



THEODORA ANAVHE ADAMU FOUNDATION (TAAF)

STRATEGIC PLAN 2025 - 2030

Chapter One

About this Strategy

Background

Strategy is very crucial to the development and performance of any organization or nation. Strategy occupies a central position in the focus and proper functioning of any organization. This is because it is a plan that integrates an organization's or nation's major goals, policies and action into a cohesive whole. A well formulated strategy should therefore help to marshal and allocate an organization's resources into a unique and viable posture based on its relative internal competencies and shortcomings, anticipated changes in the environment, and contingent moves by others. Strategies help to create a sense of politics, purpose and priorities. A dynamic and visionary leadership combined with appropriate strategy process will produce a correct development approach that will lead to the prosperity and development of Nigeria and the world in general.

The Purpose of Strategy

The fundamental purpose of strategic planning broadly is to align the mission and the vision of an organization. Without mission and vision, the plan exists in a vacuum. Organizations that develop plans without considering mission and vision usually fail in their execution. To provide a strategic direction for TAAF and the actions to be taken, the plan proposes what needs to be done to the organization to achieve its mandate and will also provide a monitoring and evaluation framework for measurement of the performance of the organization.

This strategic plan has been developed based on examination of external and internal environment that TAAF is operating in, as well as an examination of the strengths and weaknesses of the organization.

Chapter Two

Strategy Direction

TAAF STRATEGY DIRECTION FROM 2025 -2030

THEMATIC AREA	PROJECT	2026	2027	2028	2029	2030	PROSPECTIVE DONOR	LOCATION	RESPONSIBLE PERSONS
Menstrual Health Advocacy	Creating access to quality and inclusive menstrual healthcare services and information through policy advocacy and stakeholder engagement	. Baseline survey on access to quality and inclusive menstrual health services and information across the Area Councils of the FCT. . Design and development of policy and	Advocacy visits to National Primary Healthcare Development Agency and other relevant Government agencies	. Set up Accountability Forums . Establish Advocacy working groups	. Monitor visibility of maternal mortality issues across the FCT . Escalate cases to relevant stakeholders for accountability . Engage media for accurate reporting of the situation	. Produce final report . Public presentation of reporting and success of the intervention	UNFPA UN Women UNICEF HIVOS Bill and Melinda Gates Foundation Water aid Nigeria	FCT	TAAF

		advocacy briefs,							
Menstrual hygiene and adolescent health		<ul style="list-style-type: none"> . Advocacy visits to UBEB, SEB and UBEC for partnership with schools . . Distribution of 10,000 sanitary kits 	<ul style="list-style-type: none"> . Train selected school girls and community members on production of reusable sanitary pads . Provide startup kit and resources 	<ul style="list-style-type: none"> . Advocate for integration of MHM into school health programs . Organise trainings for school Teachers and community training of trainers 	<ul style="list-style-type: none"> . Partnership with Ministry of Health for mandatory provision of sanitary hygiene kiosks in all Government schools in the country 	<ul style="list-style-type: none"> Monitoring and documentation of successes and identifying of gaps. 	<ul style="list-style-type: none"> UNFPA UN Women UNICEF HIVOS Bill & Melinda Gates Foundation Wateraid Nigeria 	FCT	TAAF
Digital Solutions for Maternal Health	Digital solutions for improved maternal outcomes In the FCT, Nigeria	<ul style="list-style-type: none"> . Conduct Rapid Assessment on the utility of modern technologies in addressing the social determinan 	<ul style="list-style-type: none"> . Strategic advocacy for adoption of digital maternal health records in PHCs. 	<ul style="list-style-type: none"> . Organize Roundtables on accessible data use . One-day convening with digital service providers 	<ul style="list-style-type: none"> . Public presentation on designed mobile apps, SMS text messaging, and wearable or sensor 	<ul style="list-style-type: none"> . Document successes . Identify gaps . Organize a 2-day linking and learning summit. 	<ul style="list-style-type: none"> Google Mastercard Foundation Nigeria Health Watch Open Societies Foundation 	FCT	TAAF FMOH NPHDA NITDA FMCIDE

		ts of maternal mortality in the FCT	. Pilot data collection system	on provision of affordable internet data services for PHC workers in rural communities and development of wearable technologies for pregnant mothers	based devices for adoption by the FMOH				
Multi-level policy advocacy	Policy 2 Practice: Improved policy environment and implementation framework for reduced maternal mortality and improved SRHR Services and	. Development of advocacy briefs, policy briefs, radio and television jingles, community theaters, posters, fliers, and	Organize a 3-day National Motherhood Safe Conference . Publish evidence from MAISHA . Influence State-level budget	Replicate successes across identified states, especially influencing budgetary allocations	Document success and learnings into a 1-day Roundtable with relevant stakeholders	Disseminate publications	UAF-Africa World Bank UNFPA HIVOS OSIWA Embassy of Sweden Australian Aid McArthur Foundation Open Societies	FCT	TAAF

	information in the FCT	community walks	allocations				Foundation		
Sustainability and Scale Up	Expanding spaces for inclusion of maternal and menstrual healthcare in public health design and interventions in Nigeria	. Identify more states across the six geopolitical zones to carryout projects in . Institutionalize community health advocacy networks	. Publish 5 year impact report	. Mapping of CBOs working in maternal health in the FCT . Train mapped CBOs to continue to monitor and work as community advocates	Conduct a stakeholder analysis to identify new partners	. Organise 3-day staff retreat . Review organizational policies, goals, objectives and re-assess commitment	HIVOS UAF-Africa		TAAF

Chapter Three Strategic Focus

Wellness is a Process

Inequalities will always be present in our society, but with effective institutions and empowered individuals it can be managed. The work of building and maintaining good menstrual health and hygiene and reduced maternal mortality rate requires the constant application of knowledge and core tools to transform disadvantages into positive action rather than traumatic setbacks. To achieve these, the following will be done;

- a) Promote ideas, policies and actions that lead to reduced maternal mortality rate and increased menstrual hygiene and health in Nigeria.

- b) Promote and expand CSOs and individual capacity on SRHR by setting direction, creating alignment and maintaining commitment towards SDG 3.
- c) To collaborate with individuals, organizations, networks, coalitions and movements that will help in achieving the TAAF objectives.
- d) To deploy technology and civic innovation in addressing social issues in our community of operations.

Key Actions and Outcomes

Strategic Objective One

Promote ideas, policies and actions that lead to reduced maternal mortality and improved menstrual health in Nigeria.

Key Actions

- Advocacy for participatory community development.
- Advocacy for quality SRHR support initiatives.
- Advocacy for effective and functional leadership.
- Promotion of participatory and inclusive health governance in Nigeria.
- Promote and advocate for gender equality and equity in governance.
- Promote peaceful coexistence and society free of gender discrimination.

Outcome

- Improved participatory processes and procedures
- Improved SRHR service to underserved communities
- Improved policies and practices in support of the rights of poor and excluded people
- Improved government responsive to citizens' demand

Strategic Objective Two

Promote and expand CSOs and individual capacity on SRHR by setting direction, creating alignment and maintaining commitment towards SDG 3.

Key Actions

- Promote learning and partnership
- Promote strategic thinking and process
- Promote mentoring and coaching of CSOs
- Promote team building towards SDGs

Key Outcomes

- Improved capacity for collaboration
- Improved capacity for civil society organization
- Improved capacity for strategic agenda setting
- Improved capacity for execution, mentoring and coaching in the community

Strategic Objective Three

To collaborate with individuals, organizations, networks, coalitions and movements that will help in achieving the TAAF objectives.

Key Actions

- Join relevant networks, platforms and coalitions
- Initiate new networks and coalitions
- Promote joint advocacy actions

Outcome

- Increased synergy for advocacy on reduced maternal mortality rate and improved access to quality and accessible menstrual healthcare services.
- Increased organized actions in support of rights of vulnerable/marginalized people;
- Increased mobilization of civil society and other stakeholders in support of rights

Chapter Four Funding and Resource Mobilization for our Work

4.1 Governance, Human Resource and Organisational Development

The BOTs are the policy making arm of the organization and it manages, represents and supervises, as may be necessary, to ensure that the organization fulfills its corporate objectives. The Executive Director also doubles as the Secretary of the Board. The Board meets once in a year except there is an urgent need to convey extraordinary meeting. In the coming year, the board of trustees and secretariat will be made functional, efficient, effective and more vibrant.

Human resource and organizational development are an essential part of this strategy. The staff quality will be improved upon through different organizational development means including training, capacity development and attendance of meetings and conferences. There will be induction for every new staff, interns and volunteers on the plan and programs of the organization, as well as on the system and procedures in the organization. The values of the organization will be operationalized to ensure that staff internalize the core values of the organization. Operationalization shall commence from the different implantation sessions including at the regular Monday morning meetings, annual program-me meeting, and monthly program review meetings.

The staff of the organization will be trained and made to internalize the three core processes of execution including; people process, strategy process and operations. This is deliberately made so to entrench project management process. Staff appraisal process will be standardized, and staff will be trained on the virtues of team work, fund raising, Rights Based Approach to programming, project management, advocacy and monitoring and evaluation.

4.2 ICT and Management Information System

TAAF will improve on its deployment and utilization of Community Informatics (ICT) for development. The capacity of staff will be continuously built on new approaches to ICT. New media will be given priority and the Organization will maintain unlimited online presence. Management information system is one of the most important tools in any organization, which aims to provide reliable, complete, accessible, and understandable information in a timely manner. Managers use an MIS to create reports that provide them with a comprehensive overview of all the information they need to make decisions on a day-to-day basis. TAAF will upgrade its system to ensure that relevant data is collected from the various sources, processed and sent upward for management decision making. We will use the system to meet the information needs of individual staff, communities and other of its stakeholders. This way, TAAF uses the MIS to foster collaboration and communication.

4.3 Communication and Media

The communication strategy of TAAF is based on the necessity to provide useful information that will help to build strategic Peace for sustainable development in Nigeria. Communication between the board of trustees, management and staff will be improved. The visibility of the organization will be enhanced through strategic communication and external relations. Key program staff of the organization will appear and comment on issues regularly in the media including attending talk shows, granting interviews etc. TAAF shall also within the time of this strategy, groom and ensure increased staff media engagement and improve its internal and external communications through the use of social media platforms.

4.4 Research and Documentation

The skill of TAAF staff shall be improved upon through handholding and outright capacity building for research and documentation. Staff will be trained on the use of the newly developed dissemination plan for reports and other published material. There will also be knowledge management through the formalization of systematic filing, archiving and retrieval of documents. This shall be every staff's responsibility to entrench the process in the organization.

4.5 Funding and Resource Mobilisation

Resource mobilization involves securing new and additional resources for the organization. It also extends to maximizing existing resources. This is crucial because finance is the backbone of any organization. Presently, TAAF has one source of funding – donor funding. Beginning from 2026 TAAF will intensify its fundraising effort by engaging more aggressively in Concept Note and Proposal Writing. Effort will be made to follow up on already written and submitted proposals and scout for new ones. The organization will engage in intense mentoring and coaching for its staff on proposal writing and monitoring and evaluation. The goal of fundraising in the strategy period is to build a diversified funding base. Donor mapping will be carried out and strategic relationship will be built with donors periodically. Emphasis will be on multi-year projects to help stabilize personnel and the organization. The idea of the fundraising drive is to amongst others reduce the challenges of renting an office space and to improve the convenience of staff, and earn

respect and prestige for the organization. The TAAF aspires to have presence in NOT less than 12 states and 1 country with a view to tackling developmental issues in Nigeria, Africa and at the global stage. CSCRIN will align with international organizations and other development partners to help fast track development in Nigeria. Additionally, the aspiration to expand its offices to other states in the North will be given the required attention.

Chapter Five Risk Management

5.1 Managing Risk

Responding to risk is one fundamental way an organization can achieve its objectives. TAAF will introduce a framework that will ensure that risk management is integral to all aspects of the organization, to make more efficient use of its resources, increase performance and minimize harm to staff and stakeholders. This measure shall be taken against the background that some of the identified risks. We will make risk management part of every process at every level and a responsibility of every staff.

5.2 Risk Matrix

Risk Identified	Probability	Impact	Mitigating Action
Unavailability of fund	Low	Medium	Rigorous fundraising drive including engagement with donors and proposal writing.
Insecurity in the regions	High	High	Carrying out security scan and conflict sensitivity analysis at regular intervals.

Inadequate project in the regions	Medium	Medium	Concept note and Proposal writing.
Non-aggressive fundraising strategy	Medium	Medium	Adoption of more informal and calculated approaches to fundraising.
The probable exit of project staffs	Medium	High	Strong succession plan and mentoring.
Poor social relationship with funders	Medium	High	Improved visit and social relations with funders.
Non-adherence to funders' policies and timelines	Medium	High	Strict observance and adherence to funders' policies and timelines.
Poor project delivery	Medium	High	Improved project management and embrace of execution culture.