



taaf
save a mother's life

THEODORA ANAVHE ADAMU FOUNDATION (TAAF)

Costed Strategic Advocacy Plan (2025 – 2030)

Who We are and What We Do?

Theodora Anavhe Adamu Foundation (TAAF) was founded in memory of Theodora Anavhe Adamu, with a vision to create a Nigeria where no woman dies during pregnancy or childbirth and where neonatal deaths are significantly reduced

Our Vision:

We envision a world where no woman dies from preventable pregnancy or childbirth complications—a world where every mother has access to quality healthcare, remains healthy before, during, and after childbirth, and raises thriving children in safe and supportive communities.

Our Mission:

To design inclusive and innovative programs that promote safe motherhood through advocacy, training, and awareness campaigns, ensuring that maternal, newborn, and child health remains a priority for all stakeholders.

Our Core Values:

- Empathy
- Passion

- Confidence
- Innovation
- Creativity
- Commitment

What we Believe

We believe that universal access to quality maternal care during pregnancy and childbirth is a basic human right. No woman should die due to preventable complications.

Our Strategic Advocacy Plan (2025-2030)

TAAF is committed to ensuring that the populations we serve have their voice heard, are able to express their needs, make informed decisions and have their rights and interests protected.

TAAF recognizes the importance of advocacy in:

- Pushing for the full implementation of health policies and reforms that promotes and protects the SRHR of mothers-to-be and expectant mothers
- Strengthening pathways to quality and accessible SRHR information and services in rural and underserved communities
- Empowering women and girls to express their own needs and make their own decisions as autonomous beings
- Enabling mothers-to-be and expectant mothers to access quality information, explore options and make informed decisions
- Providing a voice for mothers-to-be and expectant mothers who are unable to speak or who do not use speech as a form of communication
- Ensuring a safeguard for vulnerable people

What is independent advocacy and why do we need it?

Advocacy is ensuring people have their voice heard, are able to express their needs, make informed decisions and have their rights and interests protected. Wherever possible, advocacy supports people to gain increased skills and confidence so that, over time, they will feel able to advocate for themselves when the need arises.

Advocacy enables people to be involved in decisions which affect their lives. It helps them to express their views and wishes, to access information, to make informed choices and to have control over as many aspects of their lives as possible.

TAAF believe that everyone who needs independent advocacy should have access to it. Independent advocacy must be of the highest possible standard.

Advocacy can be carried out by the person themselves (self-advocacy) or with support from a third party. An advocate supports a person to get the information they need to make real choices and if needed, ensure these choices are communicated to others. In summary, advocacy helps amplify people's views, concerns, rights and aspirations.

Family members, carers and friends, as well as health and social care staff often act as advocates for people. However, it is sometimes difficult for them to put forward the person's views due to their own opinions of what is in the person's best interests or their responsibilities to the organization they work for. There are also situations where a person needs advocacy support and has no-one else in their life who can act as an advocate for them. Having an advocate is particularly important for people who may lack capacity, face prejudice or who may be more vulnerable than other members of our communities. It is in those situations that Independent Advocacy is appropriate to ensure that the person's views are taken into account in decision making processes, free from conflicts of interests with the views of others.

Advocacy can take place in a group setting as well as on a one-to-one basis. This can be where an advocate supports a group of people with the same issue or to provide a setting where people can develop their self-advocacy skills.

Types of Advocacy TAAF Engages In

There are many types of advocacy, both voluntary and paid, to support people in a range of situations. Other than self and citizen advocacy, which are, by their nature, always independent, each type may be independent or non-independent. Some or all types may be needed to address the advocacy need within an area.

The main types of advocacy TAAF engages in are:

Citizen advocacy

Citizen advocacy is one to one, medium to long term support for people who cannot speak up for themselves. Citizen advocacy is based on a relationship of trust and understanding between two people – the advocate and the person seeking support. Citizen advocates are often supported by independent advocacy organizations. These organizations ensure people who are advocates use clear principles and standards and receive on-going training and support. This means that all TAAF staff can on their own, advocate for the courses of the communities and persons we serve.

Collective advocacy

Collective advocacy happens when a group of people with similar experiences or challenges support each other about an issue that affects them all. The group has a unified voice that is often difficult to ignore. This group support can often increase an individual's self-confidence and self-worth and can help to reduce social isolation and stigma. TAAF will ensure that partner with other organizations to ensure that the rights of the communities and women and girls populations we serve are protected and promoted in all spheres of life.

Group advocacy

Advocacy can occur in group settings to support participants to gain or develop their ability to advocate for themselves. This type of advocacy can be carried out in a range of ways such as a series of workshops or using expressive arts based activities to provide opportunities for people to share their views and opinions with others. TAAF is committed to utilizing trainings and capacity building initiatives to achieve this course.

Peer advocacy

Peer advocates share their own significant lived experience, e.g. age, gender, ethnicity, diagnosis, service experience or issues, with an individual or a group. They offer understanding, empathy as well as information and assistance to the people they support. Peer advocacy helps to increase people's self-awareness, confidence and assertiveness so that they can begin to speak out for themselves. At TAAF, we are committed to strengthening staff advocacy capacity – we prioritize this effort by promoting peer advocacy at our core.

Professional advocacy

Professional advocacy is also known as one-to-one or individual advocacy. It is provided by paid and unpaid advocates, mainly through an independent advocacy organization. The advocate supports the person to express their views and make choices and decisions on issues that affect them. This support (providing information, not advice) can be short or longer term, depending on the complexity of the issues. All TAAF staff, having undergone extensive training on advocacy, will engage in professional advocacy within the confines of our rules, guidelines and procedures.

Non-instructed advocacy

Non-instructed advocacy happens when a person who needs an independent advocate cannot express their wishes to the advocate. This can happen where the person has complex communication issues or has a long term illness or disability that prevents them from being able to state their needs and wishes. The advocate will take time to get to know the person and explore the use of alternative methods of communication, e.g.

people's behavior and actions, to enable the person to express their views. The advocate will also get to know the person's family, carer and friends. This will help to build a picture of what is important to the person to support decision making and ensure the person's rights are upheld. At TAAF, survivor-centered approach in advocacy efforts is paramount to achieving our goals and objectives. By this, we encourage our staff to take up the initiatives where necessary, to advocate for the rights persons who are vulnerable and unable to self-advocate.

Enhancing our advocacy approach

TAAF is committed to ensuring that advocacy continues to be developed in a planned, and collaborative way. This includes providing services for vulnerable people, especially women and girls populations, to have their voice heard, express their needs, make informed decisions and have their rights and interests protected where there is no one else and/or it is not appropriate for others to do this on their behalf.

There are a number of key pieces of legislation that outline a requirement for independent advocacy and therefore TAAF will prioritize the following groups:

- Mothers-to-be or expectant mothers
- Women and girls who are victims/survivors of rights violations
- People who are forcibly displaced
- Women and girls populations with disabilities
- Women and girls with drug and/or alcohol issues
- Children and young people (under the age of 18) who have experienced one form of rights violation or the other

There are also a number of other groups that would benefit further development of independent advocacy. TAAF will continue to consider the best ways to support these groups by working with individuals and organizations already supporting them, including:

- Carers, including young carers
- People with PTSD due to forcible displacement and those in IDP camps.

While we acknowledge that we have made good progress with advocacy over the last few years, we recognize that our approach to advocacy will continue to evolve as TAAF develops.

Evaluation and review

TAAF believes that robust monitoring and evaluation will improve the quality of the services provided and drive-up standards in promoting greater accountability. To embed effective monitoring and evaluation into practice we will establish an effective advocacy monitoring framework, built around the Principles and Standards of Independent Advocacy, within the first year of this plan. Undertake an annual internal evaluation of local advocacy services, using the monitoring framework as a basis for evaluation work. The strategy and monitoring framework will be reviewed annually. This evaluation will help us ensure the on-going effectiveness of advocacy across TAAF and highlight any gaps or identify future needs.

For

TIMELINES TARGETS & BUDGET	SKILLS AND COMPETENCE ENHANCEMENT	STRUCTURE DEVELOPMENT (PEOPLE, POLICIES, PROCESSES)	PARTNERSHIP DEVELOPMENT AND REVENUE GENERATION
YEAR 1	Train volunteers on project management and digital media skills	Develop HR, Finance and safeguard policies. Transition committed and skilled volunteers to become employees.	Cultivate quarterly or yearly donation streams from the Board.
			Identify and respond to relevant open call for proposals. Develop relationship with enterprise development centers and resource persons to support implementation
Y1 Targets	To be determined		
Y1 Budget	\$10,000		

**Programme Execution,
capacity and Funding
Development
Implementation Plan
2025-2030**

YEAR 2	<p>Expand volunteers network</p> <p>Conduct internal training needs assessment for staff and volunteers</p> <p>Identify and participate in available training opportunities within the CSO community.</p> <p>Invest in skills that are not available in house and within CSO community capacity building opportunities</p> <p>Drive intensive social media interactions</p>	<p>Adopt digital platforms to enhance effective data capture, processing and reporting in finance operations and project implementation</p>	<p>Maintain existing quarterly or yearly donation streams from the Board while developing new channels from corporate organizations, donor organizations and other individuals within personal network of Board members.</p> <p>Identify and respond to relevant open call for proposals.</p>
Y2 Targets	To be determined		
Y2 Budget	\$10,000		

YEAR 3	<p>Conduct an industry scan to identify and respond to changing trends.</p> <p>Develop negotiation and policy analysis skills among program team</p> <p>Improve enterprise development offerings to align with high income skills in demand globally</p>	<p>Develop a fundraising unit to drive grant proposal applications and networking with existing partners.</p>	<p>Maintain existing funding relationships and partnerships through timely report sharing and engagements to influence a sense of ownership of interventions.</p> <p>Identify CSOs with complimentary programs in TAAF operating States for partnerships and program expansion.</p>
Y3 Targets	To be determined		
Y3 Budget	\$15,000		
YEAR 4	<p>Conduct trainings, needs assessment</p> <p>Identify programs online and sign up team members</p> <p>Host staff retreats and in person trainings</p>	<p>Assess corporate structure and align with industry requirements and growth needs</p>	<p>Identify CSOs with complimentary programs in Nigeria for partnerships and program expansion.</p> <p>Identify and respond to suitable grant opportunities</p>
Y4 Targets	To be determined		
Y4 Budget	\$15,000		

YEAR 5	Invest in leadership and strategic planning retreats	Establish project offices in TAAF operations states.	Consolidate on funding relationships for the next strategic phase
	for the next program phase.		
Y5 Targets	To be determined		
Y5 Budget	\$15,000		