

Business Plan (2016-2020)



Nigerian Schools Foundation (UK)

Connecting Nigerians, **Promoting** Awareness, **Developing** Communities

www.nsf.community

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1. Executive Summary

The NSF (UK), started as an annual sports and family fun day event inspired by the London 2012 Olympics. We are a grassroots organisation, a community of Nigerian alumni schools or organisations with Nigerian connection. We are a platform for our members to showcase important work being done in support of education, particularly back in Nigeria. As key stakeholders we have an opportunity to influence the education system in Nigeria, so we support initiatives that seek to enable good education. We have since evolved to be more than a sports day and we are now addressing a variety of Nigerian diaspora community needs. We are uniquely placed to promote our culture and also address issues specific to our community such as health, social and financial inclusion. Our business plan for 2016-20 explains how we intend to fulfil our mission and vision using three key goals. Our Long term aspiration is to become the “go to” organisation on Nigeria Diaspora matters. Our plan sets out the series of actions, priorities and objectives to help us on our journey.

2. Our Mission, Vision and Values

Our vision is for quality Education for all Nigerians. Our mission is to promote the need to maintain high educational and social standards particularly in Nigerian Secondary Schools. Our values are sacrosanct and underpin what we do. We hold on dearly to only matters that bind us together. We hold no position on politics or religion. We expect anyone wishing to join our organisation will show great respect to all others, especially by honouring our traditions and ideals. Our duties are carried out in the spirit of friendship, solidarity, fair play and competition. Our members are primarily motivated to serve and give back to their community/alma mater. The leadership teams are expected to discharge their duties fairly, honestly and in a transparent manner at all times.

3. The Goals and Objectives of the Business

To fulfil our mission/vision we will aim to

Goal 1. Connect Nigerians:

Objectives

- a) To implement a coherent corporate social media strategy
- b) To develop a vibrant old schools network online portal.
- c) To grow membership, particularly from the hard to reach Nigerian geopolitical zones (North East, South South and South East).
- d) To support activities that will engage our young adults.
- e) To be the “go to” organisation on Nigeria Diaspora matters.

Goal 2. Promote community awareness on relevant issues such as, Nigerian culture, education, health, healthy living, social and financial inclusion.

Objectives

- a) To actively seek suitable third parties to collaborate with on projects such as:
 - To set up an education hub in the 6 Geopolitical zones of Nigeria to support the



development of secondary school teachers.

- To enable access by academically gifted students in Nigeria with a passion for maths and science to quality senior secondary education in preparation for progression to the best universities in Africa, around the world and future careers in Engineering, Science, Computing and more.
 - To implement innovative solutions that improve learning outcomes and or remove barriers to learning for Nigerian students and these can range from extra lessons/tutorials to pastoral care (health and wellbeing of students).
- b) To send student delegates to represent the Nigerian community at the prestigious annual Commonwealth Service at the Westminster Abbey in London, UK.
- c) To support the annual United Nations Educational, Scientific and Cultural Organization (UNESCO) Book and Copyright Day by collecting and donating books to underserved communities in the six geopolitical zones in Nigeria.

Goal 3. Develop vibrant and thriving communities:

Objectives

- a) To support all members' events.
- b) To run networking sessions for members and the general public.
- c) To host an annual summer sports and family fun day
- d) To host an annual lecture.
- e) To support the "battle of the alumni", an annual quiz night run by members.

4. Our History

The NSF (UK) sports and family fun day started in 2012, inspired by the London Olympics games. In its early years It was supported by the defunct Community games (Olympic legacy). Our pilot sports and family fun day event was held on 12th August 2012, same day as the closing of the London 2012 Olympics, at the Norman Athletics Park in Bromley, London and it attracted over 800 attendees, 60% more than we anticipated. It is now an annual popular Nigerian community event. To cope with our event popularity in 2016, we relocated to a weather proof venue, the Allianz Park, Hendon, London, the ground of domestic and European rugby champions, Saracens. The following year, in 2017, we achieved our highest attendee numbers, with 2,200 attending our event.

We have since evolved to be more than a sports day and we have added other activities including an annual lecture. This was added in 2014 with the aim, as key stakeholders in the Nigerian education system, to stimulate awareness about the myriad of complex problems that may be impacting on the present education system. Attendees have ranged between 75 -125. In the spring of 2016 we supported a member to host a pilot quiz night, "the Battle of the Alumni". This event is modelled after the traditional UK pub quiz and it is another activity used to encourage social interaction amongst the Nigerian diaspora community. It is now in the third year with attendees in 2018 over 200. In the autumn of 2016, our 5th year anniversary, 150 attendees joined us in celebration of this remarkable milestone at our high profile reception at the House of Commons, a magnificent building containing one thousand years of history and



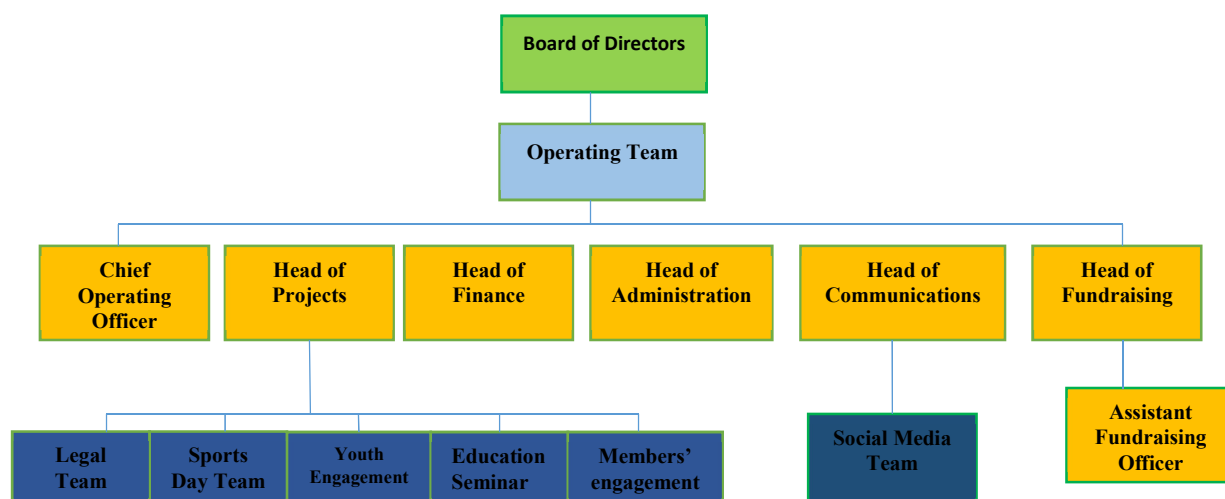
with impressive guests including the most influential black person in the UK [*) Dr Tom Ilube. He challenged the organisation to think big, think institutions and to think legacy. NSF (UK) relishing this challenge launched our ambitious vision 2020 (2016-2020), a road map towards this lofty aspiration.

In 2017, we introduced new initiatives, including collaborations with other organisations on areas of mutual interests and also monthly members networking sessions, where matters of interests such as health, healthy living, social and financial inclusion, are brought to members' attention.

[*)UK black power list 2017- <http://www.powerlist.co.uk/>)

5.Our organisational structure-

NSF (UK) is Registered in England and Wales no. 11143877 as a Company limited by guarantee. We are in the process of filing to be registered as a Charity. We are a grassroots organisation, a collaboration of Nigerian alumni or organisations with Nigerian connection. Therefore, we are owned by our members.



6.Our organisational structure- The Board

The Board of Directors, acting as custodians, are responsible for; setting the overall strategy and direction, ensuring; compliance with all necessary rules, legal obligations and that resources are effectively utilised to achieve NSF(UK) aims. There are currently three Directors.

Cornelius Oluwole Sanwo (Director):

Wole is a seasoned Accountant and a Fellow of the Chartered Association of Certified Accountants (FCCA). He has several years' of Senior Management experience attained in the Finance Departments of various organisations within the UK social housing sector, including two of London's largest Housing Associations (Circle 33 Housing Group & Network Housing Group). For



the past decade, he has headed the Finance & IT function of ARHAG Housing Association and has overseen a period of rapid growth in property acquisitions and significant investment in digital technology by the Organisation. Outside of work, Wole is passionate about giving back to his community and has been instrumental with the development of the vibrant old schools' network, NSF (UK), where members have raised thousands of pounds for school projects back in Africa. Wole is an alumnus of Igbobi College Yaba Old Boys Association (ICOPA EUROPE).

Titi Familusi (Sodade)/ (Director):

After a degree in Literature and a postgraduate in marketing, Titi has many years' experience working as a research analyst across sectors both within the private and public sectors. She is a member of the Chartered Institute of Marketing and Market Research Society. She currently works as a senior research manager with UK's communications regulator (Ofcom). Outside work, she enjoys contributing to the lives of young people and is involved in the mentoring scheme in the city of London. She is also involved in a local scheme feeding and watering the marginalised in society both physically and spiritually. Titi is also passionate about the art and loves music. Titi is an alumna of St Anne's School Ibadan Old Girls Association (SAGOSA).

Laitan Etti (Director):

Laitan is currently the Operations Director at Air Business, a market-leader in global mail, fulfilment, and distribution and subscription management. Laitan has worked in the company for over 30years. He started out as a Courier Manager and he progressed through the ranks and now has overall responsibility for all of the operations at the Company. He oversees around 150 staff across three production sites handling over 200 million items a year. Laitan has contributed to the phenomenal growth of the company from a small business to one with a current turnover of around £70million. Outside of work, Laitan is the current president of his alumni, Government College Ikorodu, Old student Association (GCIOSA).

7. Our organisational structure- The Operating Team

An operating team is responsible for implementing and executing the Board's strategies. All our operating officers work for us on a voluntary basis and are members of the operating team because of their specialist knowledge and experience.

Bimbo Babarinde (Chief Operating Officer):

Bimbo is a founding member of NSF (UK) and the immediate past Chair of NSF (UK). He successfully steered the organisation from its birth in 2012 to its incorporation as an entity in January 2018. He is also the current President of the Comprehensive High School Aiyetoro Alumni Association (Compronians UK). Bimbo is an architect with over 30years working experience in the Construction industry in Nigeria and the U.K. He qualified at the University of Lagos where he was a Federal Government Merit Award Scholar and recipient of the prestigious Arc. Layi Balogun Award for Design excellence. He has been involved in the design, construction and supervision of a wide variety of projects ranging from small residential schemes, Institutional buildings up to large University Masterplans. He currently runs an Architecture and Design Consultancy in North London. His interests include History, Arts & Culture, Documentaries and Music. He is also the founder of an International On-line Smooth Jazz Club.

Dele Dada (Head of Projects)

Dele is a founding member of NSF (UK) and immediate past Public Relations Officer for the organisation (April 2012 to January 2018). Dele is also the President of Baptist Academy Old boys Association (BAOSA) which is an active member of NSF. Dele is a Solicitor by profession having



first qualified as a Solicitor and Advocate of Nigeria and thereafter was admitted as a solicitor of England and Wales. Dele has various and extensive legal experience having worked in Government at the Treasury Solicitor's Department before he jointly set up and commenced partnership of a local law firm. Dele still actively practises law with a preference for civil related matter generally. Dele is passionate about the development of the Nigerian Child hence his hands on involvement with NSF. By way of hobbies Dele enjoys reading, watching films and following football especially his beloved Tottenham Hotspurs football club.

Bunmi Adekoya (Head of Finance)

Bunmi is the immediate past secretary of NSF (UK), a role she relinquished in January 2018 when the organisation was incorporated. She is a qualified Accountant and a fellow of both the Chartered Association of Certified Accountants (FCCA) and the Institute of Chartered Accountant Nigeria (FCA). After several years of working as an employee for various organisations, Arcelor Mittal being the longest, she made a decision to be self-employed. She's now a seasoned professional contractor with experience spanning over various industries in the UK as a Statutory Reporting Consultant. She has a drive for bringing people together, networking and connecting with likeminded professionals. She is passionate about seeing the world and hence enjoys travelling and reaching out to people. Bunmi is an alumna of Lagos Anglican Girls Grammar School Old Girls Association.

Lara Bamgbelu (Head of Administration)

Lara Bamgbelu is an Msc holder in Human Resource Management and a member of the Chartered Institute of Personnel and Development (CIPD). Whilst, her professional qualification is in Human Resources, her professional experience has been in Information Technology creating a synergy between the two professional entities in various organisations. Lara has over 20 years' experience in the IT industry providing services on a contract basis to various financial institutions. Her current role is in IT Information Security in a financial company in the heart of London. Lara enjoys traveling and visual entertainment. She is an active member and Social Secretary of a UK based group of friends from Nigeria who give back to the community in which they grew up. She has been the Social Secretary of her alumni since 2015 and more importantly, she enjoys socialising with family and friends.

Shola George (Head of Communications)

Shola is a Programme management professional with extensive experience in change and transformation programmes and projects across varying business functions. She has wide ranging experience of operational delivery, and transformation across the public, private and not-for-profit sectors. Shola holds a Masters degree in architecture and currently works as a self-employed programme and project management consultant. She has a passion for excellence, enjoys traveling and experimenting with world cuisine. Shola is an active member and the current treasurer of the Holy Child College, Lagos UK Alumni Association.

Jumoke Olasope (Head of Fundraising)

Jumoke Olasope is a foundation member of NSF (UK) and an active member of ROGA UK, her alumni, where she has held various positions since 2008. Jumoke is a volunteer with the Royal Air Force Cadet, 282 East Ham Squadron and has been since 2009; she was recently given a Jack Petchy Foundation Leader Award for her outstanding service to young people. Jumoke has worked within various roles at Newham Council for almost 28 years. She is a seasoned broadcaster and has a passion for excellent customer services, travelling and meeting people. She is reliable, hardworking and very organised.

Anne Enemaku (Assistant Fundraising officer)

Anne Enemaku studied public Administration and worked in banking before moving to the UK from



Nigeria. She has a passion for charity work and has received recognition from her local council for her voluntary service to the community. Anne is a very cheerful and warm individual who enjoys meeting people and building relationships. She co-founded the UK Chapter of the Federal Government College kwali Old Students Association and she's the current president. She currently works for Marks and Spencer and enjoys long walks, reading and watching sports in her spare time. Anne is a strong believer in the principle that everyone has a little part to play in achieving great targets as a group.

8. Our organisational structure- The Project Teams

Supporting the operations are project teams of dedicated voluntary staff made up of experts from diverse fields including; Architecture, Law, Information Technology (I.T), Accounting, Taxation, Health & Safety and Research analyst just to mention a few. These experts bring on board a high degree of professionalism to the NSF (UK), all done pro bono.

Members Engagement Team:

Our members are at the heart of all our activities and ensuring that they are engaged is fundamental. The team supports members, prospective and existing, thereby enabling them to grow their contacts by accessing our strong and vibrant network and to share; intelligence, expertise and best practice.

Legal Team:

Our legal team of three experienced Solicitors support the organisation in areas such as governance, constitution, organisation structure and contracts. The team meets on a need basis.

Education Seminar team:

Our lecture team is tasked with the delivery of Board objectives here including scoping, buy-in from members, coordinating the delivery and the debrief post the event.

Sports Day Team:

Our largest project team tasked with delivering a successful event showcasing a positive side of Nigeria. Due to the sheer logistics, an army of volunteers (up to 50) is deployed on event day to manage key tasks including event logistics, planning, safety of attendees/ volunteers, fund raising, Corporate hospitality, Media and quality control.

Youth Engagement Team:

The team acts as a resource centre for young adults, parents, guardians and other interested parties. Its primary role will be on disseminating information on programmes or opportunities here in the UK and in Nigeria. These will include formal education (admissions and scholarships), work placements, internships, career advice, jobs and mentoring. The team will liaise with different partner organisations to deliver these.

9. Our product (marketing plan/target market/competition)

Target audience:

Strategically London is an important global market and attractive to migrants. It has been claimed in some quarters that London is the "37th" state of Nigeria [*]. Anecdotally, approximately one million Nigerians live in the UK with the majority living in the Greater London area. Our target market is predominantly Nigerians and our activities are in the London area.

[*]. The federal republic of Nigeria comprises of 36 states and the Federal Capital Territory.

Marketing:

NSF (UK) and our members are reaching more people in the Nigerian Community today than at



any time in our brief history. We believe that there will continue to be a need for our unique services. In partnership with our media partners and supporters we deliver effective advertising campaigns, strategies and corporate messages via all our media platforms (social, news, print, TV and broadcast media).

Competitors:

Any other organisation addressing the same community issues.

10.SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths:

- Strength in our numbers.
- Our passion for Nigeria.
- Commitment from our stakeholders.
- Our diverse community.
- The varied skill sets of members.
- Our mutual support at social events.

Weaknesses:

- Attracting external funding/resourcing (e.g. activities not attractive enough for corporate sponsorships).
- No paid employees /only volunteers.
- Our youth engagement record outside our sports day event is poor.
- Being relevant especially in Nigeria.
- Reliance on members' subscription.
- Poor presence out of England.

Opportunities:

- To address Nigerian diaspora community needs.
- The ability to influence policy makers as vital stakeholders.
- To create a strong network.
- Collaborate with other relevant bodies.

Threats:

- Competition from other organisations.
- Managing size effectively.
- Sustaining members' interests.

11.Our 5 year Financial Plans (actuals & projected)

Our Finances:

NSF (UK) is a not for profit organisation and to continue to provide this valuable service to our community we rely on annual membership subscription, monetary donations, event entry fees, event raffle sales, event exhibitors stand sales, event brochure advertising spaces sales and corporate sponsorships. Our finances, actual and projected over the five year period 2016-2020 are below.



	2016 (Actual)	2017 (Projected)	2018 (Projected)	2019 (Projected)	2020 (Projected)
	£	£	£	£	£
Revenue	26,308	16,044	20,000	21,000	22,050
Total revenue	26,308	16,044	20,000	21,000	22,050
Events	24,322	15,967	18,490	19,415	20,385
Administration	474	552	1,000	1,100	1,200
Total expenses	24,796	16,519	19,490	20,515	21,585
Profit/(loss)	1,512	(475)	510	485	465

12.Action plans 2016-2020

Our actions, priorities and objectives:

Our plan sets out the series of actions, priorities and objectives to help us on our journey



Themes	Phase 1			Phase 2				
	2012-13	2014-15	2016	2016	2017	2018	2019	2020
Connecting Nigerians Worldwide				Wikipedia entry				
					<-Saibatek-Schools connect[C]->			
					<-African Youth Gala (AYG) [C]->			
				NSF email address				
				Corporate social media strategy		Website refresh- including execs page		
						Virtual office for all execs including email accts		
Promoting Awareness - Community Issues								
Developing a Strong and Vibrant Community								

Key

Collaboration = [C]

Project setup

Work in progress

Still to start

