



Tailoring & other Skills Training opportunities



Computer & other ICT Training opportunities



Child Education Project for Poor Children



Agricultural Projects for Food Security



Profile of the Advocacy Initiative for Development (AID)

Transforming Lives & Communities!

Profile of the Advocacy Initiative for Development (AID)
17 Circular Road, 3rd Floor, P. O. Box 1465, Freetown, Sierra Leone





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BACKGROUND INFORMATION

The Advocacy Initiative for Development (AID) is a Sierra Leonean NGO that is also registered as a 501(c)(3) non-profit organisation in Washington State, USA to support development programs in Sierra Leone and other parts of Africa. The organization is in Special Consultative status with the United Nations (UN) Economic and Social Council (ECOSOC).

VISION STATEMENT

We envisage a society where its citizens can freely exercise their human rights without fear or discrimination as enshrined in the Universal Declaration of Human Rights and also are able to live a dignified life free from poverty and disease.

MISSION STATEMENT

The Organization seeks to promote human rights education and enhance the capabilities of women, children and youth across Sierra Leone to effect positive social change that would bring about sustainable development in their lives and communities.

AIMS & OBJECTIVES

Our experience across different programs and our understanding of the various mediums of advocacy and service delivery provide us with valuable implementation advantage, which helps our beneficiaries achieve consistency across all programs. Our aims and objectives are as follows:

- To promote Human Rights and Democracy.
- To increase Sexual Reproductive Health Knowledge and information dissemination among adolescents, youth and young people in various communities in Sierra Leone and across Africa.
- To help youth and women without basic or no education at all, acquire vocational and practical skills to make them self reliant.
- Promote Water, Sanitation and Hygiene (WASH) through both advocacy, and practical engagement in providing solutions using a local innovation called the **EMAS Wash**

Technology, to make water available, accessible and affordable to and by all in Sierra Leone and across Africa.

- To promote the use of Information & Communications Technologies (ICTs) for sustainable development.
- To promote and organize campaigns against the spread of HIV/AIDS and other Health issues.
- To support the promotion of education to poor and disadvantaged children.
- To empower women and youth in rural communities through Agriculture to be self sufficient and contribute to food security.
- Through Entrepreneurship, we also empower youth and women with trainings and business start-up capital to enable them start and manage their businesses well.

THEMATIC FOCUS

- **Entrepreneurship:** The program seeks to offer a range of services including Business Development Services (BDS), Financial Literacy and Inclusion (FLI) catering for the diverse needs of people in both rural and urban communities seeking to set up or expand business in their respective countries while also providing more general career counseling and support to any person seeking to understand entrepreneurship and employment options available to them. The programme design has been shaped by in-depth understanding of the needs of people across Africa. The programme will also harness the strengths of a number of key partners including business leaders, training institutions and the private sector. In all of our interventions, women and young people take the lead.
- **Information Communication Technologies (ICTs):** The program seeks to promote the use of ICTs for Sustainable Peace and Development. We believe that adequate access to ICT tools especially by youths and women will contribute greatly in enhancing the development of people and their communities.
- **Human Rights Education:** It has been discovered that the reason for the many alarming cases of abuse and violence in Schools, Homes and Communities is due to the lack of knowledge about the basic human rights and the need to respect ones rights. This program is especially designed to address these ills of society by promoting human rights education at all levels.
- **Water, Sanitation and Hygiene (WASH):** Water is Life! It is undoubtedly true that water is a very important aspect of man's life and so also a very pertinent aspect of Human Rights. As an organization seeking to ensure the livelihood and sustainability of humanity, this program is mainly to advocate and promote Water Sanitation and Hygiene (WaSH).

We are using innovative technology (EMAS) in solving water, sanitation and hygiene issues in mostly rural communities in Africa. The EMAS concept is based on a variety of simple technologies such as manual drilling of deep wells, manual pumps built by the users themselves, small wells from springs, ferro-cement tanks, sanitary installations and much more as EMAS pumps are multipurpose. They can be installed in wells drilled with a reduced diameter, machine drilled wells, hand excavated wells, cisterns, micro systems for irrigation and pumping station/plants etc. The main advantage of the technology is that users themselves can build and replicate them cheaply, and with local materials from the hardware store.

- **Women's Empowerment:** The program is designed to address the challenges women

face in their homes & communities and to protect their rights at all levels. We are also empowering them through life skills training opportunities and basic management skills. The program also seeks to raise awareness against all forms of Abuse against Women.

- **Child Welfare:** The program seeks to promote and support child education and health care services. According to recent studies, nine out of the ten worst countries for newborns (neonatal mortality rates per thousand live births in 2012) are from Africa, including Sierra Leone, Somalia, Guinea-Bissau, Angola, Lesotho, Democratic Republic of the Congo, Mali, Central African Republic and Côte d'Ivoire. Half of these countries were affected by conflict. To help tackle such a huge challenge in the continent, the organization seeks to advocate for and support the promotion of breastfeeding, neonatal resuscitation, kangaroo mother care for pre-term babies and the prevention and treatment of infections. We also promote campaigns against all forms of abuse against children.
- **Good Governance:** This program is geared towards promoting Democracy, Good Governance and a Corrupt-Free society and ensuring that Youths and Women are active participants in governance and anti corruption campaigns at local, national and international levels.
- **Youth Empowerment:** The goal of this program is to foster a commitment to young people that will promote pro-social friendships, strong interpersonal skills, and reassert a sense of hope in the future. Only through personal relationships can a sense of individual responsibility be reestablished that will give youth the commitment to follow through on path to adulthood with a sense of pride and accomplishment. Through repeated failures in the classroom and the development of destructive habits, at-risk young people have lost faith in the possibilities that await them if they are successful in putting their lives together. We believe that young people must be in a caring, inclusive learning environment that promotes their best efforts and reinforces personal respect. Through this program, AID seeks to advocate and create meaningful employment opportunities for youths with special emphasis on the less privileged and young women.
- **Health:** This Program seeks to advocate for adequate and improved health system and affordable services are offered to citizens. Women and adolescent girls' sexual and reproductive health and its related issues are also key in our interventions. The program also aims at ensuring that citizens are actively involved in advocating for the prevention, treatment and cure of deadly diseases like HIV/AIDS and other emerging epidemic as was in the case of EBOLA in Sierra Leone, Liberia and Guinea.
- **Climate Change:** The program seeks to address issues relating to Climate Change especially in Sierra Leone and other parts of Africa. We strongly believe that whatever we do to tackle climate change will serve as a legacy for our future generation. Climate change and global poverty have attracted a lot of attention in recent years as key global justice challenges of our times. Both are serious challenges to the future health and prosperity of our planet. They must be combated simultaneously; we cannot take care of one without addressing the other. An effective attack on poverty and the ill effects of climate change requires taking comprehensive action that encompasses both issues. We cannot fight climate change without considering the rising energy needs of poor people and countries, nor can we effectively address global poverty without accounting for the impacts of climate change on agriculture, disease patterns, and violent weather events, all of which particularly impact the poorest countries.
- **Agriculture:** Agriculture is a significant part of many countries in Africa. In Sierra Leone, agriculture accounts for at least 58 percent of its national GDP. In our efforts to make food security a reality in Sierra Leone, AID seeks to not only advocate for farmers but to also support them with adequate tools and other resources in producing sufficient food for their families, communities, cities and the country as a whole.

- **Peace Building:** In the spirit of the Earth Charter, this program seeks to promote



tolerance, nonviolence and peace by encouraging and supporting mutual understanding, solidarity, and cooperation among all citizens in Africa. Comprehensive strategies will be developed to prevent violent conflict and use collaborative problem solving to manage and resolve environmental conflicts and other disputes.

- **People Living With Disabilities:** The program seeks to promote the rights of people living with disabilities and advocate for them to have equal access to opportunities with regards livelihood and freedom of expression and movements.

LEGAL STATUS AND MEMBERSHIPS

Sierra Leone:

✓ **Ministry of Finance and Economic Planning (MOFEP)**

AID Sierra Leone is a registered member of various Government institutions and local governments. To operate as a non-governmental organization the Ministry of Finance and Economic Planning (<http://www.mofed.gov.sl/>), which is charged with the responsibility to formulate and implement sound economic policies and public financial management, ensure efficient allocation of public resources to promote stable economic growth and development in the context of a stable macroeconomic environment, issued AID-SL a certificate to operate legally in the country. This is the highest form of NGO registration in Sierra Leone.

✓ **Sierra Leone Association of Non Governmental Organizations (SLANGO)**

SLANGO (<http://www.slango.org>), which Coordinate all NGO activities in Sierra Leone also serves as a consortium of NGOs, both indigenous and foreign, whose primary role is to ensure cooperation among its members. As a matter of fact AID-SL is a fully registered and paid up member of this association.

✓ **Freetown City Council (FCC)**

AID Sierra Leone also holds a certificate from the Freetown City Council (<http://www.fcc.gov.sl/>) to operate within the Freetown Municipality. It is the principal local body that grants licenses to NGOs to carry out their operations in Freetown, capital city of Sierra Leone.

✓ **Line Ministries**

Apart from the registrations with the above institutions, AID-SL is also a member of the youth division of the Ministry of Education, Youth and Sports (MEYS), Sierra Leone Environment Protection Agency (SLEPA) of the Ministry of Lands and also the Ministry of Social Welfare, Gender and Children's Affairs (MSWGCA).

International Memberships:

✓ **Economic and Social Council (ECOSOC) of the United Nations**

AID is in Special Consultative status with the UN Economic and Social Council (ECOSOC). Consultative status enables an organization to actively engage with ECOSOC and its subsidiary bodies, as well as with the United Nations Secretariat, programmes, funds and agencies in a number of ways.

✓ **World Association of Non-Governmental Organizations (WANGO)**

AID is a registered and paid up member of the World Association of Non-Governmental Organizations (<http://www.wango.org/>). WANGO is an international organization uniting NGOs worldwide in the cause of advancing peace and global well being. WANGO helps to provide the mechanism and support needed for NGOs to connect, partner, share, inspire, and multiply their contributions to solve humanity's basic problems.



✓ **United Nations Global Compact**

The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. AID is a proud participant and stakeholder of the Global Compact.

✓ **International Peace Bureau (IPB)**

As a peace and development oriented organization, we do explore every avenue that could lead to world peace. AID is a registered member of the International Peace Bureau (<http://www.ipb.org/>), a world forum for NGOs working in the area of peace. IPB is dedicated to the vision of a World without War.

✓ **CIVICUS – World Alliance for Citizen Participation**

CIVICUS: World Alliance for Citizen Participation (<http://www.civicus.org/>) is an international alliance established in 1993 to nurture the foundation, growth and protection of citizen action throughout the world, especially in areas where participatory democracy and citizens' freedom of association are threatened. AID is a paid up member of this worthy organization.

✓ **Global Movement for Children (GMC)**

AID wants to see how the world could be a better place for children; therefore its membership with GMFC is a start towards a better end. The Global Movement for Children (<http://www.gmfc.org>) unites efforts to build a world fit for children.

✓ **Association For Women's Rights In Development (AWID)**

"The Association For Women's Rights in Development (AWID) is an international, multi-generational, feminist, creative, future-orientated membership organization committed to achieving gender equality, sustainable development and women's human rights" AID is a proud member of AWID (<http://www.awid.org/>).

PROGRAM STRATEGY

Effective project design and implementation is one of the most critical steps towards establishing consistent and successful programming. AID-SL has accumulated extensive experience in most areas relating to project identification planning and implementation. With due focus on the above principle and based on our experience in executing diverse projects aggregating to several years, we have developed a proprietary methodology.

Broadly stated, our methodology is an overall framework, which provides a consistent guideline for planning and executing our projects.

Some of our Projects Implemented



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ICT & BUSINESS DEVELOPMENT TRAINING & GRADUATION



RELIEF DISTRIBUTION TO MUDSLIDE & FLOOD VICTIMS





ENTREPRENEURSHIP TRAINING OFFERED TO 600 MUDSLIDE & FLOOD VICTIMS



SKILLS TRAINING ON WASTE MANAGEMENT & PLASTIC RECYCLING OFFERED TO FOUR SLUM COMMUNITIES IN FREETOWN





KEY PARTNERS

AID Sierra Leone has been receiving funding and other supports from the following organizations / institutions to enable the organization carry out its activities in Sierra Leone:

- ✓ **United Nations Development Programmes (UNDP) Sierra Leone**
- ✓ **Ministry of Education, Youth and Sports (MEYS)**
- ✓ **National Youth Commission (NaYCom)**
- ✓ **National Youth Council (NYC)**
- ✓ **GOAL Sierra Leone**
- ✓ **Advocacy Movement Network (AMNet)**
- ✓ **Develop Africa (DA)**
- ✓ **iEARN Sierra Leone**



