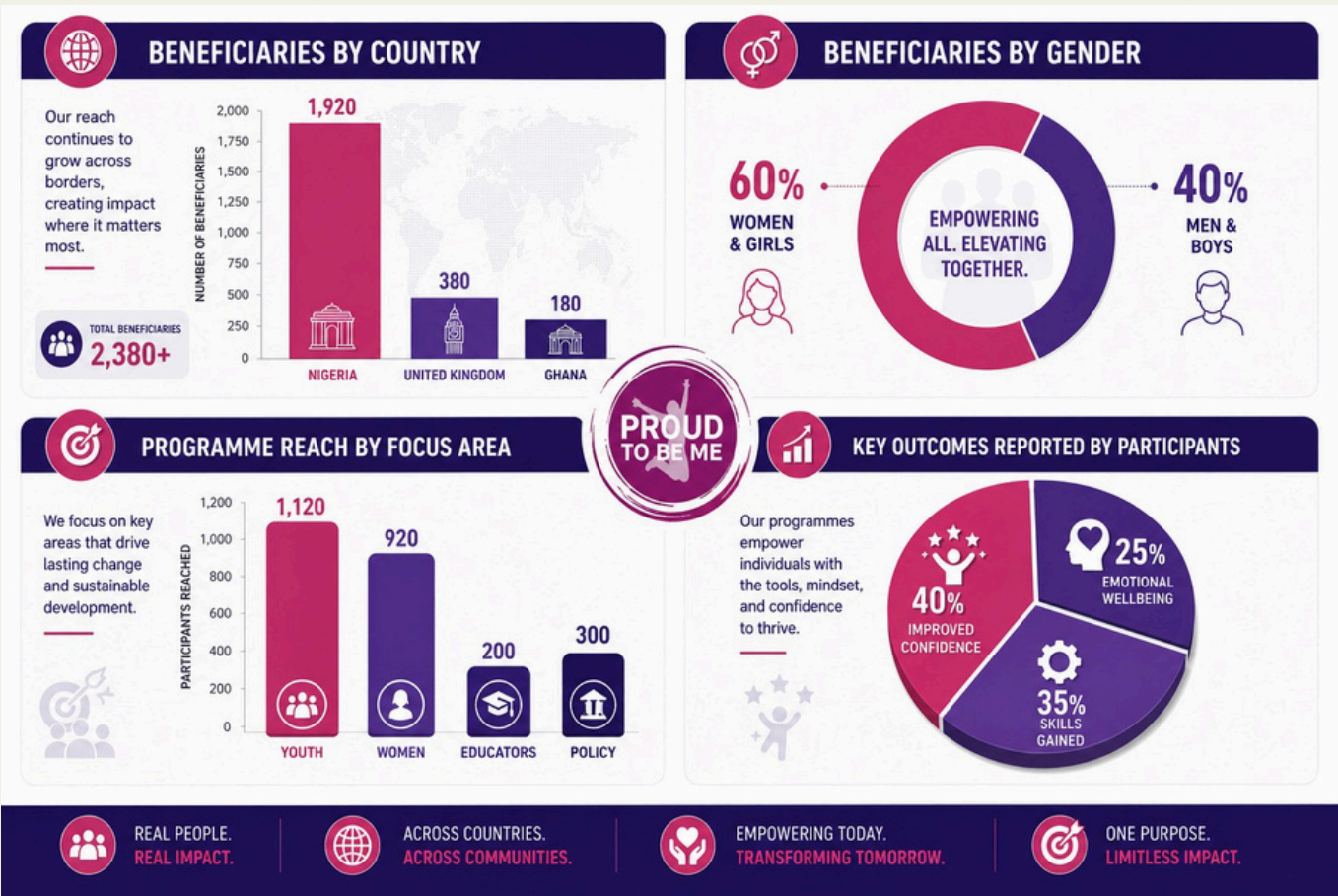
- High levels of student self-reliance revealed deep-rooted socio-economic vulnerabilities.
- Limited resources restricted the scale of support relative to the level of need identified.
- Transportation barriers continue to affect punctuality and attendance for many students.
- Gender-specific risks require more targeted safeguarding and empowerment interventions.

Next Steps:

- Develop a Ghana School Support Programme focused on sustained engagement.
- Introduce girls' empowerment and protection workshops, addressing confidence, safety, and self-worth.
- Partner with local organisations to support:
 - Transportation stipends
 - School kits and uniforms
- Establish mentorship and life-skills sessions to complement material support.
- Mobilise diaspora and corporate partners to scale future outreach across more schools.

This first outreach in Ghana represents more than geographic expansion; it signals PTBM’s growing commitment to pan-African youth empowerment rooted in dignity, listening, and action. By starting with schools, PTBM reinforced its belief that education is not just about access to classrooms, but access to support, safety, and hope.

The Ghana School Outreach Programme lays the groundwork for future interventions that move beyond relief into empowerment, protection, and opportunity creation for young people across the region.



Transparency & Accounting for PTMB Impact report for 2025

- Maintained clear records of all funds distributed and program expenses
- Used beneficiary documentation and attendance records for accountability
- Conducted follow-up engagement to monitor fund usage and participant progress
- Provided regular internal financial reviews and expense tracking
- Ensured transparency in beneficiary selection and distribution processes
- Kept program reports, receipts, and activity records for donor and stakeholder review
- Encouraged open communication and feedback from beneficiaries and community leaders
- Monitored program outcomes to assess effectiveness and impact
- Complied with organizational financial and reporting standards throughout implementation

Projected goals & objectives for 2026

- Expand empowerment programs to reach more youths and women across communities
- Increase access to vocational training, entrepreneurship, and digital skills development
- Strengthen mentorship and psychosocial support initiatives
- Launch sustainable income-generating and small business support programs
- Build strategic partnerships with donors, NGOs, and community stakeholders
- Improve educational support through scholarships, bootcamps, and learning initiatives
- Promote financial literacy and economic independence among beneficiaries
- Increase community outreach, advocacy, and awareness campaigns
- Develop stronger monitoring, evaluation, and impact reporting systems
- Recruit and train more volunteers and community facilitators
- Enhance organizational sustainability through diversified funding sources

Partners, Funders & Corporate Supporters



THANK YOU