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## SECTION A: ORGANIZATIONAL OVERVIEW

<table>
<thead>
<tr>
<th>Name of organisation:</th>
<th>Advocate Plus (Advocate +)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type of organisation (national CSO, coalition, CBO, union etc.):</strong></td>
<td>National CSO</td>
</tr>
<tr>
<td><strong>Contact person:</strong></td>
<td>Moses Seiwoh, BA, MA, MSc</td>
</tr>
<tr>
<td></td>
<td>+232. 79 317.181</td>
</tr>
<tr>
<td><strong>Address of organisation:</strong></td>
<td>6 Bo-Kenema Highway</td>
</tr>
<tr>
<td></td>
<td>Shellmingo, Bo</td>
</tr>
<tr>
<td><strong>Year of establishment:</strong></td>
<td>2009</td>
</tr>
<tr>
<td><strong>Legal status</strong></td>
<td>National Non-Governmental Organization:</td>
</tr>
<tr>
<td></td>
<td>legally registered with the Ministry of Finance &amp; Economic Development.</td>
</tr>
<tr>
<td></td>
<td>Also registered with the Sierra Leone Association of NGOs, and the Bo District Council.</td>
</tr>
<tr>
<td><strong>Thematic areas of work:</strong></td>
<td>Livelihood &amp; Governance</td>
</tr>
<tr>
<td></td>
<td>Water, Sanitation and Hygiene Education in Schools/rural communities</td>
</tr>
<tr>
<td></td>
<td>Advocacy</td>
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<tr>
<td></td>
<td>Youth/Women Economic Empowerment Education</td>
</tr>
<tr>
<td></td>
<td>Environment &amp; Gender (Cross-cutting)</td>
</tr>
<tr>
<td><strong>Sources of funds (e.g. name of donors):</strong></td>
<td>United Nations Development Programme (UNDP)</td>
</tr>
<tr>
<td></td>
<td>Global Environmental Facility (GEF)</td>
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<tr>
<td></td>
<td>Oxfam Great Britain</td>
</tr>
<tr>
<td></td>
<td>Canadian International Development Agency (CIDA) Fund for Local Initiatives</td>
</tr>
<tr>
<td></td>
<td>Human Wave International</td>
</tr>
<tr>
<td><strong>International Partners:</strong></td>
<td>Restless Development</td>
</tr>
<tr>
<td></td>
<td>Volunteer Services Overseas (VSO)</td>
</tr>
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<td></td>
<td>Human Wave International</td>
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</table>
SECTION B: ORGANIZATIONAL FOUNDATION

Advocate+ is an advocacy and development agency that strives to advocate, empower and improve the socio-economic status of marginalized people, especially those in underserved communities in post-conflict Sierra Leone. The organization is also dedicated to promoting and protecting the social rights of the most vulnerable people, especially women and children, through grassroots action, income generating enterprises, entrepreneurship and education.

Based in Sierra Leone, a country of vast natural and mineral resources, we see the status of the local natural environment as key in the development process. As poor and marginalized people often lack the resources needed to reduce the negative effects of a degraded environment, damage to the natural environment will have the largest impact on the most vulnerable groups of society. This relationship is cyclical and negatively reinforcing as people living with scarce resources are usually directly dependent on the natural environment for their daily survival. Advocate + therefore seeks to address cross-cutting issues of environmental protection especially through sustainable agricultural practices and gender empowerment.

MISSION
To advocate, empower and improve the socio-economic status of the marginalized, and promote the social rights of women and children.

VISION:
We envision a poverty-free world where women and children have the opportunity to attain their fullest potential.

CORE PRINCIPLES
All our activities are guided by the following principles:

- Local ownership – The Participatory Rural Appraisal (PRA) methods applied by Advocate + practitioners ensure local ownership and problem framing at the grassroots level.
- Empowerment – Advocate + believes in empowering the individual in order for them to help themselves, take decisions, and make changes in their lives and their communities.
- Sustainability – Long-term social, economic, and environmental sustainability is the most important aspect when assessing new projects and evaluating existing ones.
- Strengthening of existing structures – Advocate + does not believe in building parallel structures, but rather in working in close cooperation with and strengthening systems and structures already set in place by government authorities and civil society.
GOVERNANCE STRUCTURE

Board of Directors (5)

Executive Director

Finance Manager

Financial Assistant

Administrative Assistant

Driver, Security

Project Manager(s)

Project Officer(s)

M & E Officer

Interns/Volunteers
SECTION C: OPERATIONAL CAPACITY

<table>
<thead>
<tr>
<th></th>
<th>Actual</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>F</td>
<td>M</td>
</tr>
<tr>
<td>Number of full-time staff</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Number of part-time staff</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Number of volunteers/interns</td>
<td>18</td>
<td>34</td>
</tr>
<tr>
<td>Total</td>
<td>28</td>
<td>52</td>
</tr>
</tbody>
</table>

Advocate+ is run by a network of young leaders in both Sierra Leone and abroad and currently hosts 3 international Volunteer Services Overseas (VSO) interns. We have international affiliations with development experts who offer trainings to build the capacity of staff and ensure effective project implementation. In addition, the organization works together with other local networks to share ideas, experiences and expertise, and promote development at the grassroots level.

ON-GOING PROJECTS

*Empower, Educate, Esteem: Supporting Girls’ Social and Academic Development through Sport*

The project consists of four main components:

- **Promotion of Female Football**, which includes the establishment of a Bo Girls’ Football League and promotion of positive encouragement and technical skill development through coaches’ training and team initiatives;

- **Leadership and Community Initiatives**, which includes pairing team leaders with mentors in their communities, training in leadership and life skills development and sexual and
reproductive health education and design and completion of community service projects;

- **Education**, which includes academic tutoring and provision of secondary and tertiary school scholarships for all participants; and

- **Advocacy and Community Dialogue**, which includes radio discussions, parents’ meetings, coaches’ and players’ focus groups, school outreach sessions and stakeholders’ meetings, to ensure the involvement of stakeholders from all levels of the community in discussions regarding women in sport.

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**Creation of a Solar Energy Cassava Processing Unit for Food Security**

Funded by UNDP/Global Environmental Facility

The primary goal of the *Creation of a Solar Energy Cassava Processing Unit for Food Security* project is to develop and implement an innovative, affordable and environmentally friendly cassava processing unit based on intermediate technologies linking food processing systems to renewable energy production, in order to:

- Fight against poverty, more specifically in remote and underserved communities
- Achieve food security through better self-sufficiency, better food conservation and quality
- Process high yield products like *Garri* and High Quality Cassava Flour (HQCF)
- Promote the use of renewable energy
- Develop local resources and create local added-value

The objective of the project is to increase economic opportunities and advance environmental protection through sustainable and competitive cassava production, marketing, enterprise development. This initiative aims at empowering 400 rural women and youth to establish a viable solar powered production and processing enterprise as a means of self-employment and income generation to reduce household poverty and improve quality of life.

Additionally, a skills training component will also be introduced where young people will receive training on how to transform the HQCF into various bread and pastries for sale at the local markets. Moreover, beneficiaries will be trained on how to appropriately maintain solar panels.
The objective of this project is to reduce environmental degradation caused by solid waste through Sustainable Waste Management (SWM). This includes maximum waste recovery by composting, recycling, and reuse, and aims at zero waste to be disposed onto dump-yards and landfills.

More specifically, by using composting methods to manage the biodegradable waste, the project aims to:

- Minimise waste that needs to be disposed in centralised landfills, thus extending existing landfill capacity;
- Reduce the environmental impact of disposal sites as the bio-degradable waste fraction largely is to blame for the polluting leachate and the methane problems;
- Benefit the soil by promoting organic agriculture practices by providing and training local farmers on the use of organic compost instead of chemical fertilisers.
- Establish fuel-briquette making enterprise using simple technologies available in communities to generate income for women and school dropouts.

A properly run decentralised SWM project will contribute to a cleaner local environment, maintaining pure surface and ground water, healthy soils, and clean air. Noteworthy, a clean local environment will immediately benefit the most vulnerable groups of society whose livelihoods often depend on the natural resources available locally.
PAST PROJECTS

Women Voter Awareness Campaign- Funded by Oxfam GB

The Women Voter Awareness Campaign is designed to sensitize women primarily those in excluded or marginalized communities regarding the significance of participating in the forthcoming presidential election (2012) process as a way to ensure a responsible, accountable and democratically elected government.

The objectives of the project are generally fivefold:

- Promote women involvement in the electoral process and to ensure access to information to help them make an informed choice.
- Target women, particularly those in excluded communities, for political skills training.
- Increase awareness of the election process and voter rights.
- Create an environment for free and fair elections and make marginalized groups, specifically women, to become aware of the significance of their participation in the electoral process.
- Empower women to voice out social, political and economic issues affecting them, to lobby political leaders to spotlight these salient issues and to ensure that issues of citizen concern are part of the campaign agenda.

_School Construction Project_
Women giving a helping hand
SECTION D: EXTERNAL NETWORKS

Advocate + was founded through collaboration of passionate individuals that strive to make a difference in Sierra Leone. We work on the basis that through collaboration, we can achieve better results. Through consultation with local stakeholders, civil society and non-governmental organizations, we ensure local ownership of all our programs, sharing of best practices and constant learning and improvement at project- and organizational- levels.

1. Advocate +’s involvement with Civil Society Partnerships:

a) Advocate + is a member of the Accountability Working Group, Sierra Leone. The Accountability Working Group aims to help develop professional, independent and self-regulated civil society organizations as a way of enabling citizens to influence decision making processes affecting their lives. It is an alliance of international and national NGOs, focused on building capacity and sharing knowledge and learning in the sector. Working with this group helps develop and support the establishment of a coalition for the building of a more accountable NGO sector, all while encouraging collaboration between like-minded organizations.

b) United Nations Development Programme (UNDP) Civil Society Network.: Capacity building for members of the network. Advocate + staff participate in training programs aimed at involving civil society in the democratic process.

c) Bo District Human Rights Committee: Advocate + contributes in this network by sharing of ideas and experience.

d) National Youth Commission’s Youth Advisory Committee: Advocate+ is included in this network that ensures monitoring of all youth-related activities in the Southern Region of Sierra Leone. Our work includes highlighting possible issues affecting young people in the country and advocating for youth participation in governance and policy creation.

e) Coalition Group Against Gender-Based Violence Issues: Working alongside Ministry of Social Welfare, Gender and Childrens’ Affairs and other Civil Society Organizations, this network focuses on strengthening child and women’s protection tools and ensuring the promotion of children’s and women’s rights.

2. Relationship with local authorities at community, district, provincial, and national level:

Advocate+ takes pride in its ability to collaborate with local stakeholders. Their consultation has been instrumental in many aspects of our project delivery. To date, the following line ministries have worked closely with Advocate +:

- Ministry of Youth
- Ministry of Sport
- Ministry of Social Welfare, Gender and Children’s Affairs
- Ministry of Education

As we aim to address challenges facing the government and local communities, we take into consideration government policies and form coalition with targeted agencies to ensure that the policies are sustained. Our strategic plans are formulated using government policies as guidance, and we work closely with these line ministries to ensure that our projects are in
line with the government policies or priorities,

- Bo Town Council
  Advocate + works with the Bo town council for capacity development, lobbying and awareness-raising especially when implementing projects within Bo district as the council’s facilities and networks are instrumental for successful project implementation.

- Sierra Leone Association of Non Governmental Organizations
  Advocate + is a member of the national association of NGOs so as to network with other organizations and address national concerns. We also use this network to learn about priority areas of other NGOs and to figure out areas that may need intervention, but are not being addressed.

SECTION E: CONCLUSION

Advocate + not only advocates for the disadvantaged groups, but ensures the use of participatory techniques/approaches in all our operations. For example, project participants are actively involved during project planning and implementation; some are trained as peer educators and also contribute in decision making regarding specific programs. We build capacity for communities to be gainfully involved in their community development before, during and after project development. This ensures a sustainable, positive change at the community level.

Given the widespread unemployment rate among youth in Sierra Leone, Advocate + is developing an innovative project entitled: Job Readiness and Job Placement for Marginalized Youth. The project seeks to minimize risks of chronic and/or unsafe unemployment among marginalized youth (18-25) through facilitating access to pertinent opportunities for job readiness and job placement. The project responds to the national priority of the Government of Sierra Leone to improve the skill base, employability and employment opportunities for marginalized youth while promoting inclusion, equality, and reducing social vices.

Once fully implemented, the project is expected to:

- Create job opportunities for disadvantaged youth (18-25) by participating in job readiness training and job-placement.
- Enhance employability of youth through Life Skills training.
- Help youth groups to utilize the business start-up grants to develop and expand small and micro enterprises into sustainable job growth.
- Provide business incubation support services which will guide the start-ups throughout the business cycle process and make self-employment attractive to youth. Such support will help the youth groups, urban or rural, illiterate and literate, females and males, in turning small livelihood activities into small businesses/job creation opportunities for themselves and for other unemployed young job seekers.

Advocate + is always looking to network with reputable and like-minded organizations, discuss/adopt best practices or for possible collaboration. We believe that together we stand to make a more significant impact and transform the lives of world’s most vulnerable people.