



Project100: Back to School Initiative – BlessedFeet Campaign

A Strategic Partnership Proposal

August 2025





Executive Summary

Project100 is a social impact initiative launched to empower underprivileged youth and underserved communities through targeted interventions. Rooted in our mission to unlock potential and build capacity, We combine hands-on mentorship, structured training, and community-based support to drive sustainable change.

Established as a CSR initiative of Dine & Pack Ltd, **Project100** aims to address the critical needs of less privileged young adults, teenagers and Children through Community Interventions, comprehensive training and support programs.

Over the last year, we have trained and mentored dozens of young individuals from underserved communities, helping them to unlock their potential and launch micro-businesses.

Mission Statement

Empowering the underprivileged through targeted interventions, training, mentorship, and capacity-building programs. Our mission is to unlock their full potential, provide essential skills, and enable them to make meaningful contributions to their immediate societies and the world at large.

Vision Statement

To create a world where every disadvantaged individual has the opportunity to thrive, empowering them with skills and support needed to overcome barriers and drive positive change in their communities.

Aligned Sustainable Development Goals (SDGs):

SDG 1: No Poverty

SDG 2: Zero Hunger (especially through our food support initiatives)

SDG 3: Good Health and Well-being (through hygiene and welfare-based interventions)

SDG 4: Quality Education (via school support, skills acquisition, and empowerment)



What We Do:

1. Skill Acquisition and Empowerment Programs
2. Education Support Programs
3. Mentoring, trainings and Capacity Building
4. Business Support Initiatives
5. Charity/Community Outreaches
6. Vocational Placement Programs

Our Approach: We adopt a hands-on, collaborative approach, working closely with participants/Communities to tailor our programs to their needs and aspirations.

- **TOTAL IMPACT SO FAR: 2000+**
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The "Back to School – BlessedFeet Initiative" ✨

- is a bold campaign aimed at providing 100,000+ quality school shoes to children in underserved public schools across Nigeria — restoring dignity, promoting school attendance, and protecting young feet.
- We've secured a strategic production partnership with Zujin Projects Ltd (Bata Nigeria) — a trusted, made-in-Nigeria footwear brand — to produce and deliver these shoes at highly discounted rates.
- Through this initiative, we are mobilizing sponsors, development partners, and high-net-worth individuals to fund the cost of each pair and extend impact to thousands of children, one step at a time.

Why the Back to School – BlessedFeet Initiative?

- Many children in underserved communities walk long distances to school barefoot or in worn-out shoes.
- Lack of proper school gear affects self-esteem, school attendance, dignity, confidence, and also exposes the kids to injuries & infections.
- September marks the beginning of a new academic session, a key opportunity to make impact.
- **This initiative will:**
 - Provide 100,000+ children with quality school shoes
 - Restore dignity and excitement about education
 - Promote good hygiene, protection, and inclusivity
 - Encourage school retention.
 - Promote community-based sponsorship.



Our Production Partner: Proudly Made in Nigeria



- We've partnered with Bata Nigeria — a trusted and heritage footwear brand with over 70 years of legacy — to produce quality school shoes right here in Nigeria.
- This partnership reinforces our commitment to local content, job creation, and economic development, aligning with national goals and donor priorities.

This Partnership allows all Major Stakeholders to:

- Support education and youth empowerment across underserved communities
- Promote Made-in-Nigeria manufacturing and strengthen local industry
- Create jobs across the value chain — from production to distribution
- Gain nationwide CSR visibility and development recognition
- Align with key SDGs: Quality Education, No Poverty, and Reduced Inequalities.



Impact Projection

- **100,000+ school children to be reached.**
- **400+ underserved communities to be impacted.**
- **Over 30,000 estimated media and social reach.**
- **Co-branded materials and distribution.**



Funding Model

- Our funding model is structured to accommodate institutional donors, corporate sponsors, development partners, and philanthropic individuals who seek to create measurable impact at scale.
- Tiered sponsorship options for large-scale support — from funding 1,000 to 50,000+ pairs of shoes per state or region
- Co-branded distribution opportunities for partners across target communities
- Recognition packages including impact certificates, media features, and storytelling documentation
- Full transparency and accountability — real-time tracking of distributed shoes, beneficiary records, and audited reporting
- Opportunities for state-based partnerships with visibility across local government areas and schools

Each donation directly supports shoe production, logistics, and delivery to children in public schools across Nigeria.



SCALING BEYOND ABUJA



BlessedFeet is not just a local outreach — it is a scalable, nationwide campaign designed to reach children across all geopolitical zones in Nigeria.

- While the pilot phase begins in Abuja, the goal is to expand systematically across multiple states, prioritizing communities with high need.
- We are presently engaging:
 1. State governments, legislators, and political leaders,
 2. Development partners, donors, and NGOs
 3. Community stakeholders and local influencers

This enables Stakeholders to :

- **Sponsor or co-sponsor distributions in their state, LGA, or constituency**
- **Nominate beneficiary schools or communities for inclusion**
- **Leverage their influence to amplify the campaign's impact and visibility**
- **Deliver national-level impact — reaching both urban and rural communities, and advancing education, inclusion, and child welfare.**

BlessedFeet is open to both private sector and public sector collaboration.

BLESSED FEET AMBASSADORS

To amplify the reach and credibility of the campaign, Project100 will appoint select *BlessedFeet Ambassadors* — respected individuals & top rated influencers who will lend their voice, influence, and presence to the initiative.

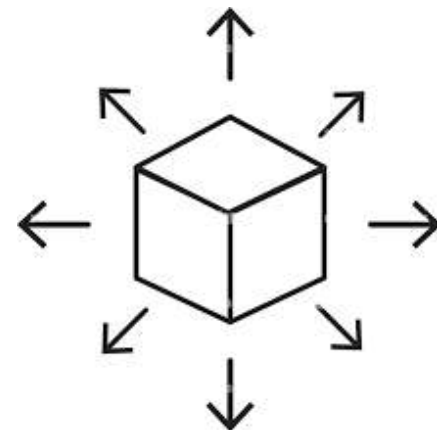
- ❑ These ambassadors will complement Bata's existing brand influencers
- ❑ Help open doors to partnerships, media visibility, and fundraising opportunities
- ❑ Actively promote the campaign across states, sectors, and communities
- ❑ Serve as passionate champions of the BlessedFeet mission

Together, we'll push the movement further and faster.



DISTRIBUTION PLAN

To ensure transparency, reach, and impact, the **BlessedFeet distribution strategy** is designed to be structured, inclusive, and scalable across Nigeria.



Key Components:

Phased Roll-Out: Distribution to selected locations based on sponsorship commitments and need assessments.

Target Beneficiaries: Children in **underserved schools**, IDP camps, and low-income communities — verified through local data and school networks.

Community Partnerships: Collaborations with **local NGOs, schools, religious groups, and community leaders** to identify and vet eligible beneficiaries.

Distribution Events: State-level and LGA-level **flag-off ceremonies** with visibility for sponsors, ambassadors, and government stakeholders.

Monitoring & Documentation: Each distribution will be **tracked, photographed, and reported** with names, numbers, and geo-location tags to ensure accountability.

Media & Storytelling: Every phase will include **impact documentation, video coverage, and social storytelling**, highlighting the donor's involvement and community outcomes.

PROJECT TIMELINE

Phase	Activity	Timeline
1. Planning & Documentation	Finalization of MoUs/ partnership structures	April 2025
	Review of ambassador agreements, outreach tools, stakeholder mapping	May 2025
2. Partner Engagement	Stakeholder outreach	June 2025
	Securing commitments and formalizing sponsorships	June – July 2025
3. Media & Campaign Launch	Campaign rollout on social media, PR, influencer engagement	June 2025
4. Production & Logistics Prep	Shoe production and packaging (Bata Nigeria)	July – August 2025
	Logistics, warehousing, and distribution planning	August 2025
5. Distribution Phase 1	Flag-off distributions in pilot states (starting Abuja)	September 2025
	Continued rollout across supported LGAs and states	Sept – Dec 2025
6. Monitoring & Reporting	Field reports, media documentation, donor updates	Ongoing (Sept–2026)
	Impact report & Phase 2 campaign Distribution	January 2026



Proposed Partnership Model.

Your Role:

- Fund the production and distribution of a specific number of school shoes.
 - Co-implement the campaign within your operating communities
 - Nominate schools or locations for joint deployment
 - Promote the initiative through your network and media channels
 - Collaborate on branding, packaging, and public acknowledgment.
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- Manage procurement and delivery of quality shoes from Bata Nigeria
 - Support with branding, distribution materials, and storytelling assets.
 - Document shared impact for mutual reporting and visibility
 - Ensure your organization is recognized as a campaign partner
 - Manage all logistics, reporting, media documentation, and impact storytelling
 - Ensure timely rollout, with the first phase of distribution starting September 2025 (aligned with the new academic session)

: Our Role

PARTNERSHIP BENEFITS



- **Legacy Impact:** Be part of a landmark campaign restoring dignity to 100,000+ children. Option to sponsor in honor of family, foundations, or causes



- **Brand Visibility/ Recognition:** Strong CSR image across online and offline platforms.



- **Community Goodwill:** Direct contribution to children's education and wellbeing. Emotional connection and measurable community impact



- **Brand Logo Placement:** All digital and printed materials, t-shirts, packaging.



- **Storytelling Opportunities:** Personalized Video/documentary content showcasing impact.

PARTNERSHIP BENEFITS



- **Media Exposure:** Inclusion in PR campaigns, press releases, and event coverage - impact reports, social media shout-outs, and donor walls.



- **ESG/SDG Alignment:** Tie-in with corporate sustainability and social impact goals



- **Marketing Value:** Co-branded packaging, shirts, videos, and online campaigns



- **Customer Engagement:** building a positive brand image and leading to stronger customer relationships and loyalty.



- **Sales Opportunity:** Boost in brand perception and new market reach

- Together, we can turn a simple pair of shoes into a symbol of dignity, opportunity, and hope for over 100,000 children.
- Let's lead the way in setting a new standard for impact-driven partnerships.
- Join us — and leave lasting footprints across Nigeria.










**To support this initiative directly, donations
can be made to:**

- **Account Name: Project 100 by Dine & Pack**
 - **Bank: Moniepoint MFB**
 - **Account Number: 4001603665**
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-  Project100@gmail.com
-  @project_1hundredd
-  07036414313, 07035421639
-  14b, Accra Street, Wuse Zone 5, Abuja.
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Project 100 in Partnership with Zujin Projects Ltd.
Presents

BlessedFeet Campaign

Back2School Initiative, 100,000 Shoe Project



“Support their Steps, Support their Dreams”

