### LUMINARY AWARDS 2024

**PROJECT REPORT DECEMBER 2023 - MAY 2024** 





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#### THE LUMINARY AWARDS TEAM

VOLUNTEERS

PARTNER WITH US



## 2024 LUMINARIES

#### UNSUNG HEROES Making a difference



# **PROJECT OVERVIEW**



Launched in November 2023, Luminary Awards is an annual celebration of exceptional individuals who are making a positive difference within their communities, often without seeking recognition.



Our mission is to shed light on the invaluable efforts of these unsung heroes. While one standout individual is crowned the Luminary Laureate and receives 1 million Naira, we strive to empower all the top 20 finalists with cash gifts and recognition.



# PROJECT PHASES









#### Nominations

December 12 - February 15, 2024

#### **Judging Phase**

February 15, 2024 - March 1, 2024

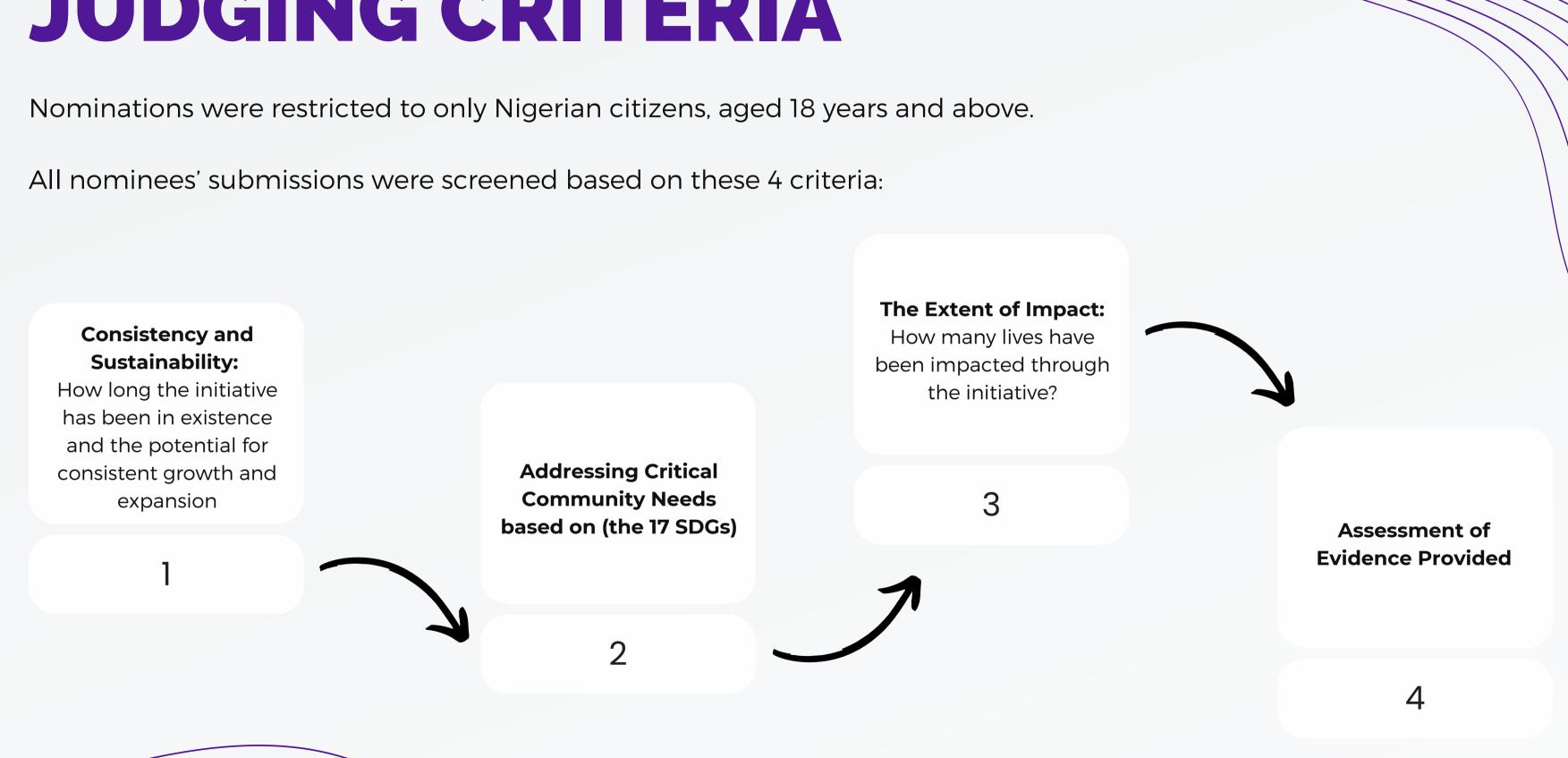
#### **Public Voting Opens**

March 1, 2024 - April 15, 2024

#### Winner Announcement and Prize Presentation Ceremony

May 1, 2024

### JUDGING CRITERIA





**AYOKANMI AYUBA** Deputy Country Director, TechnoServe Nigeria



**ELIEZER AJAH** Learning and Development Specialist

### MEET THE JUDGES



#### **D.J.O MAJEKODUNMI** CEO, Pact Universal



**OLUWASEYI KEHINDE-PETERS** Founder, PAWEN

### MEET THE TOP **20 NOMINIEES**





Oyiga Michael Chioma Nnanna Ukpabi



Yetunde





Adetola Oladeji









Amusi

Dorothy Akende





Adams



Cynthia E. Chisom





Kalu



Learn more about our changemakers www.luminaryaward.com/vote





Peter Aloya



Iniobong Idung

Vera David-

Emesiobum

Amarachi





#### Lola Odeyale Ayo-Fashida Yvonne Ogwulu

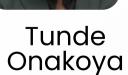




Itofa Ivarah



Tolulope Olorundero



### **TOP 20 CHANGEMAKERS AND THEIR INITIATIVES**

s/n	Changemaker's Name	Initiative/Project		s/n	Changemaker's Name	Initiative/Project
1	Adetola Oladeji	Seedtime Foundation		11	Oghenerukeme May Asagba	50/50 Food Drive
2	Amarachi Amusi	Dazzling Damsels of Virtue Foundation (DOVEF) / The girl Child Project		12	Oladejo-Adeseluka Yetunde	The Girls' Count Initiative
3	Chioma Ukpabi	Skill Up With Kahdsole (SUWK)		13	Oyiga Micheal Nnanna	Sustainobles
4	Cynthia E. Chisom	The Aboki Africa		14	Peter Aloya	Be a Gift to All Foundation
5	Diane Kalu	Wicare Lekota Foundation		15	Titilayo Lekan-Agunbiade	Emerald Light Iniitiative
6	Dorothy Akende	Leadership and Peace Building Sport Program		16	Tolulope Olorundero	Nigerian Women in Public Relations
7	Dr. Lola Odeyale Ayo-Fashida	Outpour of Fragrances Initiative		17	Tunde Onakoya	Chess in Slums Africa
8	Iniobong Idung	True Beauty Foundation		18	Vera David-Emesiobum	Project Grey Elderly Care Initiative
9	ltofa Ivarah	Church On The Street NG		19	Victor Adams	Digital Career Skills Initiative Africa
10	Opeoluwa Taiwo	Africa Bridge Initiative	]	20	Yvonne Ogwulu	Tech Girl Magic Initiative

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### LUMINARY AWARDS DATA

Nominations: 76 entries

Total Public Votes: 45,559 Votes

#### **Breakdown of Top 5 Changemakers**

Vera David-Emesiobum (Project Grey Elderly Care Initiative)

Adetola Oladeji (Seedtime Foundation)

Peter Aloya (Be A Gift To All Foundation)

Oyiga Micheal Nnanna (Sustainobles)

Dr. Lola Odeyale Ayo-Fashida (Outpour of Fragrances Initiative)



#### Winner: 13805 Votes Vera David-Emesiobum Project Grey Elderly Care Initiative

13805	13805/45559
4554	4554/45559
4495	4495/45559
3064	3064/45559
1239	1239/45559

### THE PRIZE PRESENTATION EVENT - MAY 1, 2024

#### Venue

#### Guests = 49



#### Pitstop Lagos, Victoria Island



#### **Notable Guests**

Ike Eze - Founder of Beta Ventures Ogo Onwuzurike - Country Manager (Nigeria) at Truecaller Thelma Ilems - Media and Communications Consultant Oluwatomisin Amokeoja - Journalist at Forbes Africa

#### **Keynote Speaker**



#### Doyinsola Ogunye

(Founder of RESWAYE and a Goalkeeper at the Bill and Melinda Gates Foundation)





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WINNER OF T LUMINARY AWARDS 20 Illuminating Impact: A Celebration of Community Lu 2024 Vera David-Emesiobum THE SUM OF: One Million Naira May a AUTHORISED SIG

#### **PHOTO GALLERY**

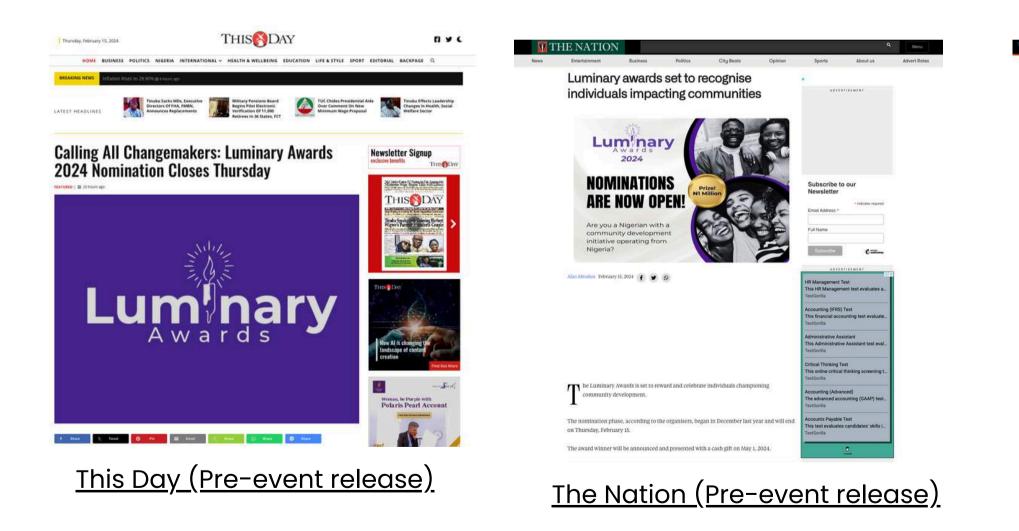
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### **MEDIA AND PUBLICITY - PRINT**

## Luminary Awards 2024 recorded 5 mentions in tier-one media platforms including:







#### <u>MySchoolGist Blog (Pre-event</u> <u>release)</u>

### **MEDIA AND PUBLICITY - PRINT**

#### Post-event media mentions

THE NATION		Ţ			
News	Entertainment	Business	Politics	City Beats	Health

Community development leaders get celebrated at Luminary Awards



Our Reporter May 10, 2024 🕴 🕤 🕥

<u>The Nation (Post-event release)</u>

#### Chinyere Abiaziem

n recognition of their im-pactful social initiatives, 20 L community development leaders and change makers were honoured at this year's Luminary Awards.

The awardees were selected from diverse sectors including antidrug abuse, education, tech skills, human capacity building, health, sports, welfare, elderly care, safety,



Onwusah and keynote speaker, Dovinsola Ogunye

#### <u>New Telegraph (Post-event release</u>

ers. Withover 45,000 public votes cast through the Luminary Awards evoting portal, the Project Grey Elderly Care initiative', led by Vera David-Emesiobum, emerged as the Luminary Awards 2024 winner. The first and second runner ups are, 'Be a Gift to All Foundation', founded by Peter Aloya, and 'Seedtime Foundation', directed by Adetola Oladeji. Luminary

female empowerment, among oth-

Awards Convener, Napa Onwusah, said that among 76 nomination entries received between December 2023 and February 2024, the top 20 changemakers stood out, impressingapan-

el of judges comprising Deputy Country Director at TechnoServe Nigeria, Ayokanmi Ayuba; CEO of Pact Universal, D.J.O. Majekodunmi; Learning and Develop-ment Specialist, Eliezar Ajah and Founder of PAWEN, Oluwaseyi Kehinde-Peters.

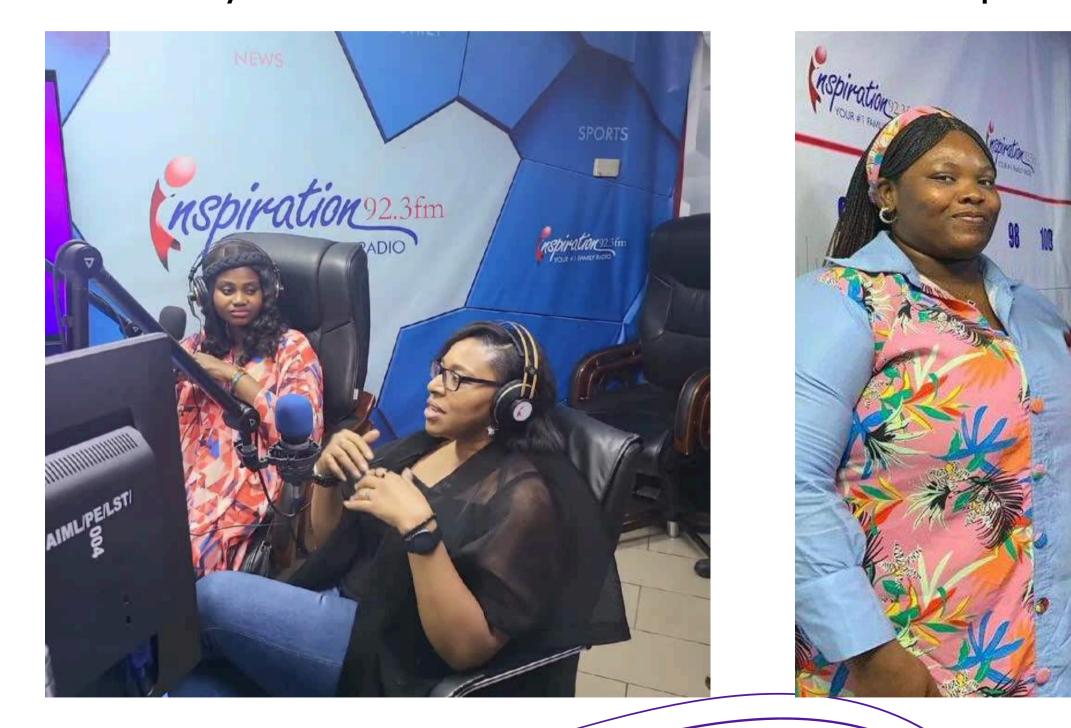
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She noted that the nominees' initiatives and projects were reviewed based on four criteria: consistency and sustainability, addressing critical community needs based on the 17 SDGs, the extent of impact, and assessment of evidence(s) provided.

Highlighting the essence of the Luminary Awards, Onwusah stated: "We established the Luminary Awards as a platform to cel-ebrate and honor changemakers doing amazing work, often without seeking recognition. These individuals are passionate about helping humanity thrive and are relentless in their efforts to positively impact lives.

### **MEDIA AND PUBLICITY - RADIO**

Luminary Awards 2024 was featured on Inspiration 92.3 FM Lagos





### **THE MAGAZINE**

The Luminary Awards 2024 magazine was produced to feature and showcase the impressive initiatives founded by the top 20 changemakers. The goal was to provide a platform to further publicise their impact.

View the magazine: mag.luminaryaward.com





# **2024 LUMINARIES**

#### **UNSUNG HEROES** Making a difference



@luminary\_awards

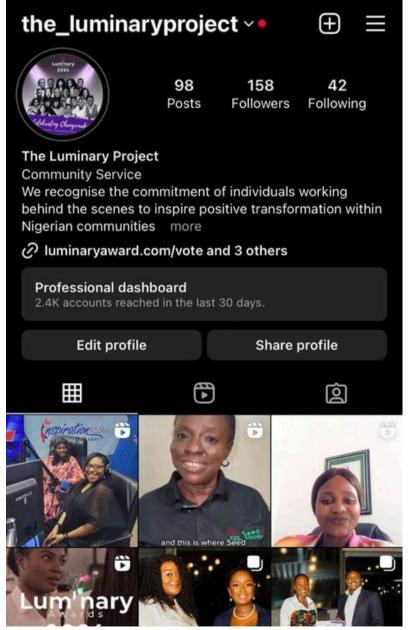


www.luminaryaward.com



### **SOCIAL MEDIA ANALYTICS**

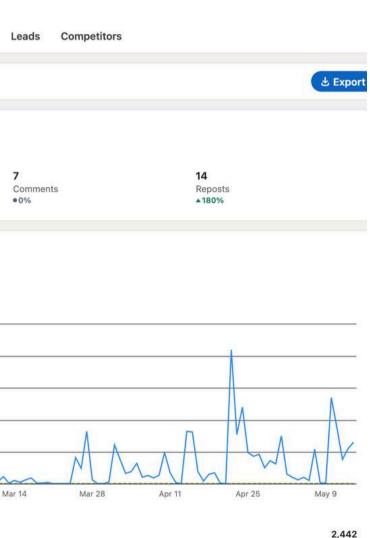
#### Instagram Insights over the past 90 days (Feb 15 - May 14)



Follower Count: 158 Accounts Reached: 11.4K Accounts engaged: 1,567 **Total Number of Posts:** 98

#### Linkedin Insights over the past 90 days (Feb 15 - May 14)

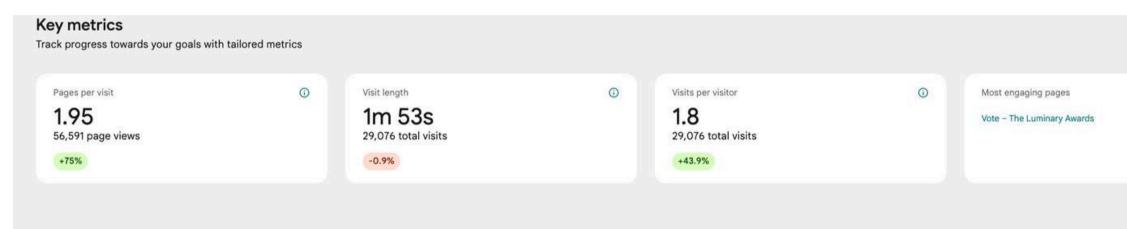
	Analytics				
Childrey Chargendra	Content Visitors Followers				
The Luminary Project	Feb 15, 2024 - May 14, 2024 -				
66 followers + Create	Highlights Data for 2/15/2024 - 5/14/2024				
• View as member	<b>229</b> Reactions • 3,171.4%				
Feed Activity 13	Metrics				
Analytics	Impressions -				
Inbox Edit page	250				
Settings	150				
octango	100				
	50				
	Feb 15 Feb 29 N				
	Organic Organic Sponsored				



Followers: 66 Reactions (Likes): 229 Impressions: 2,442

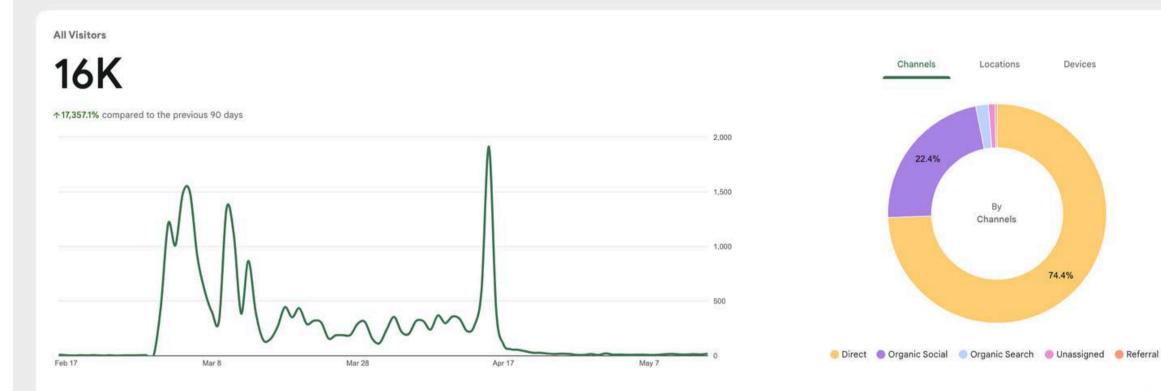


### WEBSITE ANALYTICS



#### Find out how your audience is growing

Track your site's traffic over time



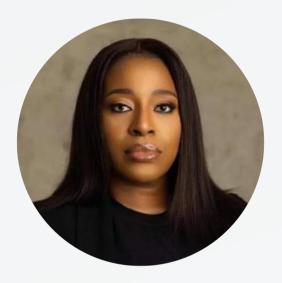


#### Highest Website Visitors: 16,000 visits (Over the past 90 days: Feb 15 - May 14)

### **Lowest Website Visitors:** 4700 visits (Week of April 30, 2024)



### THE LUMINARY AWARDS TEAM







#### Napa Onwusah

#### Convener

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#### **Stacy Ketiku** Programs Manager

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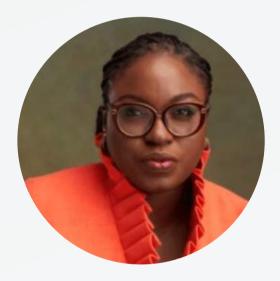
Faith Ojomo Communications Associate

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#### Somto Njoku **Tech Support Lead**

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### THE LUMINARY AWARDS TEAM





#### Hannatu Adegboyega Volunteer

Francis Ketiku Volunteer



#### Kemi Afesojaye Volunteer



Partner with us!

As we continue lending a helping hand, we are open to partnerships and donations to fuel the projects and impacts of these changemakers. Visit <u>our website</u> to join us!

stacy@luminaryaward.com











### **THANK YOU!**

















