GIEVA.org
Empowering Youth for a Sustainable Future.

# GIEVA.ORG REPORT ON

# AMIRA & FRIENDS EDUTAINMENT EVENT

**August 05, 2023.**

*We inspire*
*We Educate*
*We Volunteer*

## Introduction:

The Amira and Friends Edutainment Initiative (AFEI) is Sterling Bank's creative approach to innovative out-of-school learning for children in rural communities to address the educational challenge in Nigeria. Through months of correspondences via emails, zoom meetings, proposal and an MOU of sponsorship between GIEVA and Sterling Bank, a One day Event tagged Amira and Friends Edutainment event was held at Chinakwe International School Daki-Biyu, Federal Capital Territory (FCT), Abuja, Nigeria, August 5, 2023 at 10am and ended 12 noon.

## Resource persons:

1. Zhebati Ogodo- *Hausa*
2. Elizabeth Temitope- *Pidgin English*

## Volunteers

1. Martins Gaje
2. Atinuke Adegbile
3. Nickson Ibrahim
4. Vala Makama
5. Nnamdi Obayi
6. Racheal Dennis

# Pre-event activities

The GIEVA team embarked on identifying a suitable community (Daki biyu- Abuja) A total of 3 sensitization and awareness visits were made to the community. During these sensitization visits, the homes of the out- of - school children were visited, interactions were made with the parents and community leaders. The GIEVA team responded to their questions and in some cases assured the parents/ community leaders there were no ulterior motives for the event.

# Main event

## ATTENDANCE:

The event was attended by 10 adults and 87 out of school children between the ages of 3-15 years.

## AMIRA AND FRIENDS EDUTAINMENT SESSIONS

### HAUSA SESSION

The story of the Amira and Friends was summarized. The objective and why Sterling Bank in collaboration with GIEVA Organization is distributing it to the children was explained in Hausa. This was followed by the video presentation.

The session was interactive, using biscuits, sweets and drinks just like in the actual video, the children were asked to repeat the numbers, sing and count along to the songs as well as answer Questions. The children were also encouraged to volunteer to demonstrate what they had watched.

### PIDGIN/ ENGLISH SESSION

This session followed the same format as that of the Hausa, although at this session, the children watched the pidgin story first and then the English version was played afterwards. Toys were displayed and used to practice what was counted in the English version of the Amira and friends video.

Each session lasted 25 minutes.

# QUESTION AND ANSWER SESSIONS

At both Hausa and Pidgin sessions children were allowed to ask questions and responses were given by the resource persons. Every child who volunteered to answer a question or participate in the dramatization of the video was given an Amira and Friends souvenir provided by Sterling Bank.

The most frequent question from parents which boardered on sustainability was if this event was going to be continuous? Our optimistic response was, "there is a possibility for continuity if there is a sustained community desire to participate and be involved in the program activity".

At the end of the event, a sample of parents and children were selected to respond to the questionnaires

# POST EVENT SURVEY RESPONSES

## INFERENCES FROM EVENT SURVEY RESPONSES

### Children: 10 respondents.

1. Almost all the children indicated they had fun and enjoyed the event.
2. Only a few indicated that they did not enjoy the event. For those that indicated they did not, the reason given was that even though they are out of school, they know how to count and do basic addition.
3. When asked about their expectations; most responded they want to learn how to read and write.

All respondents are hopeful of scholarships to attend conventional schools, since their reason for being out of school is lack of resources.

### Parents: 8 respondents

1. All respondents when asked their expectations indicated that the Amira and friends video needed more literacy content especially the pidgin version.
2. The parents expected some form of financial assistance, especially scholarships for their wards.
3. A few expressed disappointments over the content of the video describing it as basic and what the children can be taught at home even before they start attending school.

Suggestions that the program should include in school educational curriculum and be taught regularly to their out of school children for free.

## OTHER GENERAL COMMENTS AND SUGGESTIONS FROM PARENTS AND COMMUNITY

- The leaders of the community expressed concern over organizations coming with programmes or events for the people and abandoning them without meaningful impact.
- There is bias about the intention of government and private organizations who organize programs for the people mainly to get photos to the organizations benefit and credit.
- From the attendance, Over 50% of parents do not have phones and none of the parents of the out of school children own an android or IOS device that can be used to play the Amira and friends video. **The event should be continuous not a one-time event if it is to be impactful.**

## GENERAL COMMENTS AND OBSERVATIONS FROM GIEVA RESOURCE PERSONS

1. The Amira & Friends Edutainment video is interactive & quite engaging.
2. The children were excited to see animation for children in Hausa and pidgin.
3. There is a need for a higher level of educational content on the Amira and Friends series to inspire & better meet the needs of the Out-Of-School Children.
4. The Amira and Friends series need to adopt a sustainability model within the communities for it to be accepted and impactful- For example, a model where Amira and Friends can be centrally & regularly viewed as educational videos to shown in a community center -like community library and technology center.

# RECOMMENATIONS

1. Sterling Bank should invest in branded school supplies for the children such as Notebooks, school bags, pencils, erasers and the likes.

2. It is important for the Amira and Friends Edutainment show to have a sustainability and continuity plan. This can be achieved through a program design of a transformative literacy edutainment curriculum for "out of school children" which GIEVA's Sustainable Transformative Education Project (STEP) can design. This way, the programme will have measurable elements for impact and sustainability.

3. The content of the Amira and Friends Edutainment video needs to be upgraded to include both the beginners and those of "out-of- school children" and should be formatted into modules with the goal of achieving actual primary school standard literacy and numeracy skills for children who go through the program.

4. In line with program design, out of school children can be identified and awarded Sterling Bank School Program scholarships to a number of community out of school children annually.

5. Where possible, a representative from Sterling Bank should be present at the events to speak with the children.

6. Time taken for paperwork and approvals should be faster to ensure seamless planning.
Event sponsorship funds should be released not later than 10 business days before the proposed event.

# AMIRA & FRIENDS EDUTAINMENT PROJECT QUESTIONNAIRE

Amira and Friends Edutainment is a transformative educational product. In partnership with Sterling Bank, Nigeria, the GIEVA Organization wishes to drive and promote the products to reach the "out-of-schools children" while inspiring them by the products to desire to go back to school.

By completing this survey, you will help towards research of understanding how, "The Amira and Friends Edutainment" can sustainably inspire the out-of- school children to desire to go back to school.

You will be asked to answer survey questions that include education and the youth.

This will take FEW minutes of your time.

## CATEGORY ONE

**PARENT/ GUARDIAN**

| | | |
|---|---|---|
| 1 | **Name** | |
| 2 | **Gender** | [ ] Male [ ] Female |
| 3 | **Occupation** | |
| 4 | **Educational Level** | |
| | No Education | [ ] |
| | Primary Education | [ ] |
| | Secondary Education | [ ] |
| | Vocational Education | [ ] |
| 5 | **If 'No Education', state reasons** | |
| | Lack of Finance | [ ] |
| | Distance from home | [ ] |
| | Others (State) | |
| 6 | **Number of children attending the program** | |
| 7 | **a Level of Education of Children** | |
| | No Education | [ ] |
| | Nursery school | [ ] |
| | Primary School | [ ] |
| | **b If 'No Education', state reasons** | |
| | Lack of Finance | [ ] |
| | Distance from home | [ ] |
| | Other reason(s) (State) | |

| FEEDBACK FROM EVENT | | | |
|---|---|---|---|
| 8 | a | **What session did you attend?** | |
| | | Hausa | [ ] |
| | | Pidgin | [ ] |
| | b | **Did you enjoy the event?** | Yes [ ] No [ ] |
| | c | **If 'No' state reason(s)** | |
| 9 | | **Rate the facilitators** | |
| | | Excellent | [ ] |
| | | Very good | [ ] |
| | | Good | [ ] |
| | | Poor | [ ] |
| | | Very poor | [ ] |
| 10 | a | **Did the event meet your expectation?** | Yes [ ] No [ ] |
| | b | **If no, state reason(s)** | |
| 11 | | **Suggest ways the event can be improved** | |

**CATEGORY TWO**

| OUT-OF-SCHOOL CHILDREN OF THE COMMUNITY | | | |
|---|---|---|---|
| | | **Today's date** | |
| 1 | | **Demographic Information** | |
| | | Gender | [ ] Male [ ] Female |
| | | Place of Residence | |
| 2 | | **What is your age?** | |
| 3 | a | **Educational information (What is your level of Education)** | |
| | | Out of school | [ ] |
| | | Nursery school | [ ] |
| | | Primary school | [ ] |
| | b | **If 'Out of School', reason(s)** | |
| | | Lack of Fund | [ ] |
| | | Distance from home | [ ] |
| | | I have disability | [ ] |
| | | Others (State) | |
| 4 | | **Did you enjoy the event?** | Yes [ ] No [ ] |
| 5 | | **Rate the facilitators** | |
| | | Very good | [ ] |
| | | Good | [ ] |
| | | Poor | [ ] |
| | | Very Poor | |
| 6 | | **What were your expectations? (State)** | |

# EVENT EXPENDITURE BREAKDOWN

| DESCRIPTION | DR(₦) | CR(₦) |
|---|---|---|
| INFLOW | | 370,000.00 |
| ENTERTAINMENT | 180,000.00 | |
| WATER | 10,000.00 | |
| SECURITY | 50,000.00 | |
| PHOTO AND VIDEO | 40,000.00 | |
| HALL RENTAL | 100,000.00 | |
| TECHNOLOGY AND PRINTING | 74,000.00 | |
| VOLUNTEERS | 25,000.00 | |
| TRANSPORTATION AND LOGISTICS | 75,500.00 | |
| SANITIZATION/ PLANNING | 50,000.00 | |
| MISCELLANEOUS | 19,200.00 | |
| **TOTAL** | **623,700.00** | **370,000.00** |

# PHOTOS FROM THE EVENT


















# OFFICE INFORMATION

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