



WE CHANGE AFRICA
WITH OUR VOICES



CONTENTS

Executive Summary **S**



1 2019 Key Achievements



2 Mission



3 History




2019 Strategic Outcome **4**




Our Team **5**



6 Our Work



Projects



Regions

English, **Pidgin**, **Kanuri**, **Idoma**, **Tiv**, **Nupe**, **Hausa**, **Yoruba**, **Gbagyi**, **Adara**, **Fulani**, **Babur**, **Kagoro**, **Jaba**, **Ikulu**, **Oworo**, **Bassa**, **Egbira**, **Igala**, **Irigwe**, **Ateng**, **Berom**

Languages

Impact reach and accomplishments **7**



Our Financials **8**



Board of Directors **9**



Executive Summary



2019 was a successful year for ARDA. In our 23rd year of operation (our 2nd under our new name as ARDA Development Communication Inc.), ARDA's focus on peace promotion and conflict prevention programming was a particularly timely one in what was, unfortunately, a violent and bloody year in Nigeria. Whether combatting violent extremism in the North East, or dealing with ethnic and religious violence,

farmer-herder conflict, or the rise in violence and criminality across all regions of the country, we at ARDA, were more than ever before cognizant of the importance of our work and the need to utilize a real human-centred design approach that empowers communities to address their grievances and be at the forefront of developing whatever solutions for peace they are willing to accept. This year, ARDA deepened our experience in peace-building work by supporting communities to begin to articulate trauma healing plans and design transitional justice mechanisms. We amplified generational cultural norms that supported peaceful coexistence and showcased that entertainment programming without overt messaging still has a role to play in social and behaviour change.

In 2019, ARDA also revisited our work in environmental activism. We worked with a new partner exploring clean energy champions in urban and rural settings in Nigeria. We are also partnering on an environmental conservation project to save Pangolins, which is an endangered specie found in Nigeria's forests. Some of the work we are most proud of however in 2019, is our work with over 200 women and the significant changes they've seen in themselves and their efficacy in a short time. Our work at ARDA is not only about our achievement as an organization, but also about the significant changes in our audiences and communities as a result of our work.

We are grateful that we were able to engage with so many people through traditional media (our work reached an estimated 30 million people last year!), online or on social media or through networking opportunities such as the 2019 Women Deliver Conference in Vancouver, Canada. We hope that in 2020, we will be able to collaborate with more partners and organizations to reach a lot more communities and create a platform for them to be leaders of social change in their communities.

As you read our 2019 Annual Report, we hope you enjoy a snapshot of our year in review and that you get in touch if you have any questions or would like to receive any additional resources or information about our work.

Congratulations to us all on the past year and here is to a wonderfully impactful 2020.

Alison Data Phido
Executive Director

2019 KEY ACHIEVEMENTS

over
400 episodes of radio programs produced.

Engaged with **communities in** **22** languages

15 new team members across the contry with diverse background and experiences.

Supported over
300 women's meetings building women's movements to promote peace

nearly
20,000 minutes of media programming produced.

Partnered with
8 radio stations

over
30 Million People across Nigeria have been reached and positively impacted by our programs.

18 States in Nigeria we have worked.



2 MISSION

ARDA's mission is to communicate development through the most effective, innovative and interactive program.



3 HISTORY

ARDA Development Communication Inc (ARDA DCI) is a leading development communication, non-profit organization headquartered in Lagos, Nigeria. Previously known as the African Radio Drama Association (ARDA) for over twenty years (1996-2017), ARDA has effectively communicated social and behaviour change for the past quarter-century.

ARDA-DCI, building on two decades of development communication experience across different media channels, has become an innovative, enterprising and vibrant development communications institution that produces creative, culturally relevant, impactful, high-quality content for sustainable development in Nigeria and across Africa.



2019 Strategic Outcome

4



2019 saw ARDA pursue its vision to be the foremost development communication organization successful in improving the quality of life of people in all the communities where we work. Our staff were positioned as thought leaders in the communication for development space, featuring in print and broadcast media, and collaborating with fellow civil society organizations such as Boundless Hands Africa to support their Women in Leadership Conference for Young Female Leaders.



In line with our core value of innovation, ARDA sought this year, to expand our services and markets through the ways we engage with communities, donors and clients, and the formats we work in. We began work by developing a brand new, vibrant, user-friendly website, and continued to build a social media brand that grew by nearly 200% followership over the year, providing colourful informative content supporting accessible social and behaviour change and human development. ARDA also continued pre-production of our reality tv series and tv drama which have been

CAPACITY BUILDING

As an institution committed to adding value to the lives of our audiences and building the capacity of Nigerians in marketable communication-related skills, our Scriptwriting Workshop in July attracted over 300 applications from around the world, with the top 30 candidates selected to participate in a training on writing for the ear across different program formats. Within a month, a third of the candidates had secured paid writing commissions, writing for radio programs across the country.



“I was opportune to be one of the shortlisted applicants for the Writers' Training where we were taught how to write for the ears. I later received a call that I aced the assignment we were given after Writers' Training and it has earned me a paid opportunity at the ADRA story development workshop where I was part of the team that developed and wrote two radio dramas. I am grateful to ARDA for this opportunity.”

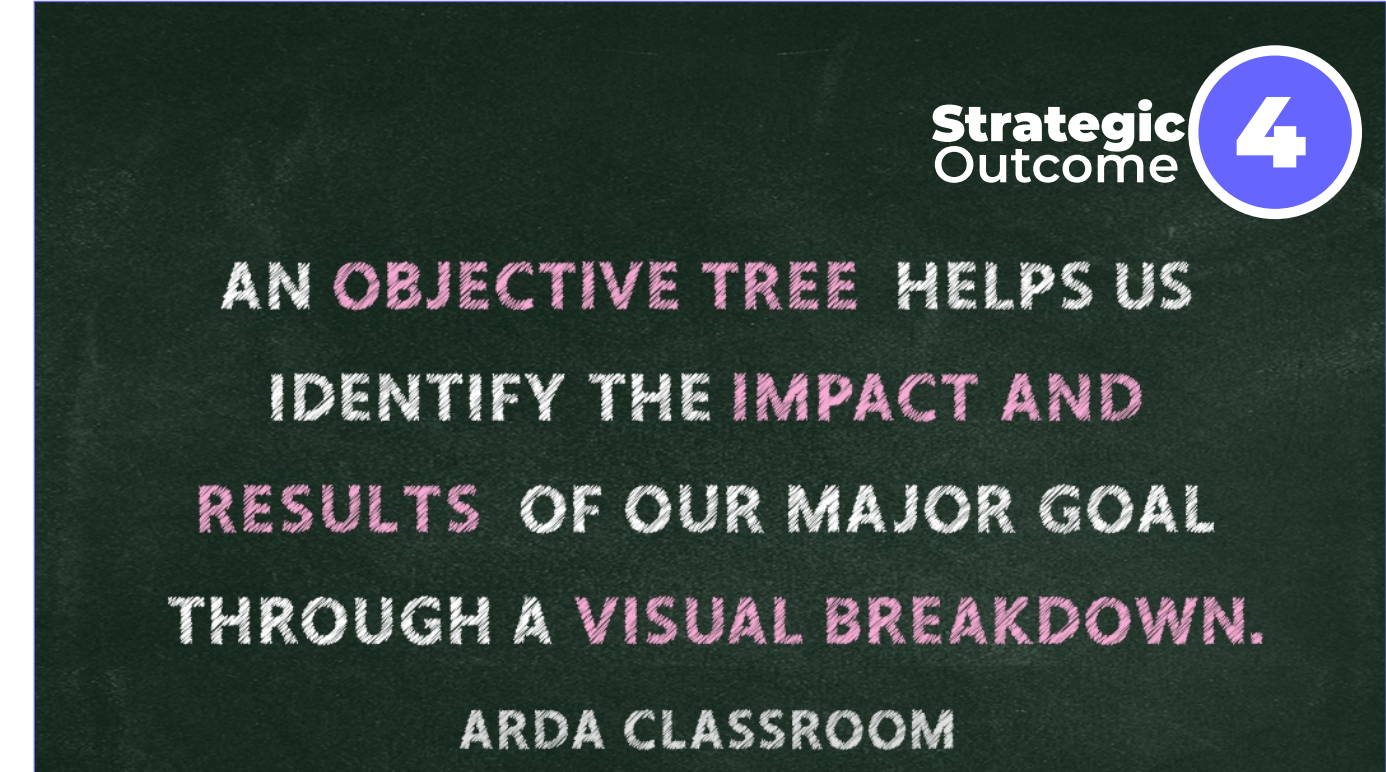
Jumoke Oluade



“I was a participant of ARDA Writers' Training on how to create radio content for development. The training was an eye-opener as I was taught what it takes to write an effective radio content. ARDA-DCI team members are people you will be happy to work with as they know their onions and are ready to impact lives without holding anything back. Apart from learning writing skills, I was well-paid for attending this workshop and I'll forever be grateful to ARDA-DCI for selecting me as one of the beneficiaries of this lifetime opportunity.”

Ayodeji Ajadi





ARDA worked in audio, video, interpersonal and social media programming formats in 2019 and continued to pursue our commitment to working and partnering with a diverse range of partners, collaborators, clients and donors in line with our strategy to acquire new business and seek new partnerships. We worked with a dozen new partners and collaborators, through different modes, building new contacts and relationships. Also, we attended key local and global conferences such as the Women Deliver 2019 in Vancouver, Canada in June, nurturing and building new networks, learning and sharing ideas and experiences.

Despite meeting our proposal success rate target in 2019, it is also important to highlight the areas of interest in 2019 that we pursued and are still interested in seeking collaborations for. ARDA developed proposals seeking to work with people living with disabilities, to build the capacity of Nigerian youths to participate in non-electoral democratic processes, to raise awareness for neglected tropical diseases, to develop a new generation of leaders and activists using the Arts, to create opportunities for women to get more involved with grassroots politics, and to support sexual and reproductive health and rights for women and girls in key at-risk states.

Our in-house strategy of capacity building through skill-sharing in our weekly “ARDA Friday Sessions” continued in 2019 with topics such as developing result framework, using creative images as a tool for social change, community engagement and mobilization, pretesting, among others.



“Working with ARDA is a dream come true...being able to glean from over 20 years of the ARDA experience, the right balance of work ethics, learning and working with an amazing team of professionals, is a desired achievement. Learning a lot within such a short period, happened as a result of working under the tutelage of passionate, determined, inspiring and confident people. A key lesson I have learnt is that it is important to get it right with the team. In this case, the bond is unbelievable. Every single member of the team adds value to the workplace, making it feel like one big happy family. I'm truly happy to be part of the ARDA family”.

Ibukun Sanni, Program Officer

“I worked as an intern with ARDA for 4 months and every day, I was inspired to work hard and deliver the best. My internship opportunity translated to full-time employment and I am happy to be a part of a team that supports personal and career growth and I can always call family”.

Stella Attah, Program Assistant/Communication Officer

“My internship at ARDA has been a great learning experience for me. I am working with a team that is hardworking and supportive. The work culture has in a great way taught me discipline.”

Seun Ajiboye, Intern

Our team grew in lots of ways in 2019. We engaged 12 new field associates across two geopolitical zones actively involved in implementing ARDA's projects across dozens of communities in Nigeria. In addition, three amazing individuals joined our Programs team at ARDA HQ, this year. Tim Adepoju in May, Ibukun Sanni in September, and our former intern, now full-time employee, Stella Attah, and they have been great additions to the ARDA family. As an institution interested in grooming the next generation of vibrant, creative individuals, passionate about human development, and building their capacity to engender social change, in the past year, we worked with three amazing interns. Each intern spent a rigorous but fun few months supporting our digital communications team, backstopping field teams, supporting media production and developing their own content to promote social change.

OUR WORK

ARDA is using entertainment media to transform communities in Nigeria and build community capacity to be authors of social change using effective innovative and interactive programs.

PROJECTS

Sustainable Agricultural Livelihoods



ARDA designed and produced an interactive gender-focused discussion guide for agricultural value chain actors across the 9 states of the Niger Delta using colourful infographics and illustrations to guide community-led discussions for improving agricultural value chains and building capacity for

sustainable non-oil livelihoods in the Niger Delta. The guide, produced for DAI's Market Development for the Niger Delta (MADE) project, will facilitate productive, problem-solving discussions about gender and sustainable and equitable agricultural livelihoods in the Niger Delta for both men and women.

Deradicalization, Rehabilitation and Reintegration Programs for the Stabilization of the Lake Chad Basin

This year, ARDA produced the second season of programs for Mercy Corps' research project in the North East that is studying how the airwaves can be used for the stabilization of the Lake Chad Basin after a decades' long humanitarian crisis brought about by violent extremism.



We produced 260 episodes of diverse radio programming across 10 unique programs aired in north-eastern Nigeria, building community capacity for reconciliation, forgiveness, reintegration and countering violent extremism. We utilized different interactive programming formats to amplify the voices of communities, key informants, victims and other stakeholders in the conflict and reintegration process using entertainment-education, cultural programming, storytelling, skill-building and experience sharing methodologies that addressed different barriers to reintegration and reconciliation in the region.

Clean Energy



ARDA researched clean energy entrepreneurs in Nigeria and renewable energy funding, producing documentaries about star projects in Lagos and Niger States funded by the Private Financial Advisory Network spearheaded by the Renewable Energy and Energy Efficiency Partnership (REEEP).

These projects are providing access to clean cooking fuels and renewable energy sources to thousands of people in the areas they serve, positively affecting livelihoods, health, education, literacy and of course, the environment.



Gogo Abdullahi

Health Extension Worker, Bisanti Community

can easily reach out to me.

“ Before now, when it is dark, I can hardly attend to any emergency but with the introduction of solar power, medical services have improved, and patients can reach out to me ”

Gogo Abdullahi, Health Extension Worker, Bisanti Community

Conflict Prevention and Peace Promotion

ARDA is addressing emerging trends in violence and conflict in North West and North Central Nigeria, targeting emerging violent extremism, farmer-pastoralist conflicts, religious and ethnic conflicts, and criminality across 6 states in Nigeria. In a consortium with Mercy Corps, the Interfaith Mediation Centre, Pastoral Resolve, and Savannah Centre for Diplomacy, Democracy and Development (SCDDD), funded by USAID, ARDA is using strategic communication to build community capacity to promote peace and prevent conflict.

We are fostering an enabling environment for peace and empowering communities to become active agents for peace through our innovative and interactive radio dramas 'My Neighbour My Friend' and 'Wake Daya' currently airing across six states in the North West and North Central region of Nigeria. We are also building the capacity of women in communities to be involved in peacebuilding activities through the women critical discussion groups. We have initiated 24 of these grassroots women's critical discussion groups that have gone on to host their leaders and peers in self-facilitated community peace events that utilize their creative talents and arts to promote peace. We are immensely proud of our women's discussion groups and how they have designed and produced their own women's radio programs that have been broadcast to an audience of millions, amplifying their voices and stories for peace.

We were in the communities

Program Officers, Priscilla, Ayotunde and Ajemina visited several communities across Kano, Katsina, Kaduna, Plateau, Benue and Kogi states, meeting the women's groups, community and district leaders, and radio station executives, as well as training radio presenters. ARDA currently has a program presence and staff in all 6 states for the Community Initiatives to Promote Peace (CIPP) project.



“ I enjoyed visiting 2 of the CIPP project states, Kaduna and Plateau to train the CIPP project OAPs on how to effectively anchor the radio programs. I also took out time to meet with some members of the CIPP Women's Critical Discussion Groups. Interacting with the women stood out for me. I felt their energy and drive to make a difference in their community even after some of them have suffered the effects of violent conflict in their community. It drives home the point that we can choose to make an impact even after loss and also the fact that of course, women are strong and more than capable of contributing to peace discourses in their community ”

Ajemina Ogan, Program Officer.



“ It was my first visit to Kano and Katsina states and what struck me the most was the hospitality of the women in the Women's Critical Discussion Groups and the excitement they had for the project on promoting peace, truly memorable. Oh! The OAPs were just amazing. They made training them easy like a walk in the park. They showed such understanding and even made creative contributions to make the WAKE DAYA radio program a huge success. Love those guys I tell you”

Priscilla Fiberisma, Program Officer.



“ My journey from Benue state to Lokoja by road was adventurous. I saw places that I have never seen before and again it was my first time in Lokoja, the capital of Kogi state. At Lokoja, I visited the radio station in Mount Patti for the OAP training and later visited two women's groups; Oworo and Andakolo groups both in Lokoja LGA. During my visit to both states, one thing that stood out was the response from the members of the Women's Critical Discussion Groups. They showed the willingness to take up the task of listening to the radio program weekly and were ready to become advocates of peace in their respective communities because of the benefits of peaceful coexistence among community members”

Ayotunde Akinsanya, Program Officer

Live Theatre



We took centre stage

To celebrate the International Women's Month with the theme **“Balance for Better”** ARDA produced 'The Wives' Revolt' a stage play by literary icon, JP Clark. The play is about the marginalisation of women and the injustices they face in life, and what happens when women in one community decided to stand up against their oppressors and oppression with the support of a few good men. The play was critically acclaimed and we believe it inspired a positive revolution towards more gender equality in everyone's day to day lives.

6 our Work

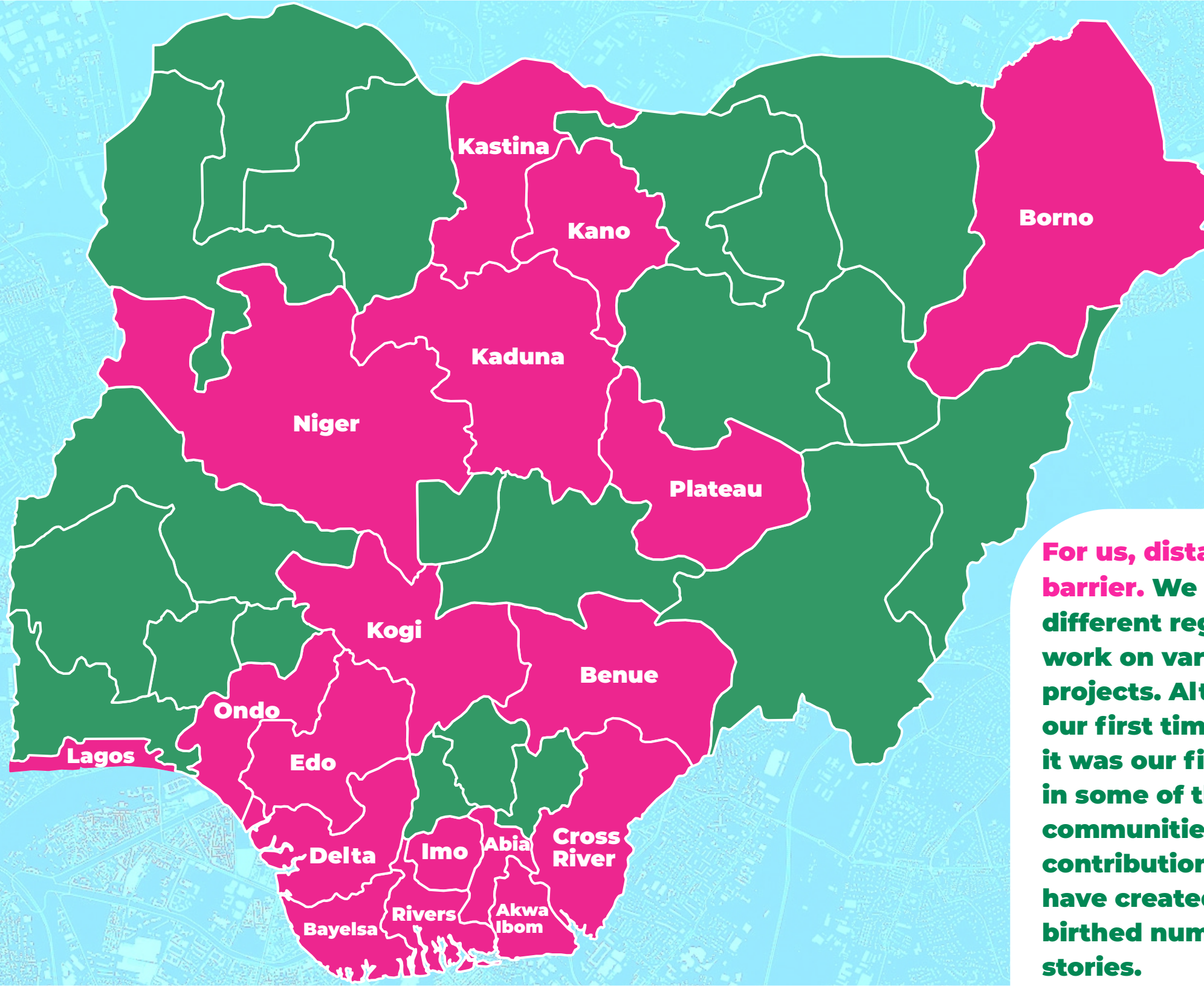


ARDA was also the proud producer of "Wat's Dis All About", the only play featured at the MUSON Festival of Arts week 2019. “Wat's Dis All About” is a darkly humorous, political play that triggered substantive post-performance town hall-style discussions about the themes of inequality, corruption and contemporary challenges facing the Nigerian society. Members of the audience across a range of demographics got a chance to have their say and share their experiences surrounding the themes of the play and discuss potential solutions to some of the major barriers to sustainable development in Nigeria. The post-play town hall session was a surprising but completely organic and awesome element adding value to what was already a wonderful, critically-acclaimed show.

“ It was an awesome experience planning the stage play, from scripting to rehearsals and I'm glad that the play became a reality and was successful ”

Tim Adepoju, Program Admin Officer.

REGIONS



For us, distance is not a barrier. We travelled to different regions in Nigeria to work on various development projects. Although it was not our first time in these states, it was our first time working in some of the selected communities and ARDA's contribution to the projects have created impact and birthed numerous success stories.

6

Our Work

LANGUAGE

We engaged with communities in over 20 languages last year. For Us, It is language without borders!

English, **Pidgin**,
Kanuri, **Idoma**,
Tiv, **Nupe**, **Hausa**,
Yoruba, **Gbagyi**,
Adara, **Fulani**,
Babur, **Kagoro**,
Jaba, **Ikulu**, **Oworo**,
Bassa, **Egbira**,
Igala, **Irigwe**,
Ateng, **Berom**.



IMPACT, REACH AND ACCOMPLISHMENTS

Through partnerships with organisations, communities and individuals, we are tackling some of the most challenging global crises today: Peace Building and Post-Conflict Reintegration, Combatting Violent Extremism, Gender Equality and Social Inclusion, Sustainable Agriculture and Livelihoods, Climate Change, as well as working to bring sustainable solutions through the most innovate, interactive and entertaining programs.

There are over 2.5 million internally displaced persons in North-Eastern Nigeria. The insurgency in the region has resulted in the loss of lives, properties, livelihoods, and social structures. People and communities want things to normalize but for there to be a lasting solution to the conflict, there is a need for ending the ongoing violence by engaging communities in preventing radicalization and promoting reconciliation, forgiveness, reintegration.



Last year, we produced 260 episodes of diverse radio programming across 10 unique programs aired in North-Eastern Nigeria building community capacity for deradicalization, reconciliation, forgiveness, and reintegration through participatory programming that amplified the voices of victims and stakeholders from diverse communities across the region. We promoted grassroots-led ideas, resources and cultural norms promoting peaceful coexistence, and supported platforms for trauma healing and transitional justice.



Nigeria's ethnically and religiously diverse North is experiencing increased violence and splintering communities. Also, the escalating violence between farmers and herders has killed over 1,300 people and forcibly displaced another 300,000 since January 2018. In addition to lives lost, violence and insecurity have placed a terrible toll on Nigeria's agricultural production and economy and even more devastatingly, resulted in the loss of livelihoods, capital and productive resources for millions across the North West and North Central geopolitical zones. The Community Initiatives to Promote Peace project aim to build the skills and relationships required for violence-prone communities to mitigate and manage conflict, resist rising violent extremism, and proactively address root causes of conflict



We have aired 78 episodes (and counting!) of live interactive radio programs uniquely addressing different contexts of conflict and supporting on-air community discussions and narratives surrounding conflict prevention and peace promotion. Also, we created a platform for over 200 grassroots women across 24 communities to meet weekly and set their agenda for building movements for promoting peace and preventing violence in their communities. In 2019, ARDA supported over 300 women's group meetings that led to women organizing and implementing a total of 12 women's peace events using their talents and ideas to advocate for peaceful coexistence and showcase the role that grassroots women can play in organizing for peace in the community. These women's events reached hundreds of community leaders and community members in these communities, setting up our groups as women playing a substantive role in peace in their communities.



ARDA travelled to the peri-urban areas of Lagos to document the wonderful work of clean energy producers, providing clean cooking fuel in Africa's largest megacity. In contrast, we also travelled to Bisanti and Swasun in rural Niger State to learn how a clean energy company has lit up two communities, transforming their potential for sustainable development.

We produced a documentary about these two clean energy champions to showcase the potential dividends that investment in clean energy in Nigeria can have to inspire more investment and programming in clean energy.

“Working on the PFAN project was really enlightening. It was beautiful to learn about 2 projects, under PFAN’s network, in the renewable energy sector that are impacting the lives of communities where they operate. I had the privilege of visiting the worksites and interviewing lead developers of these 2 projects. I also visited communities (mostly in rural areas) to see the impact firsthand and gather success stories on these 2 projects. Interacting with community members and capturing their stories was a beautiful experience and a high point for me! The result? We produced 4 documentaries, 60 captioned images and quotes. I look forward to working on environmental projects again!”

Ajemina Ogan, Program Officer

CHAMPIONING COMMUNITY CHANGEMAKERS

Here are voices from our target communities on the positive impact of our programs in their lives and communities.



FINDING A VOICE

“My Neighbour My Friend program has given me a voice. It was always difficult for me to share my opinion but now, I am confident. I was even live at the radio program to discuss how to peacefully settle a dispute, respect for people's religion and culture and the dangers of fake news, rumours and hate speech”.

28-year-old Faith Ene Andrew- Member of Obagaji women discussion group, Benue state



TRANSFORMING MY COMMUNITY

“Our community has suffered from violent extremism and political thuggery. The women discussion group was introduced to our community just when we needed a transformation in our community. Through our group discussions, I have learnt to speak with the youth in my community and about the dangers of political thuggery and I am confident that my community will be better.”

48-year-old Fatima Abubakar- Member of Andakolo women discussion group, Kogi state



IDENTIFYING THE PROBLEMS

“The Wake Daya program helps us build a good relationship with our children. Through our women's discussion group, we learnt to identify the drivers of conflict in our community and we are teaching our youth to be skilful, productive and live in peace. We believe that our community can be peaceful again.”

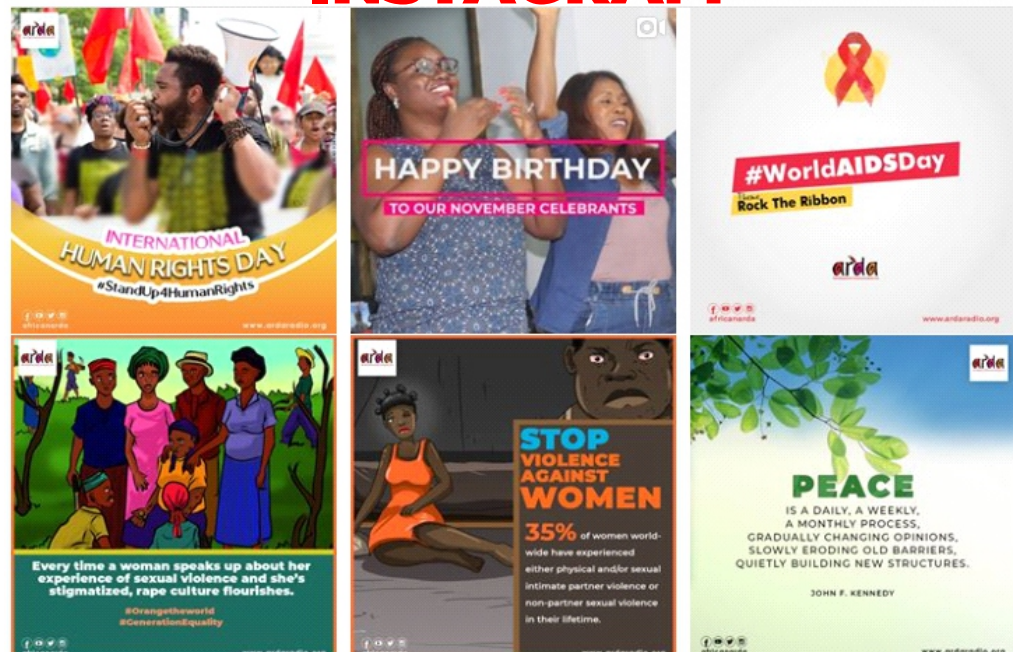
Victoria Danladi- Member of Jebbu Miango women discussion group, Plateau state

DISCOVERING AN ONLINE COMMUNITY

With our online community, the world is a global village.

With millions of people online, we connect with the world every day through vibrant, interactive, fun and educative content on our website and social media platforms. In the past year, we have reached over 36,000 people online.

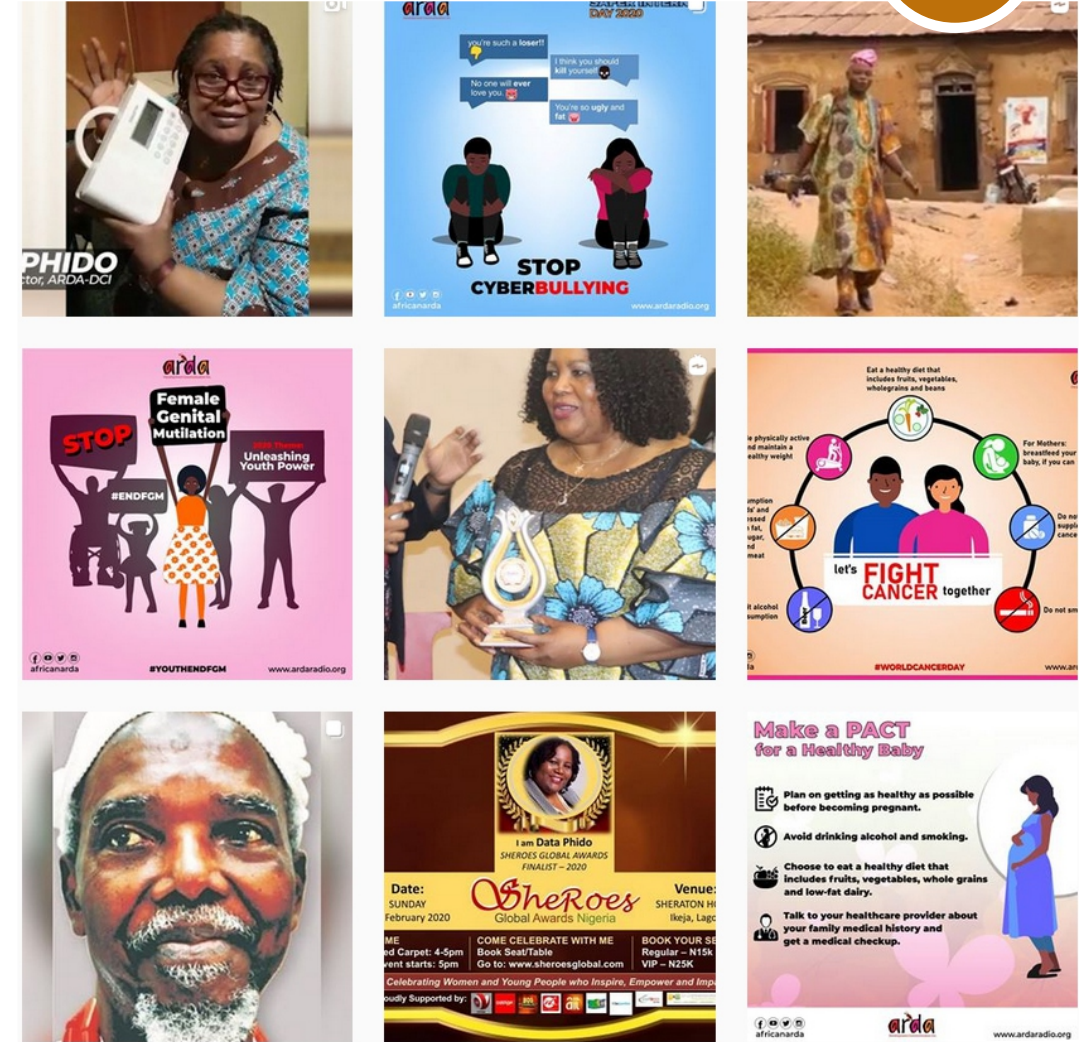
INSTAGRAM



FACEBOOK



TWITTER



VOICES OF THE COMMUNITY

Impact,
reach and
accomplishments

7

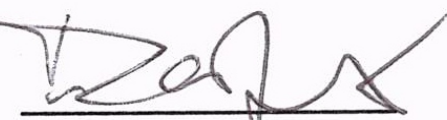
Apart from the phone-in segment that holds weekly on our live radio programs, our field officers visit different communities in our target states every week to amplify their voices through vox pop videos on the different issues they face in the community and let them proffer possible solutions for sustainable peace. These informative and interactive videos titled "Muryoyi Al'Umma" and "Voices of the Community" in both Hausa and English languages allow community members to share their views to a larger audience.

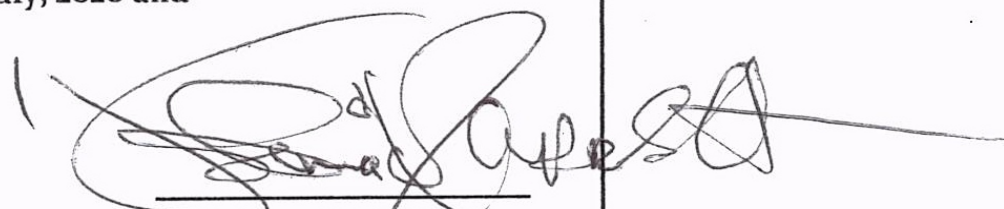


**AFRICAN RADIO DRAMA ASSOCIATION
STATEMENT OF FINANCIAL POSITION
AS AT 31ST DECEMBER, 2019**

	2019	2018
	₦	₦
NON-CURRENT ASSETS		
Property, Plant and Equipment	19,258,437	17,434,789
Intangible Assets	4,120	6,179
	<u>19,262,557</u>	<u>17,440,968</u>
Investment	11,258,400	20,920,000
Non-Current Assets Held for Sale	10	10
CURRENT ASSETS		
Receivables	80,000,000	50,000
Cash and Cash Equivalent	<u>36,420,621</u>	<u>81,077,909</u>
TOTAL ASSET	<u><u>146,941,588</u></u>	<u><u>119,488,887</u></u>
CURRENT LIABILITIES		
Other Payables	350,000	350,000
NON-CURRENT LIABILITIES		
Deferred Revenue	-	-
TOTAL LIABILITY	<u>350,000</u>	<u>350,000</u>
ACCUMULATED FUND	<u>146,591,588</u>	<u>119,140,887</u>
Total Liabilities and Accumulated Fund	<u><u>146,941,588</u></u>	<u><u>119,490,887</u></u>

Approved by the Board on 3rd July, 2020 and signed on their behalf by:


MRS. DATA PHIDO
Trustee


MR. FEMI JARRETT
Trustee


MRS. CHIKA IHEMNACHO
Trustee

**AFRICAN RADIO DRAMA ASSOCIATION
INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED 31ST DECEMBER, 2019**

	2019	2018
	₦	₦
Revenue	218,248,765	124,711,554
Direct Cost of Project	(161,438,400)	(86,617,782)
	<u>56,810,365</u>	<u>38,093,772</u>
Other Income	<u>13,156,947</u>	<u>64,887,298</u>
	13,156,947	102,981,070
EXPENSES		
Depreciation/Amortisation	(1,934,284)	(2,072,879)
General and Administrative Expenses	<u>(40,582,327)</u>	<u>(42,595,699)</u>
	68,033,028	100,908,191
Surplus / (Deficit)	<u>27,450,701</u>	<u>58,312,492</u>

**REPORT OF THE AUDITORS TO THE MEMBERS OF
THE AFRICAN RADIO DRAMA ASSOCIATION
(ARDA)**


We have audited the financial statement of AFRICAN RADIO DRAMA ASSOCIATION (ARDA) for the year ended 31st December, 2019 from which the summarized financial statements were derived, in accordance with International Standards on Auditing. In our report dated 30th June, 2020, we expressed an unqualified opinion on the financial statements and stated inter alia, that the Association has kept proper accounting records and the records in all material, aspects and give in the prescribed manner, information required by the companies and Allied Matters Act Cap C20 of Laws of Federation of Nigeria, 2014.

OPINION

In our opinion, the accompanying summarized financial statements are consistent, in all material respects, with the financial statements from which they were derived.

NOTICE TO READERS

For a better understanding of the financial position and the results of its operations for the year and of its operations for the year and of the scope of our audit, the summarized financial statements should be read in conjunction with the financial statements from which the summarized financial statements were derived and our audit report thereon.


Ambrose O. Okechukwu, FCA
FRC/2013/ICAN/00000002715
For: Odili Okechukwu & Co.
(Chartered Accountants)
Lagos, Nigeria.

03-July, 2020



BOARD of DIRECTORS

Deborah Ogunjobi
David Olaoye
Tony Agofure Phido
Alison Data Phido
Mariya Ibrahim Saleh
Victor Oteri
Onajite Phido
Abosedede George-Ogan

