

**12** DAYS OF  
**CHRISTMAS**  
OUTREACH  
**PROPOSAL** 2024



POWERED BY  
**DR. TOLUWANI BINUTU**



# ABOUT ME



I am Dr Toluwani Binutu, a medical doctor, influencer, and content creator. With a passion for making a difference in my community, I have spearheaded several initiatives that focus on healthcare, education, and child welfare. Through my work and influence, I aim to positively impact the lives of the less privileged, using my platform to raise awareness and bring change to underserved communities.



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# BRANDS THAT TRUST US

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**OhentPay**

**FAAN**  
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**LEMFI**  
formerly Lemonade Finance

**Mobihealth**

**phillips.hmo**

**OptimumFoodie**  
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ASSISTANT**

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# WHY I'M REACHING OUT TO YOU

Nigeria is facing a tough time right now, with inflation soaring over 20% in 2024. The cost of basic foods like rice, beans, and bread has shot up by 30-50%, making it almost impossible for many families to afford proper meals. This breaks my heart, and it's why I'm committed to being part of the solution, helping as much as I can in my community.



Right now, about 40% of Nigerians—around 82 million people—are living below the poverty line. That means countless families are struggling just to put three meals on the table each day. It's no surprise that, according to the Global Hunger Index 2023, Nigeria ranks 103rd out of 121 countries, showing just how serious the hunger crisis is.



The impact on children is devastating. Malnutrition affects not only their health but also their ability to learn and succeed in school. A child who doesn't get enough to eat is more likely to fall behind in their education, which can limit their future opportunities and keep the cycle of poverty going.



# OUR MISSION



I am driven by a deep desire to make a real, lasting impact in the lives of those around me, especially children who are most vulnerable. My mission is to fight against hunger in my community by providing nutritious meals to families struggling to afford even the basics. I'm currently partnering with **Mobihealth International** to bring healthcare to rural communities. I believe that through consistent and efforts and meaningful partnerships, we will not only feed children, we will also empower them with the foundation they need to have a brighter future

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# HOW WE BEGIN



This **December (2nd - 7th)**, we will embark on a *"12 days of Christmas"* outreach - visiting 2 locations in one day. We will be starting with 12 (twelve) of Lagos' most underprivileged communities



**EJIGBO, MUSHIN, KETU,  
EGBEDA, AJAH, OSHODI,  
EPE, YABA, IKORODU,  
BARIGA, AGEGE, AND  
MARYLAND**



to feed at least **1,000 children**. We will provide package meals, essential care packages to bring warmth and joy to these children during the festive season, and I need your help to make it happen.



# WHY NOW?



The need for action has never been more urgent. As we approach the festive season, many families in Lagos are grappling with rising food prices and economic hardship. With inflation affecting the cost of necessities, countless children are at risk of going hungry. The holiday season should be a time of joy and celebration, but for many, it's a stark reminder of their struggles







# LET'S DO BETTER TODAY

We are creating special care boxes filled with **essential food items and basic medical kits, each priced at ₱50,000.** These boxes are designed to provide children and their families with nutritious meals during the festive season. Our goal is to ensure that every child in the communities we serve has access to enough food to stay healthy and feel the joy of the holidays.

One care box is designed to feed a family of approximately 3 to 5 people. By providing essential food items, the box ensures that families have enough nutritious meals to last them through the festive season, making a meaningful impact on their overall well-being.

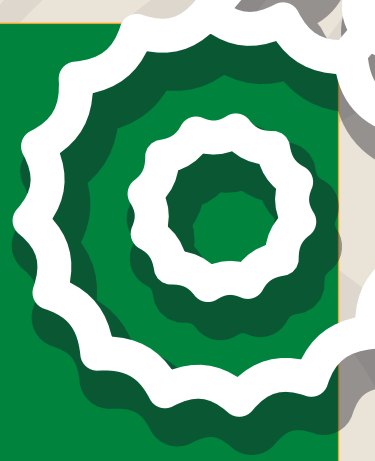


Sponsors and partners can support this cause by paying for as many boxes as they wish. Whether it's one box or multiple, every contribution will make a difference in the lives of these children. Together, we can help brighten their season and provide them with the nourishment they need.





# THE BOX



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# IMPACT OF THIS OUTREACH

The "12 Days of Christmas" initiative will have a profound impact on the communities we serve. Here's how:

## **IMMEDIATE RELIEF:**

By providing nutritious meals to at least 1,000 children, we will directly address food insecurity and ensure that families can celebrate the festive season without the burden of hunger.

## **HEALTHIER CHILDREN:**

Access to essential food items will help improve the overall health and well-being of these children, reducing the risk of malnutrition and related health issues.

## **COMMUNITY SUPPORT:**

This project fosters a sense of community and solidarity, as sponsors, partners, and volunteers come together to support those in need. It strengthens social ties and promotes a culture of giving.

## **AWARENESS:**

The campaign will raise awareness about the challenges faced by underprivileged communities in Lagos, encouraging more people to engage in meaningful action and support similar initiatives.

## **LONG-TERM CHANGE:**

By demonstrating the power of collective action, we hope to inspire ongoing support for hunger relief efforts and create a foundation for future initiatives aimed at tackling food insecurity in Nigeria.

*Overall, the project aims not just to feed children for the holidays but to ignite a movement of compassion and community responsibility that can lead to lasting change.*



# WHAT'S IN IT FOR SPONSORS?



## BRAND VISIBILITY:

As a sponsor, your brand will be prominently displayed on all promotional materials, both online and offline, including on the care boxes.

## INFLUENCER PROMOTION:

Several influencers, along with myself, will promote this outreach across social media, giving your brand exposure to a wide audience.

## POSITIVE BRAND ASSOCIATION:

Aligning with a cause that supports underprivileged children is a powerful way to showcase your brand's commitment to social responsibility.

## COMMUNITY ENGAGEMENT:

This outreach allows sponsors to directly connect with local communities in Lagos, creating a lasting positive impact.



# MY PARTNERS



To ensure the success of this initiative, I am partnering with several key influencers and community leaders who will help amplify the outreach message. Their combined social reach will further boost the campaign, ensuring widespread awareness and support.

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# TO DONATE

**DONATE HERE:**

[Tap To Donate Via GoFundMe Link](#)

**OR**

**DONATE HERE:**

Account name: Toluverse Limited  
Account Number: 1306211239 (NGN)  
Bank Name: Providus Bank



# CONTACT



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