



# Quarterly Newsletter

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# Welcome Address



**Ada Cuomo**  
**Executive Director,**  
**Bet9ja Foundation**

## **Dear Friends, Partners, and Supporters,**

With great joy and gratitude, I welcome you to the first edition of the Bet9ja Foundation Newsletter. This marks a significant milestone in our journey of driving positive change and creating lasting impact in the communities we serve.

At Bet9ja Foundation, we believe in the power of opportunity, empowerment, and collective action. Our mission is rooted in making meaningful contributions to society through initiatives that uplift individuals, strengthen communities, and pave the way for a brighter future. Since our inception, we have been dedicated to fostering education, supporting youth development, promoting health and well-being, and driving social change in sustainable ways.

This newsletter is more than just an update on our activities—it is a window into the lives we are transforming together. Through these pages, we will share stories of impact, highlight the remarkable efforts of our partners, and provide insights into upcoming projects that align with our vision. We hope it serves as a source of inspiration, encouraging you to stay connected and engaged in our mission.

None of this would be possible without the unwavering support of our stakeholders—our sponsors, volunteers, community leaders, and, most importantly, the individuals whose resilience and determination fuel our passion for change. Your contributions, big or small, are the foundation for building a better tomorrow.

As we embark on this new chapter, I invite you to be part of our journey. Let us continue working together to break barriers, create opportunities, and make a lasting difference. Thank you for believing in our mission, and I look forward to sharing more successes with you in the months and years ahead.

With gratitude,

**Ada Cuomo**  
Executive Director, Bet9ja Foundation

# Q1 Initiatives & Impact Recap



Dear Bet9ja Foundation Stakeholders and Staff,

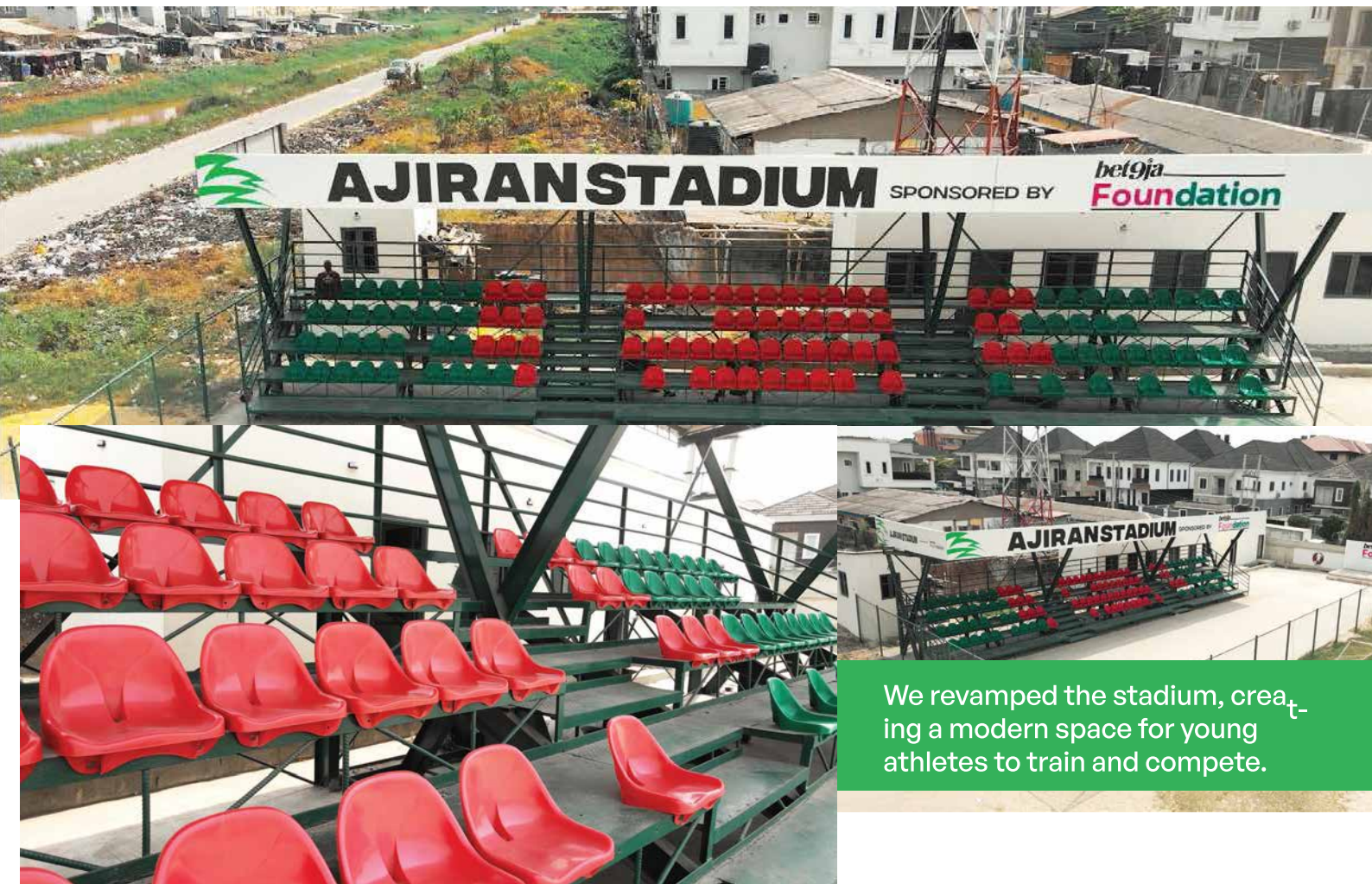
Welcome to the first edition of our Monthly Newsletter!

Through the newsletter, we will keep you informed about our initiatives, community impact, and past projects.

As we progress into 2025, we reflect on the incredible work done in the last quarter of 2024 and the first two months of 2025. From empowering local businesses to supporting sports and education, here's a recap of the transformative initiatives we executed across Nigeria:



# Lagos – Ajiran Mini Stadium Renovation



## Abuja – Boxing Competition

To promote young athletes and empower the boxing community, we organised a multi-category boxing competition in Abuja. Fighters competed across five weight classes—Heavyweight, Light Heavyweight, Middleweight, Bantamweight, and Lightweight. Each category's winner received ₦150,000, while the second-place fighter earned ₦100,000. This initiative strengthens grassroots sports and provides young boxers with opportunities to showcase their talent and build successful careers.





## Lagos – Igando Football Fiesta



We hosted a tournament where the winning team received N250,000, the MVP won a cash prize, and all finalists earned medals.



## Abia State – Parasol Distribution



We provided parasol umbrellas, aprons, and dustbins to support local traders, ensuring a cleaner and safer market environment.

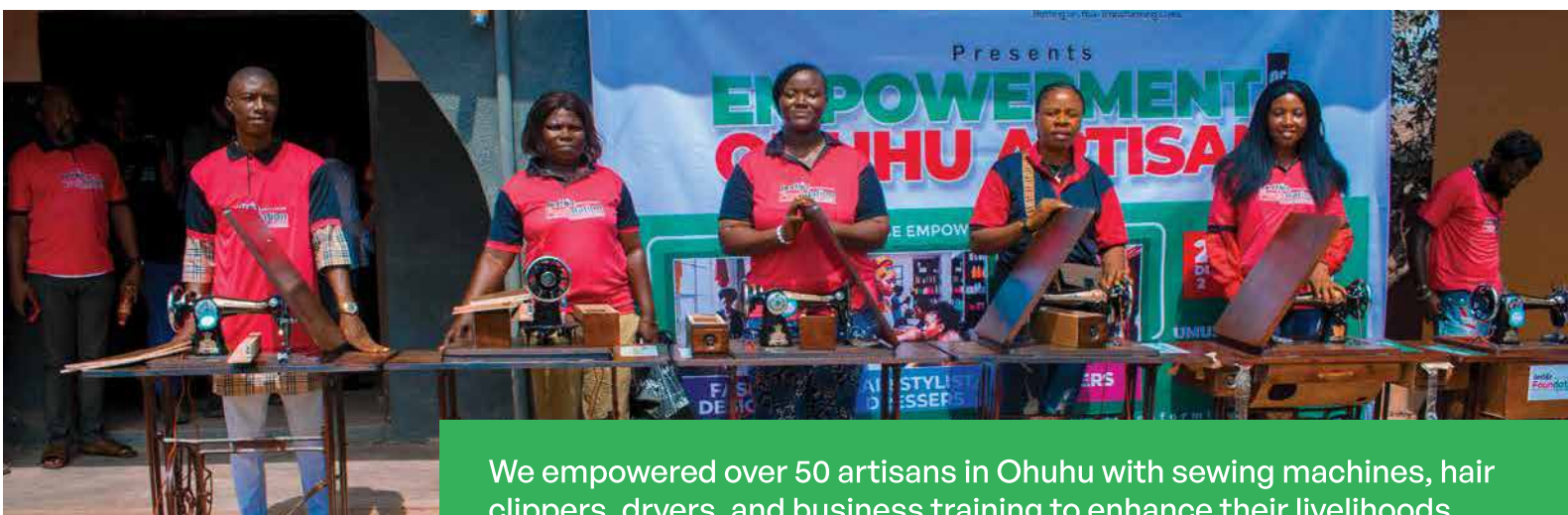


# Edo State – Medical Donation

We donated wheelchairs, mattresses, and mosquito nets to the General Hospital in Ubiaja, improving patient care for over 100 beneficiaries.



# Abia State – Skills Acquisition Program



We empowered over 50 artisans in Ohuhu with sewing machines, hair clippers, dryers, and business training to enhance their livelihoods.





# Cross River – Solar Light Installation



We installed over 50 solar-powered streetlights, improving security and economic activity for thousands of residents.

# Edo State – Youth Empowerment Initiative

We provided aspiring artisans with training and equipment, including standing hair dryers & hand hair dryers, UV sterilisers & towel warmers for hygiene, hair straighteners, barbing clippers, haircut capes, and business coaching, enabling them to become self-reliant.





# Love on the Street 2.0

This Valentine's season, we took to the streets to share love and kindness through Love on the Street 2.0 across four states in Nigeria:

**Lagos State:** In collaboration with influencer OkuSaga Adeoluwa, we shared cash gifts with random people to brighten their Valentine's Day. We also surprised a young couple expecting a child, taking them on a special day out: a shopping spree, luxury spa experience, romantic dinner, and cash gift to support their growing family.

**Sagamu, Ogun State:** We distributed hampers and gift items to elderly community members, spreading joy and appreciation.

**Abakaliki, Ebonyi State:** Elderly people in the community received hampers, wrappers, flowers, and other special gifts to celebrate the season of love.

**Okitipupa & Ilaje, Ondo State:** We gifted hampers, wrappers, flowers, and motorcycle vests to elderly and local bike riders, showing appreciation for their hard work and dedication.

On social media, we encouraged people to share their love stories, bringing the spirit of Valentine's closer to our online community.





# Ramadan Special

We distributed a total of 2,000 bags of 5KG rice to communities across Nigeria, ensuring food security during Ramadan.

In collaboration with the Kokun Foundation, we distributed 1,000 bags of rice and 25 parasols across four communities in Lagos. Additionally, 1,000 bags were distributed through Bet9ja Foundation outlets, extending our reach to even more families in need.

Locations:

- Lagos: Agboyi, Owode Onirin, Alapere, Alpha Beach, Lagos Island, Ojuelegba
- Oyo: Challenge, Dugbe
- Imo: Douglas, Works Layout
- Abuja: Wuse, Kubuwa

This initiative provided much-needed relief and support to families, reinforcing our commitment to community empowerment.





# Small World 2025 – Sponsorship

We are delighted to have been a Platinum Sponsor of Small World 2025, an incredible annual event dedicated to supporting Nigerian charities through funds raised at the event.

Small World is a collaboration of women's groups from different nationalities working together to raise money for charities across Nigeria. Participating groups nominate charities to receive funding, ensuring fair distribution and meaningful impact.





These initiatives reflect our ongoing mission to make a lasting difference in the lives of Nigerians. As we progress through 2025, we remain dedicated to creating an even greater impact.

We'll be sharing updates like this at the end of every month, keeping you informed about our work and the lives we're impacting. Keep an eye on your inbox; we have more inspiring stories to share!

Thank you for being a part of this journey. Your support, passion, and dedication make all the difference.

# Looking Ahead:

## What's Next for Bet9ja Foundation?

We remain dedicated to expanding our impact across Nigeria as we move forward. Upcoming initiatives include:

- More youth empowerment programs
- Health and education initiatives
- Community development projects

We'll keep you updated in our next edition. Stay tuned!



# For More Info.

For more information about the Bet9ja Foundation and our initiatives, please visit our website or follow us on our social media.

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