

STORIES
FROM
NIGERIA



ANNUAL IMPACT REPORT 2024



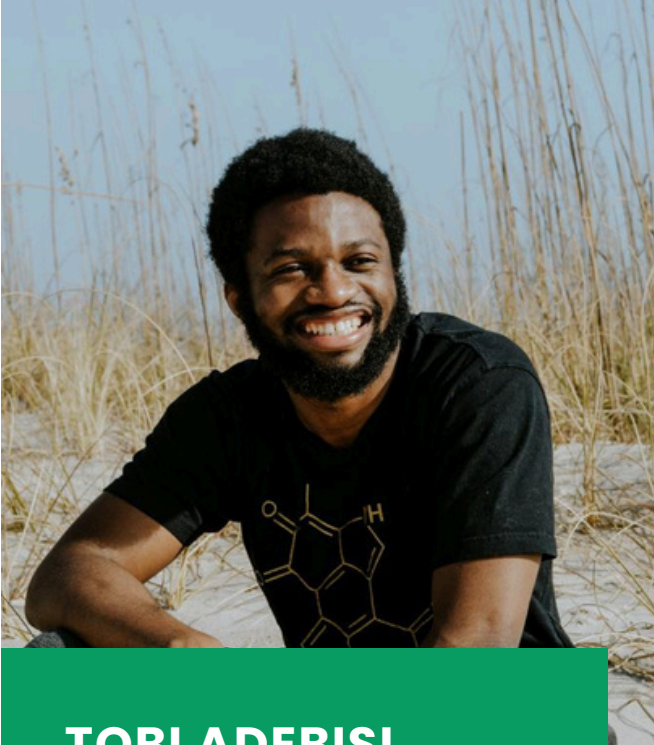
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FOUNDER'S WELCOME



TOBI ADEBISI
FOUNDER

Happy 2025! We hope this message meets you well. We'd like to take a moment to thank you for your continued support. Without you, none of what we did in 2024, or plan to do this year would be possible. From all of us at StoriesFromNigeria, we say a big thank you. 2024 was a year of growth for us. We tried a lot of new things and found our groove towards the second half of the year.

This year, we look forward to building on the foundations we laid last year. We are beginning to see the impact of our mission to change lives through storytelling. Like Martin Luther King Jr., we have the audacity to believe that peoples everywhere can have three meals a day for their bodies, education and culture of their minds, and dignity, equality, and freedom for their spirits. We believe that what self-centered men have torn down, men other-centered can build up. We still believe that one day mankind will bow before the altars of God and be crowned triumphant over war and bloodshed, and nonviolent redemptive goodwill will proclaim the rule of the land. Together with you, we can work towards this vision to create lasting systemic change in Nigeria, one story at a time.

OVERVIEW

The year 2024 was one that came with a lot of opportunities and lessons for the organization. Opportunities to further our vision of changing lives one story at a time came to us in a myriad of ways and we made good use of them.

We learnt valuable lessons on how to optimize our processes as an organization and position for more impact. We told inspiring stories that not just impacted our core team but impacted our community of readers and listeners.

In 2024, we took our impact from telling stories that inspire us to getting our community to take action. One way this happened was the support we garnered for one of our changemakers, Anas Abubakar, and his organization ProjectBooks4All. The generous donations from members of our community played a pivotal role in what Anas' organization is doing is educating children in Northern Nigeria.

The SFN Annual Writing Competition, a competition that gives audiences and readers a chance to tell their personal stories, was another initiative we implemented in Q4 of 2024. We got an overwhelming amount of entries for the competition and with the help of an esteemed selection of judges, we got three winners. The winners were compensated with cash prizes and also the noteworthy entries also got cash tokens.

We ended the year with a strong resolve to do more in the coming year 2025 - tell more real stories from real Nigerians, impact more individuals and communities, be more engaging with members of the SFN community and contribute to building a Nigeria we all will be proud of.

SUMMARY OF IMPACT IN 2024



Stories Shared

9 written stories, **4** podcast episodes shared.



Projects Supported

450,000 Naira donated to ProjectBooks4All for their Almajiri Literacy Program to support the learning and hygiene initiatives.



Audience Reached

Over **2000+** people reached across social media platforms.



Writing Competition

Over **90** entries were received for the competition and **3** winners chosen by the collaborative effort of **3** outstanding judges.

LOOKING AHEAD

Summary of plans for 2025

In 2025, we plan to diversify our medium for sharing stories. Last year, we added podcasts in order to serve more people who prefer to listen to stories rather than read them. This year, we'll also be experimenting with other mediums such as videos, social media, and animated shorts. As always, we look forward to hearing your feedback on what you'd like us to do more or less. Additionally, this year we are doubling down on our belief that change takes a village. It takes all of us. We'll be investing in collaborations with changemakers like you who are making a difference. We hope that through these partnerships, our collective impact will be amplified.



FINANCIAL REPORT

Support & Donations:

Our work of creating a change through storytelling is made possible through generous support and donations from inspired individuals, organizations, and partners. In 2024, we received **N1,500,800.00 (~ \$998.54 at 2/1/2025)** through a committed monthly support of: **N125,150.00 (~\$83.27 at 2/1/2025)** and one-time donations of **N450,000 (~\$299.40 at 2/1/2025)**.

Accounts & Expenses:

Our current monthly expenses, which include salaries and programming expenses such as Podcasts production, and recording equipment rental is **N700,000 (~ \$465.74 at 2/1/2025)**.

Account Balance:

Our account balance as of the time of writing this update is **N21,829.15 (~\$14.52 at 2/1/2025)**.



GET INVOLVED

Since we began sharing real stories from real people with the goal of changing lives at SFN, we have continued to stay true to the vision. Your support has been central to the work we do in amplifying the voices of changemakers, celebrating unique life experiences and inspiring change. Together with you, these stories can be heard and shared far and wide.

Here's how you can support us;

- **Share your story with us:** you can write to share your personal story or untold narratives in your community by sending a mail to us at sfn@storiesfromnigeria.org.
- **Donate:** your generous contributions will help sustain our mission and help us to tell more stories. Donate today to our organization or to particular changemakers you wish to support by visiting our website at <https://storiesfromnigeria.org/donate/>
- **Become an ambassador:** you can help us grow by sharing our stories with your network and engaging with our platforms. Follow us across social media platforms, like and share our stories.
- **Become a changemaker:** you can also help us by creating meaningful change in your community so you too can become one of the stories that we will be so proud to tell.

2025 is a year to consolidate on our efforts and create more impactful change in lives and communities. We invite you to be a part of our tribe and let's change lives together.

MEET OUR TEAM



TOBI
FOUNDER



OLUWASEUN
HEAD OF CONTENT



GBADEBO
PODCAST HOST AND
TEAM VOLUNTEER



FUNMI
SOCIAL MEDIA
MANAGER



JOSHUA
CONTENT MANAGER



DANIEL
GRAPHIC DESIGNER



TOYIN
WEB DEVELOPER

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