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2024 ANNUAL REPORT

ABOUT US

The Insights is a Nigerian non-governmental organization focused on promoting innovation and creativity among Nigerians. Through research, innovation, and talent development, we aim to inspire and educate by presenting ideas in engaging ways. Our goal is to encourage progressive thinking and contribute to Nigeria's intellectual and cultural development.

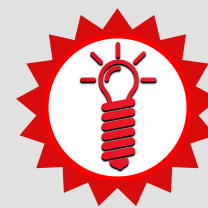
Mission Statement

Our mission is to support and empower Nigerians by creating impactful programs and partnerships that encourage learning, cultural exchange, and sustainable development. We aim to drive positive change and contribute to Nigeria's growth.

Vision Statement

To be a leader in innovation, empowerment, and cultural education by introducing ideas that inspire action, promote economic growth, and improve the quality of life in Nigeria and across Africa.

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INTRODUCTION

Message from Leadership:

In 2024, we achieved significant milestones that align with our goals for growth and impact. Notably, we rebranded from Africa Research and Documentaries to The Insights, reflecting our renewed focus and operational strategy.



Mission and Vision:

Our mission remains to empower and support communities through research, education, and entrepreneurship, fostering growth and sustainable development across Africa and beyond.

Member & team

Our team has grown from the original three trustees to additional 8 direct, indirect, paid, and volunteer members, enabling us to expand our reach and capacity.

Operation

We introduced new resourceful programs alongside our ongoing online workshops, website content, outreach efforts, entrepreneurial support, and stipends. While some of these programs have launched, others are set to commence by the 2nd quarter of 2025.

Looking Ahead

While our financial resources remain limited, we are optimistic about achieving our 2025 budget goals and diversifying our funding sources. Together, we aim to make an even greater impact in the coming year.





Impact Statistics:

We have provided scholarships to help over 5 children return to school.

Supported over 10 young entrepreneurs in building successful brands and continue to support their growth.

Offered daily stipends to individuals, trainees, and aspiring talents to sustain their progress.

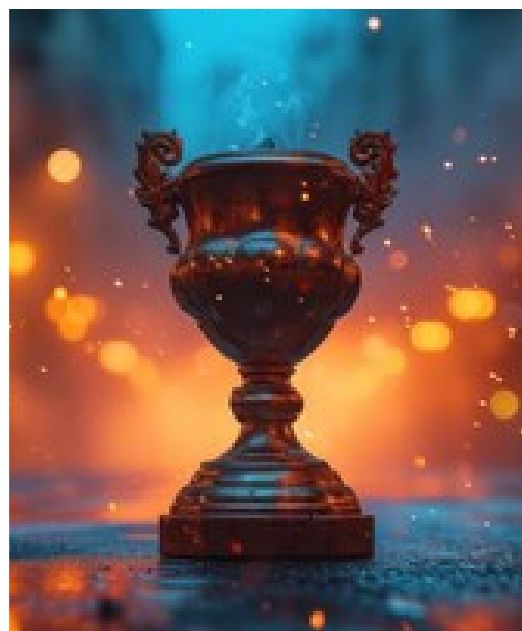
HIGHLIGHTS AND ACHIEVEMENTS

Major Projects:

Delivered innovative workshops and training programs that developed numerous talents and skills.

Continued educational support and mentorship programs to empower communities.

One young entrepreneur transformed their craft into a thriving brand with our guidance and now mentors others in their community.

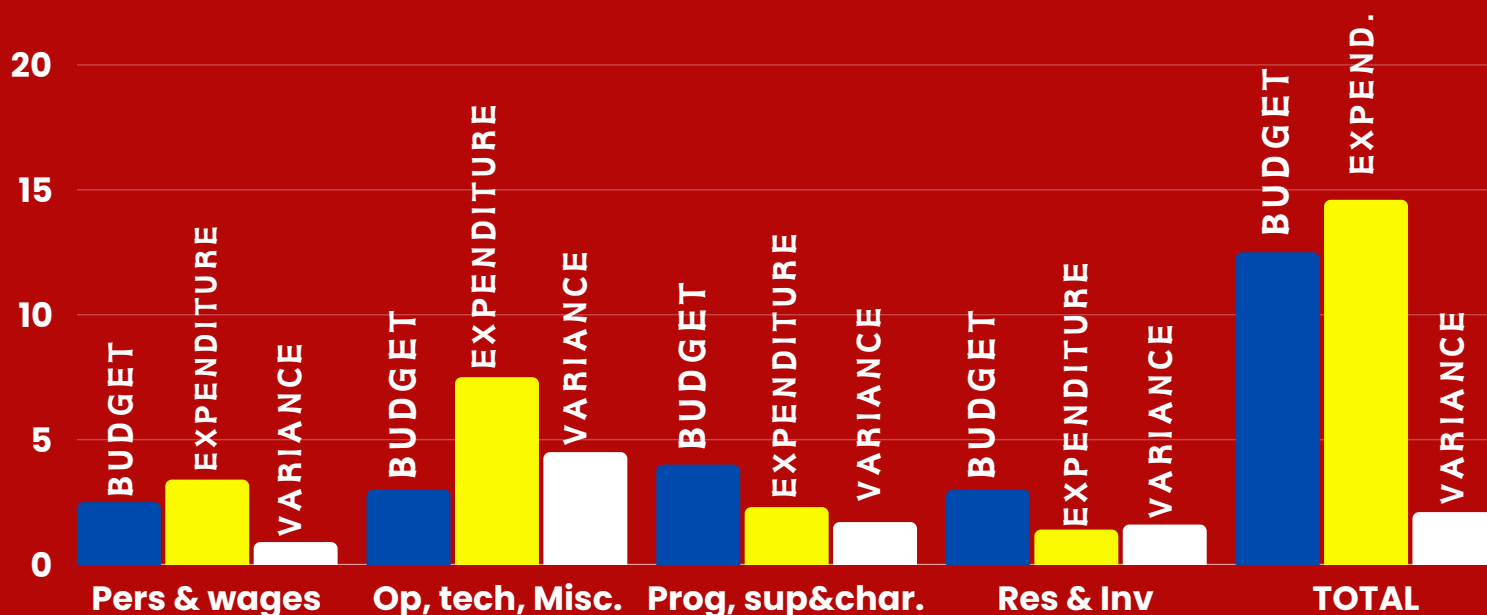


COMPANY PERFORMANCE SUMMARY

This report highlights our financial and operational goals and achievements. For further inquiries, please feel free to contact us through the provided contact channels.

FINANCIAL BUDGET VS EXPENDITURES			
ITEM DESCRIPTION	BUDGET (₦)	EXPENDITURE (₦)	DIFF. (₦)
Personnel, salary and wages	2,500,000	3,439,000	(939,000.00)
Operational, tech tools, Misc.	3,000,000	7,500,900	(4,500,900.00)
Program, supports & charity	4,000,000	2,300,000	1,700,000.00
Research and Innovations	3,000,000	1,400,000	1,600,000.00
TOTAL	12,500,000.00	14,639,900.00	(2,139,900.00)

SET GOALS VS ACHIEVEMENT			
ITEM DESCRIPTION	SET GOALS (%)	ACHIEVEMENT (%)	VARIANCE (%)
Personnel, salary and wages	100	34	66
Operational, tech tools, Misc.	100	42	58
Program, supports & charity	100	13	87
Research and Innovations	100	21	79
TOTAL	400	110	290





Challenges Faced: We were unable to meet many of our planned goals for 2024 due to various challenges. These include limited funding, lack of partnerships, and limited support from educational institutions, government bodies, NGOs, agencies, artisans, volunteers, and professionals, among others.

Goals and Appeal: We use this opportunity to appeal to anyone willing to support this journey. Support does not have to be financial—it can come in many forms, such as training, volunteering, consultations, paying workers, or partnering in programs.

Adaptation and Learning: With the help of God Almighty and the extra efforts of our trustees, we have worked tirelessly to address funding challenges, ensuring the use of professionalism and creativity to keep our projects up to date.

CONCLUSION

Appreciation: We extend our heartfelt gratitude to our dedicated staff, trustees, volunteers, and partners for their unwavering support, hard work, and commitment. Without your efforts, the progress we have made would not have been possible.

Closing Statement: As we move into the next phase of our journey, we remain hopeful and steadfast in our mission. Together, we can overcome challenges and achieve even greater milestones for the betterment of those we serve. Thank you for being part of this vision.



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2024 The Insights Annual Report

Thank you

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PREPARED FOR:
Stakeholders and
the General Public