



2024 IMPACT REPORT

*"Change is brought about by people like us!
We all have a voice and what matters is
how we use it and that we do use it."*

Aisha Oyebo
CEO, Murtala Muhammed Foundation

About this Report


Enough is Enough Nigeria (EiE) has continued to cultivate a generation of enlightened and active citizens committed to shaping a new Nigeria based on the principles of justice, accountability, and equity for the past 14 years. EiE accomplishes this by educating citizens extensively through various channels, including mainstream and new media/digital tools, facilitating initiatives that foster engagement between the government and the people, and producing compelling infographics and articles on relevant issues. By actively steering crucial campaigns and discussions on national and continental platforms, EiE consistently contributes to the redefinition of the Nigerian narrative.

“ By actively steering crucial campaigns and discussions on national and continental platforms, EiE consistently contributes to the redefinition of the Nigerian narrative. ”



Impact in Numbers

Our sustained efforts in 2024 have garnered remarkable attention and engagement, resulting in a combined social media following of over **360,000 dedicated followers**. These milestones reflect our commitment to fostering meaningful discussions, driving civic awareness, and promoting accountability.

 <p>14 YEARS of raising a new generation of active citizens.</p>	<p>21 STAFF</p>	<p>80+ VOLUNTEERS</p>	<p>9 Fol requests sent</p>
<p>163 Episodes of the #OfficeOfTheCitizen</p>	<p>57 #OOTC TV Episodes</p>	<p>360,000+ Social Media Followers</p>	<p>380+ Students engaged at the Covenant University Model United Nations</p>
<p>#MissingInNG A database of missing people in Nigeria. 250 documented missing persons Missing person data verified by EiE Nigeria in the period under review (July 2019 - December 2024).</p>		<p>2,081 ENTRIES</p> <p>1,568 FOUND ALIVE</p>	<p>484 STILL MISSING</p> <p>41 FOUND DEAD</p>
<p>27 Local Government Elections Amplified</p>	<p>8 <small>Thursday</small> talks editions hosted in partnership with BudgIT & The Cable</p>	<p>12 Infographics syndicated across owned online platforms, THISDAY, Business Day, Vanguard & Daily Trust newspapers.</p>	
<p>1,021 Election Situation Reports on RSVP Complaint Portal</p>	<p>128 Voter Registrations issues addressed</p>	<p>1 Pan-African Conference held Technology, New Media and Citizens Conference (#TNCG)</p>	
<p>17 Guest articles across owned online platforms, THISDAY, Business Day, Guardian & Vanguard newspapers</p>			
<p>3 New #OfficeOfTheCitizen Publications</p> <ul style="list-style-type: none"> 2 Religious ToolKits - Edo and Ondo states off-cycle elections #BBOG - Chibok Girls, Ten Years After (Where Are They Now?) 		<p>50 LGAs Town Hall Meetings #KadunaShineYourEyeOnZIPs #myLGA</p>	

Collaborations & Partnerships

We are grateful for the trust these outlets and individuals have placed in us, enabling us to contribute meaningful content that informs, inspires, and drives positive societal change.

17 | Guest Articles Syndication

In 2024, we featured 17 **guest articles** in reputable national dailies and prominent online platforms, including **ThisDay, TheCable, Punch Newspapers, Vanguard, Tribune, Guardian, and Premium Times**. These publications provided a platform to share our insights, provoke thoughtful dialogue, and inspire actionable change.

57 | Television Programs

A significant part of our media engagement was through the “**What Are You Saying (WAYS) TV Show**”, where we produced 57 **episodes** covering a wide range of governance and civic engagement topics. These episodes facilitated insightful discussions that amplified critical issues and gave citizens valuable perspectives on their role in governance.

12 | Infographics Syndication

We leveraged infographics as a powerful tool for simplifying complex concepts and conveying critical messages. We published 12 **infographics** across widely recognised national dailies and platforms such as **ThisDay, BusinessDay, Punch, and Guardian**. These visually engaging materials resonated strongly with our audiences, ensuring impactful communication.

About EiE

Enough is Enough Nigeria (EiE) is a non-partisan network of individuals and organisations committed to instituting a culture of good governance and public accountability in Nigeria through active citizenship.

EiE was set up as the next step from two citizens' protests in 2010 on our missing President, killings in Jos and fuel scarcity.

Through our programmatic areas, we focus on Nigerians of voting age, especially **18 - 35 year olds**, because they are the largest voting demographic. We leverage the power of technology - mobile phones, internet, radio and television - to reach as many as we can.



Vision

Harness the potential of Nigerian youth towards building a just and fair society for all.



Mission

We consistently evolve processes that enhance citizen engagement and promote good governance.



Values

- Passion
- Ownership
- Integrity
- Serve
- Engagement



Focus

We cannot reach every young Nigerian, so we have decided to leverage the power of technology to reach as many as we can. Therefore, our audience is every Nigerian with access to technology – the internet and mobile phones, and to a lesser degree, television and radio.

"We are leveraging technology and mass media to engage with and amplify the yearnings of active citizens for good governance in Nigeria."



SDG Focus
16 | Peace, Justice & Strong Institutions

In 2015, 195 nations agreed that they can change the world for the better. The 17 **Sustainable Development Goals (SDGs)** are to be achieved by 2030.

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2024 The Year of H.O.P.E

Dear Patriot,

2024 was an interesting year at EiE Nigeria. As we navigated the complexities of governance and civic engagement, we focused on empowering citizens to understand their rights, demand accountability, and actively participate in shaping Nigeria's democracy.

I recorded a video to mark our 14th anniversary and it was a message of hope to look beyond our current reality. This was my first time sharing my thoughts with a video. For 14 years, we have advocated for good governance, mobilised citizens, and held leaders accountable. During our annual staff retreat in February, we crafted the acronym **H.O.P.E.—Humanity, Ownership, Power, and Engage**. These four pillars continue to guide our work, reinforcing the belief that when citizens take ownership, engage actively, and harness their collective power, real change can happen. I shared this in my video as a reminder that a better Nigeria is possible. Nigeria is worth fighting for, and we can build the country we desire and deserve.

A defining moment of the year was expanding our **#myLGA** initiative, strengthening grassroots advocacy and local government autonomy across six states: **Abia, Anambra, Ebonyi, Nasarawa, Ondo, and Yobe**. Through this expansion, we established the **Office of the Citizen HelpDesks** in these states, reinforcing our commitment to ensuring that governance starts where it matters most—at the community level.

We also brought history to life by amplifying the legacy of Funmilayo Ransome-Kuti, with screenings of the movie biopic, **Funmilayo Ransome-Kuti** in **Lagos, Abeokuta, and Abuja**. Additionally, one of our **#ThursdayTalks** sessions—our monthly forum for discussions on civic issues and governance—featured a special movie screening, followed by a thought-provoking conversation that included her grandson, Seun Kuti, on her activism and its relevance to civic engagement and governance today.

Beyond this, our **#OnePerson** initiative continued to spotlight individuals driving positive change. Last year, we celebrated 11 remarkable individuals making a difference in their communities. We honoured them with awards at the **BudGIT Active Citizen Festival** to recognise their impact, reaffirming a core belief at EiE Nigeria: *One Person Can and Does Make a Difference!*

Our journey was not without challenges - from navigating shifting political landscapes to ensuring citizens remain engaged in governance, 2024 tested our resolve. Yet, we remain committed to our mission, undeterred in our pursuit of a more accountable government and empowered citizens.

The work continues in 2025. The path to good governance requires perseverance, collective action, and an unwavering belief in the power of the people.

Thank you once again for standing with us on this journey.

Opeyemi ('Yemi) Adamolekun

Executive Director

March 2025

Our Program Pillars

Thematic Areas

In addition to our activism, aka "street protests", our work is divided into three broad thematic areas.

1.



Elections

Drive the 4 essential actions required from citizens in the electoral process - **Register** to vote; **Select** credible candidates; **Vote** NOT fight & **Protect** your vote on election day & during the 4-year election cycle. It is Nigeria's longest-running and one of its most prominent voter education and sensitization campaigns.

2.



#OfficeOfTheCitizen (OOTC)

Educate citizens on their rights and responsibilities - "The Office of the Citizen is the **highest** office in the land!" Activities include radio programs in several states nationwide; a monthly virtual convening via X formerly Twitter Spaces, a pan-African bi-annual conference called **Technology, New Media, Citizens and Governance (TNCG)**, student engagements, local governance focused program (**#myLGA**) and public interest litigation.

3.



Legislative Engagement & Advocacy

Facilitate productive engagements between citizens and their representatives at the federal, state, and local government levels while promoting transparency and accountability. This is done through tech-enabled platforms like the #OOTC WhatsApp Bot, physical and virtual town halls. Our most prominent campaign under this is **#OpenNASS**.



In 2024, our team grew to include active citizens who shared our commitment to improving citizen engagement and promoting good governance. We onboarded 2 Senior Media Associates, 1 HR Associate, 1 Administrator, 1 Finance Associate, 1 Program Associate and 1 Senior Program Associate.

Programs & Research

- **Ufuoma Oghuvwu**
Senior Programs Associate
- **Usen Asanga**
Senior Programs Associate (New)
- **Perewari Itaita**
Programs Associate
- **Jasmine Adefolake Hastrup**
Programs Associate (New)

Creatives

- **Emmanuel Akujobi**
Creative Lead
- **Seun Ariyo (Bati)**
Creative Associate
- **Osinachi Okenwa**
Creative Associate

Media

- **Akindeji Aromaye**
Senior Media Associate
- **'Debisi Alokolaro**
Senior Media Associate (Short-term Contract)
- **Tosin Adeyemi**
Senior Media Associate (New)
- **Hope Ukaigwe**
Media Associate
- **Chikadibia Maduekwe**
Media Associate

IT

- **Phillips Oluwasegun**
IT Lead
- **Donatus Ugwushie**
IT Associate

HR & Admin

- **Oluseyi Onakoya**
HR Lead (Contract)
- **Bunmi Elegbeleye**
Admin/HR Associate
- **Philomena Ughe**
Administrator (New)
- **Ruthanne Griffith**
Admin Associate (New)

Finance

- **Femi Ayanbanjo**
Finance Lead (Contract)
- **Tolulope Adeniyi**
Finance Associate (New)
- **Chidinma Nnate**
Finance Associate (New)

Exits *Usen Asanga, Jasmine Adefolake Hastrup, Osinachi Okenwa, Bunmi Elegbeleye, Tolulope Adeniyi and Chidinma Nnate all exited during the year.*



"One of the penalties for refusing to participate in politics is that you end up being governed by your inferiors."

– Plato

01



In 2024, Nigeria had two off-cycle elections in Edo and Ondo states. Following the Supreme Court ruling on local government financial autonomy, we also experienced a wave of local government elections. As a result, we reactivated our #RSVP Campaign to amplify the election activities and galvanize citizen engagement with the electoral process. This involved driving the four essential actions required from citizens in the electoral process - **Register** to vote; **Select** credible candidates; **Vote** NOT fight & **Protect** your vote on election day and during the 4-year election cycle.

" Because the real threat to our democracy isn't just rigging or bad politicians. It's a population that no longer believes its voice matters. "
– Akindeji Aromaye

1. #EdoDecides2024

In Edo State, we partnered with **MiND Initiative** on a CVR exercise observation and support mission where we deployed **10 volunteers across five local government areas in the three senatorial districts** to get a true picture of citizen engagement across the state. The local governments were **Egor, Oredo, Owan East, Owan West, Etsako West, and Esan North East**, where our volunteers played a pivotal role in assisting the Independent National Electoral Commission (INEC) staff and ensuring a smooth registration process for citizens.



2. Situation Room #OndoDecides2024

As partners of the Nigerian Civil Society Situation Room, we were involved in the Ondo State election monitoring and observation process across specific polling units within the state. The final report indicated that the election demonstrated improved performance by INEC with minimal disruptions. However, it also emphasised the need for stronger enforcement against vote trading and called for expedited establishment of an Electoral Offences Commission.

3. Religious Toolkit Volume 9

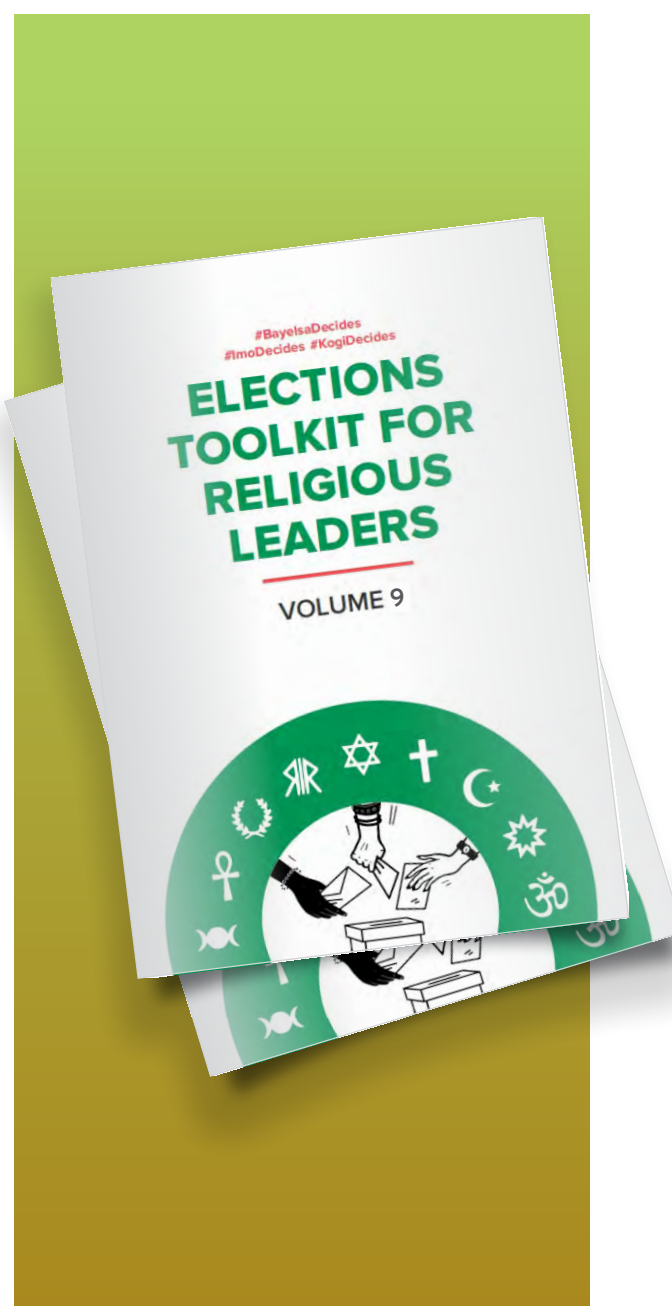
As part of our campaign, we updated our **Religious Toolkit**, a resource that equips religious leaders with accurate information to sensitise their congregations on elections. Volume 9 was specifically tailored to the Edo and Ondo off-cycle elections.

4. 2024 Local Government Elections Amplification

The Supreme Court's July 11, 2024 affirmation of local government financial autonomy, which also mandated state governments to conduct LG elections led to an increase in the number of LG elections held in 2024, with 19 elections conducted between August and November.

There were 27 LG elections in total for the year and as part of our #RSVP campaign, we amplified all of them targeting residents of the states.

// *As part of our #RSVP Campaign for the year, we amplified all 27 local government elections, targeting residents of the states.*





"I believe in the power of one citizen to stand up against any evil in their society and demand accountability."

- Oby Ezekwesili

02

1. #OOTC Radio

EiE's journey into radio started with Top Radio 90.9FM in 2014 through the **#NoWahalaMonday** weekly program, and it was not funded. Since then, we have hosted the **#OOTC radio program in 33 states and the FCT**. Some of these have been funded while others have been in partnership with radio stations like **Nigeria Info & Top Radio** in Lagos State, **New Cruze FM** in Ekiti State, **Inspiration FM** in Oyo State, and **Sparkling FM** in Cross River State. These stations provide free airtime, and we work with them to schedule guests and topics to educate and engage Nigerians.

In 2024, we leveraged our existing partnership with Sparkling FM Calabar to continue serving as a platform for citizen engagement and agenda-setting for advocacy. The #OOTC segment hosted engaging discussions and insightful interviews with government officials, activists, and active citizens. Listeners have testified to having gained valuable insights into various avenues for citizen engagement, including participatory decision-making processes, volunteerism, and advocacy initiatives.

*"The Office Of The Citizen is the **highest** office in the land!"*



2.



#myLGA Project (mylg.ng)

Always at the forefront of governance issues in Nigeria, we embarked on this project in 2021 with support from the National Endowment for Democracy (NED) to improve service delivery and transparency at the local level through citizen engagement, education, and the establishment of #OfficeOfTheCitizen

HelpDesks. In 2024, the #myLGA project gained momentum as we sought to establish #OfficeOfTheCitizen HelpDesks in our six project states—Abia, Anambra, Ebonyi, Nasarawa, Ondo and Yobe.

In collaboration with our resident state partners, we recruited and trained 60 community champions across 30 local government areas (LGAs) who were instrumental in our citizen engagement activities and advocacy efforts with the local government authorities to establish the HelpDesks and appoint desk officers. We also leveraged media partnerships with local radio and TV channels in the states to amplify our project activities and educate citizens on their roles, responsibilities, and engagement channels with their LGAs. By December 2024, we had successfully gotten approvals from local government leadership to establish HelpDesks across 27 LGAs in 5 states. We closed the project with a strategic session in Lagos that brought together key stakeholders from the six project states, Lagos, and the FCT.

RECRUITED AND TRAINED



By December 2024, we had successfully gotten approvals from local government leadership to establish HelpDesks across 27 LGAs in 5 states.



The project directly impacted 3,000+ individuals through its various activities, with an estimated media reach of 2 million Nigerians across the project states.

Photos from the #myLGA Project



3.

#ThursdayTalks



#ThursdayTalks started in 2018 as a monthly conversation with thought leaders, change agents, and citizens to drive conversations around the demand for good governance through active citizenship. It is now organised by EiE Nigeria and BudgIT, with **TheCable** as the media partner. Since April 2020, the monthly meetings at the Civic Hub in Yaba, Lagos have been replaced with virtual conversations to discuss wide-ranging issues on governance and the polity. However, there are physical editions from time to time.

Month	Summary
February [BudgIT]	<p>Oronsaye Report: Addressing the Cost of Governance in Nigeria</p> <p>In 2024, #ThursdayTalks started with a deep dive into the Oronsaye Report, submitted in 2012, which recommended reducing Nigeria's federal agencies from 263 to 161 by merging overlapping organisations and scrapping redundant ones to cut governance costs. In this edition, Kelvin Emmanuel, Director and board member, Obsidian Archener Nigeria; Dumebi Oluwole, Senior Economist, Stears; and Iniobong Usen, Head of Research and Policy Advisory, BudgIT, considered the benefits and the drawbacks of implementing the 12-year-old report amidst the economic realities of the time.</p>
March [EiE]	<p>EiE @ 14 - State of the Nation: A Citizen's Perspective</p> <p>This special edition, coinciding with EiE's 14th anniversary, was moderated by our Executive Director, Opeyemi Adamolekun. Panelists included Biola Akiyode, Founding Director, WARDC; Vahyala Kwaga, Senior Research and Policy Analyst, BudgIT; Dr Munirat Antoinette (Anto) Lecky, Educator, Entertainer and Activist (Virtual Guest); and Seyi Awojulugbe, Senior Analyst, SBM Intelligence.</p> <p>It was an opportunity to celebrate 14 years of EiE's impact in the Nigerian civic space and a platform to discuss and proffer solutions to the various problems plaguing Nigeria in the first quarter of 2024 from a citizen's perspective.</p>
April [BudgIT]	<p>How Well Have States Maintained Fiscal Transparency Post-SFTAS?</p> <p>We discussed state fiscal transparency, accountability, and sustainability programs. We reviewed progress on the States' Fiscal Transparency, Accountability, and Sustainability (SFTAS) program. We were joined by Sunday Odeh, Director of Consolidated Accounts at the Accountant-General's Office in Kogi State, and Iyanuoluwa Bolarinwa, Head of Open Government and Institutional Partnership at BudgIT. The insightful discussion highlighted efforts to strengthen public financial management and facilitate access to annual/ SFTAS funding for implementing critical reforms.</p>

Month	Summary
<p>May [EiE]</p>	<p>Funmilayo Ransome Kuti: Movie Screening & Discussion on People Power</p> <p>In May, we took #ThursdayTalks a notch higher, screening the movie <i>Funmilayo Ransome-Kuti</i> in partnership with Silverbird Cinemas, BudgIT, and TheCable. After the movie, a panel discussion took place, featuring Seun Kuti (grandson of the lead character), Wemimo Adewunmi of WARDC, and two UNILAG student activists—Tolulope Hicks and Toluwalope Eyikogbe David. Abosede George-Ogan, the Executive Director of WILAN Global, moderated the discussion. This special edition also featured a guest appearance by Bolanle Austen-Peters, the movie's director, who engaged the audience.</p> <p>The panel discussion explored themes related to the movie and its historical significance while also highlighting contemporary issues and perspectives from the diverse panellists.</p> <p>Additionally, the event provided an opportunity to advance our work by showcasing our online civic-tech platform, shineyoureye.org, and distributing OOTC passports to attendees. This edition highlighted the role of storytelling and positive role models in inciting Nigerians to ceaselessly engage the government—with knowledge and in numbers!</p>
<p>June [BudgIT]</p>	<p>Nigeria's Minimum Wage Palava</p> <p>As debates intensified between the federal government and organised labour over a suitable minimum wage, this virtual discussion brought together expert Economist, Kelvin Emmanuel, and Senior Research and Policy Analyst, Vahyala Kwaga, to examine the complexities of the minimum wage issue and its potential impact on citizens. The panel also explored what would constitute a reasonable minimum wage increase for workers, considering economic factors and living costs.</p>
<p>July [EiE]</p>	<p>What does LGA Autonomy Look Like?</p> <p>In light of the Supreme Court's landmark reaffirmation of financial autonomy for local governments in Nigeria, this hybrid event showcased a presentation and panel discussion with a selection of youth activists and thought leaders on the implications of the Supreme Court's ruling on Nigeria's federal structure. Discussions emphasised accountability and transparency, as well as the role of citizens in this new framework.</p> <p>The guests were drawn from civil society and politics and included Liborous Oshoma, a constitutional lawyer; Markus Amaza, a Senior Media Officer with Yiaga Africa; Victoria Oladipo, the founder of Learn Politics; and Hon. Obafemi Onakoya, a former Transition Committee Chairman of Odogbolu Local Government Area in Ogun State.</p>
<p>August [BudgIT]</p>	<p>Tracka's 10th Anniversary: Building People, Moulding Nations</p> <p>We commemorated 10 years of BudgIT's impactful work through Tracka, a platform that enables citizens to collaborate and give feedback about public projects. The conversation brought together Olusegun Onigbinde, Global Director of BudgIT; Ayomide Ladipo, Head of Tracka; Uadamen Ilevbaoje, Founder of MonITNg; and Deborah Ademide, Community Manager of Tracka, who detailed a decade-long journey of impact in the civic space.</p>

Month	Summary
September [EiE]	<p>Integrity of the Ballot: Lessons for Nigeria’s Electoral Reform</p> <p>We focused on harvesting lessons from the aftermath of the Edo State gubernatorial elections. Chiamaka Dike of Marie Claire Nigeria moderated the conversation with panellists Peter Aguebor, Executive Director, MiND Initiative, and Bukola Idowu, Executive Director, Kimpact, both of whom were active observers and stakeholders in the Edo elections.</p>

We concluded the final episode of #ThursdayTalks for 2024 in September, to prepare for the **Technology, New Media, Citizens and Governance Conference** co-hosted by both organisations.

4. **JUNE 12 Democracy Day Commemoration: A Screening of "Funmilayo Ransome-Kuti"**

In June, following the successful screening of *Funmilayo Ransome-Kuti* at #ThursdayTalks, EiE Nigeria partnered with WARDC and BudgIT to organise **simultaneous screenings of the film across three cities - Lagos, Abuja, and Abeokuta** - to commemorate the June 12th anniversary. This collaborative initiative, part of the Collective Action Project, featured engaging discussions with university students from the University of Lagos (Unilag) and the Federal University of Agriculture, Abeokuta, who participated as audience members and panelists. The synchronised screenings amplified conversations about civic engagement and social justice, drawing inspiration from Funmilayo Ransome-Kuti’s legacy of activism.

The poster features the film's title "FUNMILAYO RANSOME-KUTI" in large, bold letters. Above the title, the names of the lead actors are listed: KEHINDE BANKOLE, JOKE SILVA, IBRAHIM SUHEMAN, JIDE KOSOKO, and ADEBAYO SALAMI. The poster also includes a "DEMOCRACY DAY SPECIAL" badge and the event title "MOVIE SCREENING & CONVERSATION on Collective Action Wednesday, June 12". It lists three screening locations: Abeokuta (OOP! CINEMAS, Aje Place), Abuja (Silverbird Cinemas, Memorial Drive), and Lagos (Silverbird Cinemas, Galleria, Victoria Island). Ticket prices are shown as N5,000 for 12PM and N5,000 (Discounted Tickets) for 5PM. A registration link "REGISTER: bit.ly/Funmi-Kuti" is provided at the bottom.



5. Student Engagement & Civic Education Activities

In 2024, student engagement remained one of our areas of interest as we engaged students on different levels, especially because they fall within our catchment age of 18-35 years. In addition to student participation in the **Funmilayo Ransome-Kuti screening**, we also supported the **Federal Polytechnic Ado-Ekiti Students Union Judicial Summit**, providing 150 "Office of the Citizen" (OOTC) passports. The summit, themed *"The Judiciary: A Beacon of Hope,"* focused on the judiciary's role in upholding justice and the rule of law.

Additionally, we leveraged partnerships and invitations from organisations like **Civic Hive**, **MentorMe**, **PoliZ**, **BeWholeNG**, **PROMAD Foundation**, and **Young Men Christian Association of Nigeria (YMCA)** to train young Nigerians on governance ideals such as citizenship, how to hold the government accountable, civic tech tools, and democracy.

6. #TNCG2024



The biennial **Technology, New Media, Citizens, and Governance Conference (#TNCG2024)** was our final major event in 2024. The conference, previously known as the **New Media, Citizens, and Governance Conference (NMCG)**, expanded its scope to include technology in its title, reflecting the growing impact of tech tools like artificial intelligence (AI) in governance.

The 2024 edition, themed *"Technology: The Present and Future of Political Action in Africa,"* featured former Nigerian Vice President **Prof. Yemi Osinbajo**, as the keynote speaker. The conference brought together diverse participants from across Africa, including analysts, policymakers, academics, students, and citizens, to examine how technology shapes political action on the continent from both demand and supply perspectives.

The distinguished panel of speakers included South Africa's Deputy Minister of Communication

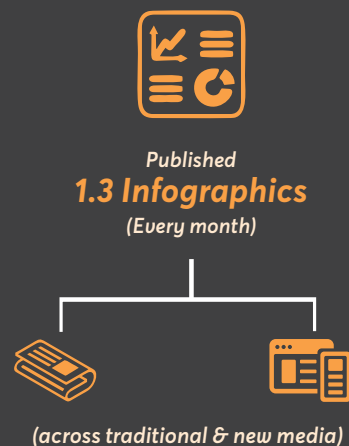
and Digital Technologies, **Mondli Gungubele**; **Hannah Kates**, Head of Stears Open Data; **Mutemi Wa Kiama**, Co-Chair of Africans Rising Movement Coordinating Collective; **Samson Itodo**, Executive Director of Yiaga Africa; and **Gbenga Sesan**, Executive Director of Paradigm Initiative (PIN).

The one-day conference boasted two plenary sessions, one special spotlight session, and two breakout sessions that ran concurrently. It peaked with a **content creation competition session**, which involved three pre-selected content creators pitching pre-recorded skits on local government allocations tagged **"#myLGA money."** This session was in partnership with TASCK and was moderated by creatives - **Peter Akah**, **Jesse Jagz**, **Blaqbonez**, **Anto Lecky**, and **Keziah Mallam**.



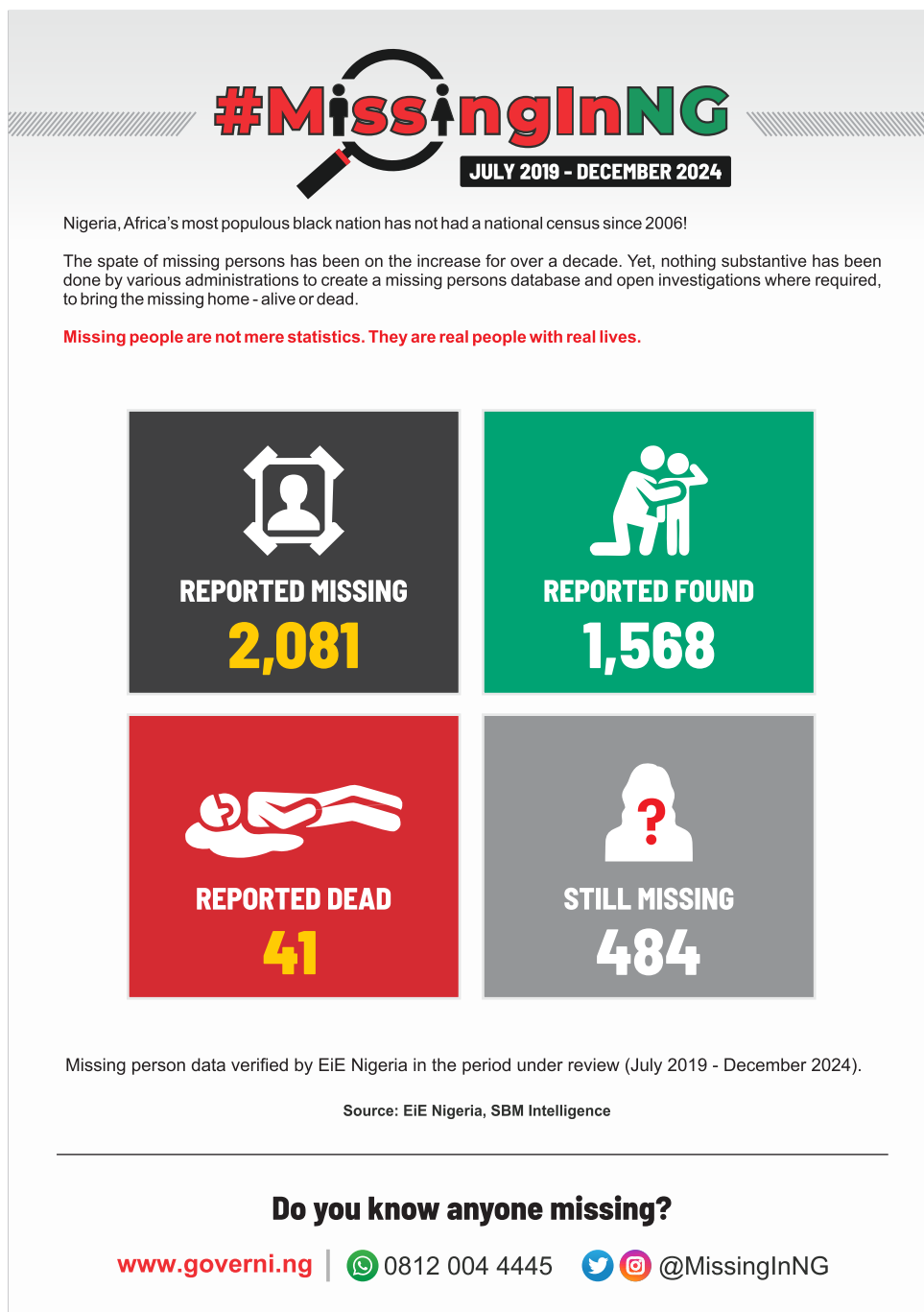
7. Research & Infographics

As part of our charge to continue educating the public, we continued to publish infographics in 2024. These infographics, which broke down various government policies, educating Nigerians on their implications and how best to engage, were published in select national dailies and on our social media pages. In 2024, we published an average of 1.3 infographics every month across traditional and new media.



8. #MissingInNG

We continued to engage citizens online to help families reunite and get closure on their missing persons by amplifying their search through social media and the MissingInNG website—www.governi.ng. Between February and December 2024, we documented and amplified the cases of 27 missing persons on our x.com/MissingInNG platform, with one individual declared found by family members. This procedure involved calling family members and contact persons to validate their missing status before amplification.





LEGISLATIVE ENGAGEMENT & ADVOCACY

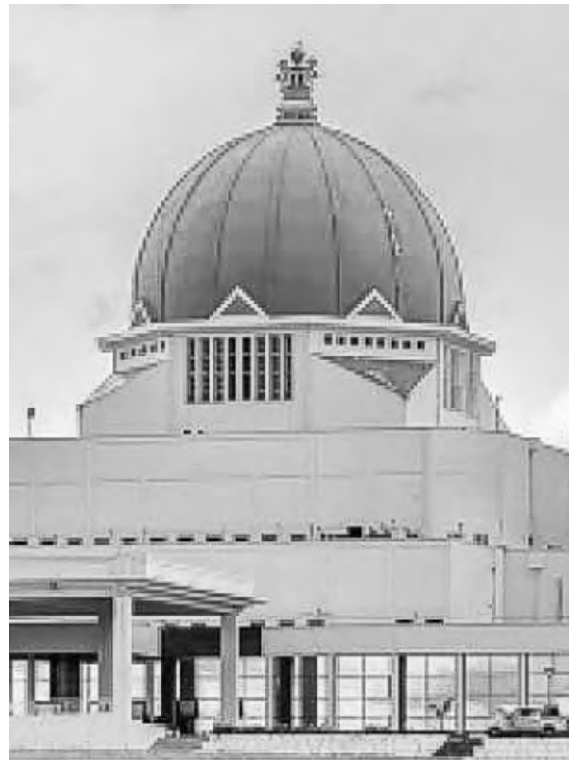
*"Change will not come if we wait for
some other person or some other time.
We are the ones we've been waiting for.
We are the change we seek."*

- Barack Obama

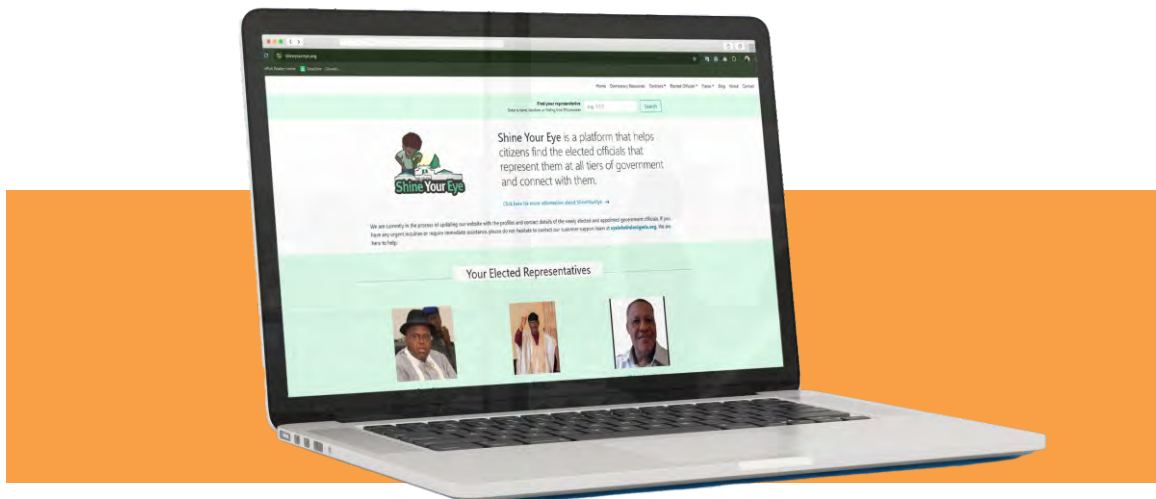
03

Legislative Engagement & Advocacy

To strengthen democratic accountability and foster inclusive governance, we leverage data and technology to deepen citizen engagement with public institutions and elected representatives.



We continued to update and revalidate legislators' information on our www.shineyoureye.org web platform to accommodate changes that came with deaths, court judgments, and resignations due to federal government appointments. This database continues to serve as a basis for citizen engagement with their elected representatives. Notably, during a courtesy visit to the National Assembly, our team member secured a list of contact details, which we used to update our data, enabling citizens to better connect with their elected representatives. **#ShineYourEye**





EVENTS

*"Deliberation and debate is the way
you stir the soul of our democracy."*

- Jesse Jackson

Other

Activities of Note

1. #BringBackOurGirls Campaign: 10-Year Commemoration

On April 14th, we partnered with the [BringBackOurGirls](#) Lagos family to host a commemoration event marking a decade since the horrific Chibok abduction by Boko Haram terrorists.

As part of the 10-year commemoration and our continued advocacy efforts for the release of the remaining girls, we launched a booklet highlighting the journeys of girls who have been released, detailing where they are now and what they are doing.

This publication, launched during our virtual “[Chibok Girls 10 Years Later: Where Are They Now?](#)” event on April 30th, amplifies the extraordinary resilience of these young women. We heard directly from survivors like [Grace Dauda](#) and [Dinah Lawan](#) as they recounted their divergent journeys—Grace’s harrowing three years in captivity versus Dinah’s fortunate yet still traumatic early escape. [Download the report here](#). Watch the video recording [here](#).



EXCERPT FROM THE PUBLICATION

April 14, 2024, made it 10 years since the event that jarred the nation and the world. Unfortunately, history has continued to repeat itself with recent abductions of school children in Delta, Ekiti, Kaduna, Katsina, Kebbi, Lagos, Nasarawa, Niger, Plateau, Sokoto, Yobe, and Zamfara. There have been at least 38 school-related abductions since 2014. Given these horrendous events, the need to remember the missing students and amplify the advocacy for secure spaces for all Nigerians, especially our children in schools, remains paramount.

Enough is Enough (EiE) Nigeria has served as the secretariat for the BBOG Lagos Family in recent years. For this milestone, we thought it was important to revisit ThisDay’s anchor publication to show what has happened to the girls over the last decade.



Photos from #BBOG Event



2. The 2024 EiE Staff Retreat

Held at **La Campagne Tropicana Beach Resort** from Sunday, February 25, to Wednesday, February 29, we had sixteen (16) professional team members (full-time employees and contract staff) attending in person. One contract staff member joined virtually for some of the sessions. The sessions were facilitated by **Pastor Sam Adeyemi**, a Leadership Consultant; **Dr. Chidi Odinkalu**, a Professor of Human Rights Law; and **Mrs Adepeju Adegoke**, an HR Consultant.

There were opportunities for team members to explore the grounds of the resort and engage in fun activities like swimming, football, and lawn tennis.



Reflections

1

Nigeria is in a critical state, and citizens are experiencing a wave of exhaustion due to the economic situation and the government's unending pattern of disregard, which was significantly amplified after the outcome of the 2023 general elections.

2

Many citizens are disappointed, times are changing fast, and EiE needs to evolve and match these dynamics. These sessions helped us answer burning questions and re-evaluate our strategies, yet they also left us asking: **How might we position ourselves as an organisation amidst these challenges?**

3

It is worth noting that the common keyword that resounded throughout the sessions was **"HOPE"** which we turned into an acronym—**Humanity, Ownership, Power and Engage**—making it our key messaging theme for 2024.

4

The patterns, cultural systems, and structures influenced by external factors that significantly affect EiE's operations were analysed using the STEEP (Socio-Cultural, Technology, Ecological, Economic, and Political) conceptual framework. The discussion covered available opportunities and potential threats to EiE, with pragmatic strategies to address them set to be explored further by the Team.

Photos from 2024 Staff Retreat



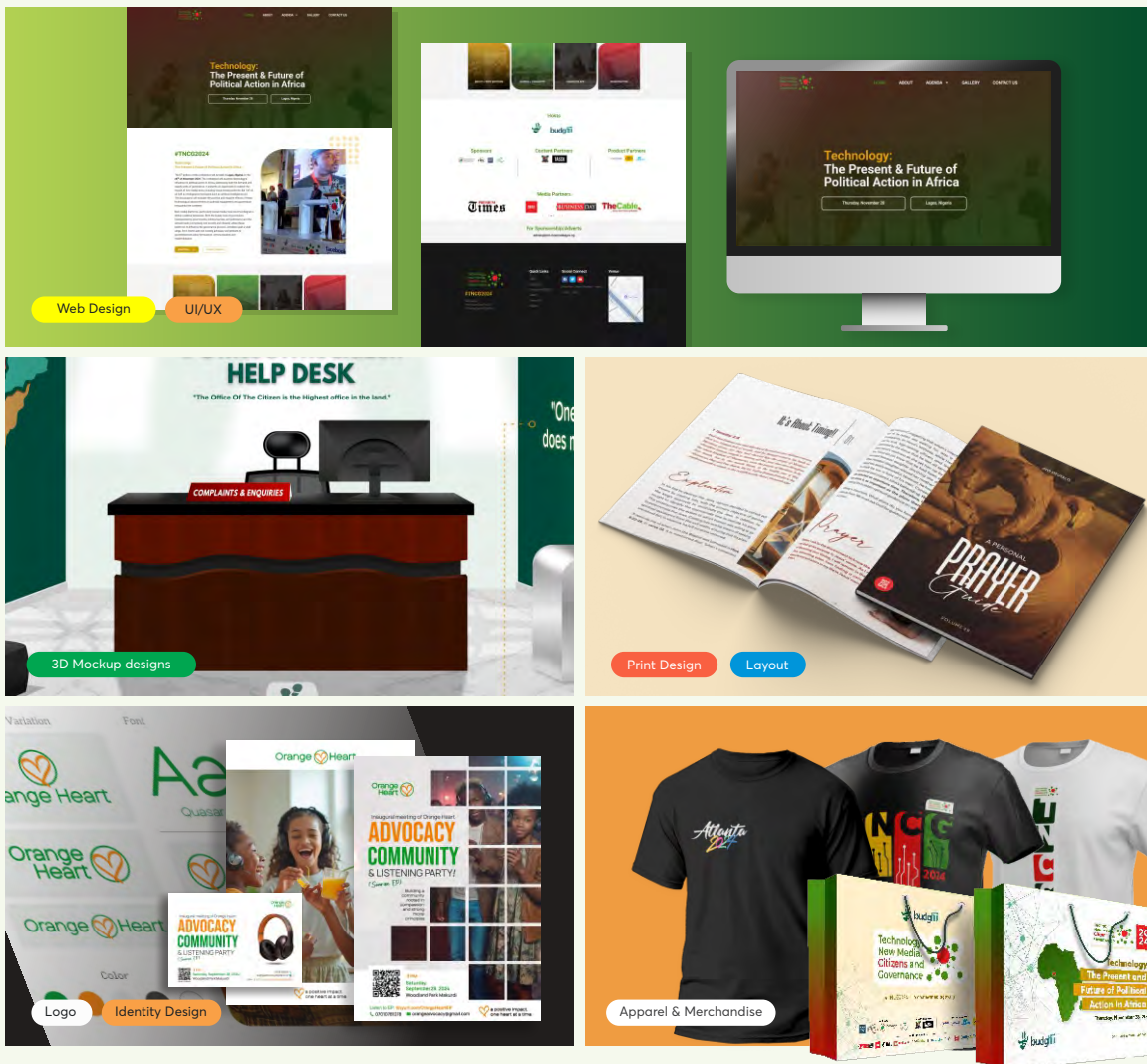


A lean creative agency that uses design to solve visual communication problems.
Providing structured support for non-profits, NGOs and social enterprises.



BrandFlip (a unit of the EiE Project) is a lean creative agency that specialises in using design to solve visual communication problems. Through our commitment to social impact, we're making professional design accessible to non-profits, NGOs, and social enterprises, helping them communicate their mission and values effectively. We believe that great designs should be accessible to everyone.

A Glimpse into Our 2024 Projects



Our Clients



Our Enablers

As a not-for-profit, a big part of our work is made possible through the generous donations of others - individuals and organisations. We started 2021 with the big question of how to sustain our operations. It was one of two things - think of creative ways to fund our operations or drastically minimise our operational costs.

Whilst we brainstormed on how to raise funds to carry on our programmes and activities, we were inspired to re-launch **EiE Enablers** - a group of people who financially commit to support the work we do on a regular basis.

We especially thank every one of them for believing in the vision and assure them of our commitment to our objective of creating a Nigeria that thrives on the fundamentals of justice, equity, and accountability.

We are because you are!

www.eie.ng/donate



David Okhumale

Oluwemimo Jaiyeoba

David Towoju

Pastor C.A.B & Pastor (Mrs) C.O. Olowu

Odunoluwa Longe

Segun Olujobi

Oladipo Kehinde-Olugbenga

The Elevation Church

Olatunji Lawal-Solarin

Wukeh Egem-Okey

Donors in Kind

*Banwo & Ighodalo
BusinessDay*

*Olutobi Adamolekun
ThisDay Newspapers*

Olumide Babalola, LP



Become an EiE Enabler!



“The world is not dangerous because of those who do harm but because of those who look at it without doing anything.”

- Albert Einstein

We invite you to influence Nigeria’s trajectory by supporting our work to ensure that Nigerians are engaged and aware of how to make governance work for the benefit of all.

Would you like to donate to support our work?

If yes, please fill out the following information:

- **Name** *(First name, Last name)*
- **Email**
- **City, State, Country**
- **Phone Number** *(with area code)*
- **Pledge Amount**

Monthly Quarterly Yearly One-off



Donation Channels

	Dollar Transfers (\$) /Bank Deposits	Naira Transfers (₦) /Bank Deposits
ZENITH BANK <i>(The EiE Project Ltd/Gte)</i>	5070216106	1013171125
STANBIC IBTC BANK <i>(The EiE Project Ltd/Gte)</i>	0038504928	0037525764

You are welcome to donate anonymously without giving us your contact information.

2024

Financials

REVENUE	AMOUNT
Grants	145,132,903
Donations	49,165,239
Enablers	2,415,478
Other Income	5,137,275
TOTAL	N201,850,894
EXPENSES	
Programs & Projects	90,971,266
Personnel	70,062,619
Operations & Administration	49,233,813
TOTAL	N210,267,698
Deficit	(N8,416,803)

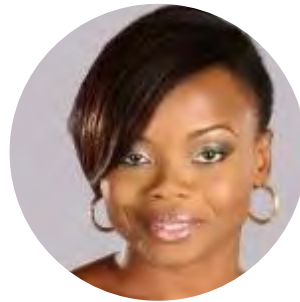
Note: Other Income includes the proceeds from the sales of Footprints and branded items.
In 2024, EiE hosted its bi-annual conference (TNCG); generating donations and associated costs.

EiE's Board



**Opeyemi ('Yemi)
Adamolekun**

Board Secretary and
Executive Director



**Bisola
Edun**

Finance Director
Fashion Entrepreneur



**Zeal
Akaraiwe**

Acting Chairperson
Finance Consultant



**Omolola
Adele-Oso**

Board Member
Tourism Entrepreneur
(Stepped down)



**Fadekemi
Akinfaderin**

Board Member
Development Consultant
(Stepped down)



**Ishaya
Bako**

Board Member
Film Director

Dates of Appointment: The Board was appointed between 2018 and 2019.

