

2020 ANNUAL REPORT



THE POWER OF VOICE:
WOMEN LEADING SOCIAL CHANGE
IN A GLOBAL PANDEMIC

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EXECUTIVE SUMMARY



ALISON DATA PHIDO
Executive Director

To say that 2020 was an unprecedented year in world history is an understatement. For ARDA, in our 24th year of existence, as well as for everyone across all sectors, the COVID-19 global pandemic changed everything about the way we saw human connections, communication, and operating at a physical distance from our beneficiaries, donors, clients, partners and associates. Like any other year, we began 2020 with a vibrant strategic plan, setting intentions, audacious goals, and targets for the year. ARDA's strategic theme for the year was set to be "Building the Capacity of Women and Girls to Lead."

Right from the beginning of the year, ARDA continued work in peace promotion, conflict prevention and addressing violent extremism and the rise of criminality across the North Central and North West regions in Nigeria. With radio programs airing in 7 states and nearly 200 women meeting across multiple states every week discussing peace and planning and hosting events, we commenced the year implementing impactful programming. In February 2020, we sought to institutionalize our peace communication by training 145 journalists across Northern Nigeria in conflict-sensitive journalism skills, resulting in increased skill by attendees to do no harm in their reporting, and increased resilience skills to deal with the trauma of reporting on-going violence. The community of journalists we developed at that training continues to provide on-going peer review, peer support and networking for journalists covering conflict and violence in the North East.

EXECUTIVE SUMMARY

We started by incorporating COVID-19 resilience content into programs we were designing for already vulnerable communities in Borno State; sharing ideas on how community members could continue to build livelihoods despite COVID-19 restrictions. To support COVID-19 response efforts by the Nigerian government and other stakeholders, we developed COVID-19 programming that raised awareness about the virus and built a case for collaboration and compliance with mitigation policies to secure community stability.

When the time came to create new programming using our signature human-centered design approach, ARDA innovated hosting our first participatory content design and storytelling workshop virtually and finding new ways to ensure that the voices and input of unnetworked audiences also were part of the radio drama designs. In 2020, we recruited a new group of grassroots community women whose capacity we intended to build to lead peace and social change in their communities. We trained them in conducting meetings and events that complied with COVID-19 mitigation protocols. The 190 women, spread across 3 states and 7 LGAs, joined the 209 women from 2019 to become changemakers in their communities even in the midst of the pandemic.

With our growing commitment to broadcasting in the social media space, ARDA concluded the year with a social media campaign design workshop, bringing together social media influencers from 8 States to design a campaign around eliminating the fake news, hate speech and malicious misinformation narratives that jeopardize global stability and sustainable development. The campaign is set to launch in 2021.

Despite the successes, the 20th year of this century, a year of a pandemic and a myriad of cancelled plans and events, ARDA like many others, had to push back many planned strategic activities. 2020 was to be the year we launched a tv series and a reality show, produced folk tales, worked with new donors, partners and clients, presented our work at the International Social and Behaviour Change Communication Summit. Instead, along with the rest of the world, we watched with horror and devastation as millions lost their lives to the pandemic.

If there are lessons to be learned from 2020, one of them is that in times of challenge, innovation thrives. As a team, we have remarked on all the opportunities for innovation that there are in our work. We are transferring many of the innovations from our work in 2020 into our standards of practice, creating new opportunities for collaboration and the way we work. If there is a win from 2020, it is in the power of voice- the power of women even in the midst of a pandemic leading social change. It is my hope that as you read our Annual Report and hear from women in our communities, you are inspired and filled with the knowledge that we can overcome anything and change the world, even in a year like 2020.

We hope you enjoy this snapshot of our year in review and reach out if you have any questions or would need any additional resources or information about our work.

Congratulations to us all on a new year!

We at ARDA wish everyone a resilient and high impact 2021.

ARDA 'AT A GLANCE'



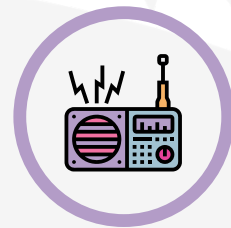
457

Number of women we engaged in using their voices for social change



78

Number of COVID-19 Response Radio Programs aired



412

Total number of radio program episodes produced and broadcast



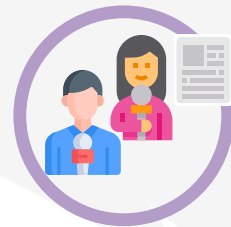
374

Total Number of grassroots women-led meetings and events to promote social change



16,770

Total number of minutes of programming aired in 2020



145

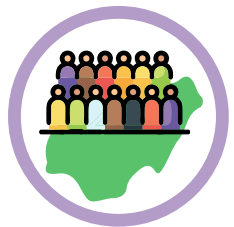
Number of journalists trained in conflict-sensitive reporting



We worked in **8** States across **50** communities



We partnered with **20** radio stations



Nearly **45** million Nigerians were reached



OUR TEAM

Working Through a Pandemic



To prevent the spread of coronavirus and keep our team safe from the pandemic, organisations around the world, including ARDA had to adopt the Work from Home (WFH) policy. This was new for us at ARDA as in over two decades of operation, we had never shut our doors in such a manner, mandating all staff to work from home.

The pandemic posed several challenges in workplaces across Nigeria. Some organisations had to lay off employees, others defaulted on salaries and benefits, projects were shut down. Prior to the pandemic, Nigeria's economy was still suffering aftershocks from the 2016 recession. Now, even with society cautiously reopening, most organisations have been impacted by the economic downturn in the country, which has resulted in high inflation, increased running costs, rising unemployment, poverty and security challenges.

For us in the development sector, we experienced reduced availability with funding and partnerships, with donors and potential partners cautious about how the pandemic would impact project implementation.

Indeed, adapting to the new normal, working from home and managing field operations from a distance, was challenging at first. Working from home meant that in a country with energy challenges, staff each had to generate their own electricity during frequent power outages, had to secure high quality internet good enough for virtual meetings and workshops, wrangle child care and home schooling young children who were out of school, whilst also ensuring that our communities never felt the distance we were all experiencing.

Hear from our team about working through a pandemic.

OUR TEAM

"The emergence of COVID-19 as a global pandemic really affected everyone who works in the human development and social change. Suddenly our community-based interventions had to be put on hold, interventions and plans suddenly halted as we tried to innovate to respond to our new normal. Even funding for essential development programming had to be diverted to a COVID-19 response. It's amazing how one virus in 2020 changed the entire world and the way we engage with one another and with communities forever"

Jite Phido, Program Director



OUR TEAM



"Without a doubt, the pandemic affected the planned strategic networking and training events ARDA had scheduled for the year. Our strategy for the year was to improve collaborations through relevant partnerships to maximize the impact of our work in communities across Nigeria. In fact, our key strategy for the year was to support Girl-child education and acquisition of marketable leadership and vocational skills using our social media platforms and through media design and production of skill- building videos. The limitations to physical meetings made this a challenge. However, if there was anything we learnt during the pandemic, it was the need to reach deep, adapt and find innovative ways to go on with our activities in the safest ways possible. For instance, we held a virtual workshop and broadcasted a response program on peacebuilding and covid-19 mitigation on radio stations in project communities across North Central and North West Nigeria which ensured continuous learning and education of community people. We also tried to keep in touch with our acquaintances and kept them informed of our activities via our newsletter and social media platforms"

Ibukun Sanni, Program Officer

"In Nigeria, the story of the pandemic was one we had in common with the rest of the world. Cancelled events, cancelled plans. At ARDA, we were supposed to attend the 2020 International SBCC summit in Marrakech, Morocco, in March, where we were to present 5 abstracts sharing our work. Unfortunately, due to the outbreak of coronavirus, the summit was pushed forward, then changed again, then indefinitely postponed and later rescheduled. The continuous shifting dates and the difficulty for anyone planning any event during a pandemic, resulted in us having to bear the cost for repeated changes to our travel plans."

Tim Adepoju, Program Officer



OUR TEAM



"When the pandemic began, my learning experience in ARDA was affected due to the virtual work mode, but gradually I adjusted to the new normal and I have since had a good time learning and boosting my confidence. Even from a distance."

Seun Ajiboye, Intern

"The advent of the COVID-19 pandemic introduced us at ARDA to a new lifestyle; compelling us to work from home. One would have thought that working from home would provide a better work-life balance, but that was not the case. Working from home meant there was no closing time. We found ourselves working all hours and overexerting ourselves. It also created a backlog of paperwork which could only be done at the office. We are so glad the lockdown has been suspended. Though we have to observe all COVID-19 protocols, at least we can get all our work done and still have a better work-life balance".

Priscilla Fiberesima, Program Officer



No doubt 2020 was a challenging year, however, we grateful for the opportunities that kept us engaged and able to respond timely to the needs of our people and communities, as well as create lasting impact for a safer world.

Kudos to the hardworking formidable ARDA team!

OUR WORK



As a development communication organization that is committed to creating impact and lasting change even in the most challenging times, we had to develop innovative strategies that would ensure project activities were still implemented while adhering to COVID-19 precautionary measures. In line with this, we took our workshops and trainings virtual for the first time. We broadcasted a season of COVID-19 response programming to create a platform for virtual discussions and interactions around issues of COVID-19 and opportunities for building resilience, stability, violent conflict prevention and community collaboration even with listeners who may be social distancing.

We hosted interactive programs with virtual guests. We told stories that reflected the new realities of a COVID-19 world and modelled skills for coping with COVID-19 mitigation effects. We produced dramas with socially-distanced actors. We trained women's groups to meet with COVID-19-mitigation protocols. We intensified our efforts on social media to stay connected with our donors, partners and audiences. There have been many lasting improvements to the way we work, as we increased our use of web-based tools for remote supervision to provide implementation support and engage with necessary stakeholders. We also remain undaunted in our resolve to implement and deliver services, having developed strategies to mitigate and respond to the past year's challenges. We remain positive for better outcomes, collaborations, and partnerships post-COVID-19

We are proud of the lessons we learned and the adaptations we took, but our innovations were not without challenges. For example, working remotely and hosting virtual workshops, meant extending project implementation timelines in some cases, as things took longer, and processes for ensuring community input were more arduous. There were also unplanned budgetary challenges associated with including COVID-19-mitigation approaches in all our implementation- whether ensuring sanitization and physical distancing of studio and recording spaces, or securing reliable internet connectivity for virtual meetings and workshops from our field staff and community members. Due to the pandemic, the regular training and re-training sessions and monitoring visits to project communities were most affected as capacity-strengthening field visits were postponed. Implementing activities virtually sometimes sacrificed attendance and participation at virtual workshops due to poor internet access. We also had to take extra steps to get the input of hard to reach community members who were not networked to the internet, to get their input on our design and processes.

The pandemic made the implementation of program activities a bit challenging but not impossible. As we persevered, we learned new communication tools and strategies, handled technical difficulties, and adapted more efficient ways to implement our activities and create a more satisfying virtual existence for us at ARDA. Being a people-focused organization that prioritises human-centred design, during the pandemic, we were intentional about continuing to partner with communities to implement activities that ensured key social and behavior change communication messages were disseminated to target audiences. If COVID-19 has taught one thing, it is that innovation is always possible no matter how set in stone your processes. For ARDA, it was a year of creating workarounds to ensure the work changing the world with our voices, was done.

OUR WORK

Gender, Reintegration and Reconciliation in the Lake Chad Basin (UAS–LCB project)



Defying the odds, we implemented Season III of Mercy Corps De-radicalization, Rehabilitation and Reintegration (DRR) radio programs under the Using the Airwaves for Stability in the Lake Chad Basin (UAS-LCB) project, having successfully implemented seasons 1 and 2 of the project. Over the past 3 years, the project had worked to test the efficacy of different formats of radio programming in addressing violent extremism and building support for reconciliation and reintegration.

This third season saw ARDA interrogating more the gendered experience of violence, reintegration and reconciliation, incorporating that theme across five unique radio programs that used different messaging strategies such as leveraging on storytelling, history, culture and traditions, respected religious and community leaders, the entrepreneurial nature of people of the region, to build individual and community skill and support for forgiveness, reconciliation, reintegration, trauma healing, and transitional justice.

As our first production after lockdown restriction were relaxed slightly, ARDA learned during this process to employ strict COVID-19 mitigation measures to reduce the risk of transmission, giving us first-hand experience in production during a pandemic. We developed over 150 episodes of unique radio program in Hausa and Kanuri for the project.

OUR WORK COVID-19 Response Programs for Peace and Stability



Since 2019, ARDA has collaborated with local and international partners on the Community Initiatives to Promote Peace (CIPP) project, producing dozens of episodes of radio programming to build capacity for violent conflict prevention and peace promotion across 6 states in North West and North Central Nigeria. Leveraging on the support the My Neighbour, My Friend and Wake Day radio programs already enjoyed, ARDA with support from CIPP partners and our donor, USAID, developed and produced 78 episodes of live interactive radio programming that aired across 6 states, responding to the COVID-19 pandemic by networking listeners with information, policies, as well as skills for supporting peace and stability in communities made even more vulnerable by the pandemic.



OUR WORK

Peace Promotion, Social Inclusion in North West and North Central Nigeria



ARDA finalized a first season of programming for the Community Initiatives to Promote Peace (CIPP) project prior to the emergence of the COVID-19 pandemic, involving interactive radio drama-based magazine programming and strengthening the capacity of grassroots women to lead and participate substantively in peace processes in their community. The second season of programming focused on amplifying the experience and role of women, people with disabilities and other traditionally marginalized groups, in promoting peace in the community.

It featured a live telephone conversation, a drama segment and a spotlight segment to highlight the phenomenal peacebuilding work of the season 1 members of the Women's Critical Discussion Groups in their communities, as well as the amplification of content created by grassroots women and people with disabilities on a mass media platform. ARDA produced and broadcast nearly 200 episodes of radio programming for the project in 2020.

OUR WORK

Using the Arts to promote Gender Equity, Social Justice, and Cultural Reform



In 2019, ARDA began developing an exciting, innovative, TV action drama series that included themes of gender equity, social justice and cultural reform. Production of the series was put on hold in 2020 due to the impacts of the pandemic.

Over the course of the year, through various virtual production meetings, discussing emerging trends and changing priorities, the TV series evolved into a feature action film by the end of the year- one with a script that we're very proud of and can't wait to produce in the coming year. The movie is set to be released to various audiences locally and internationally in the coming year.

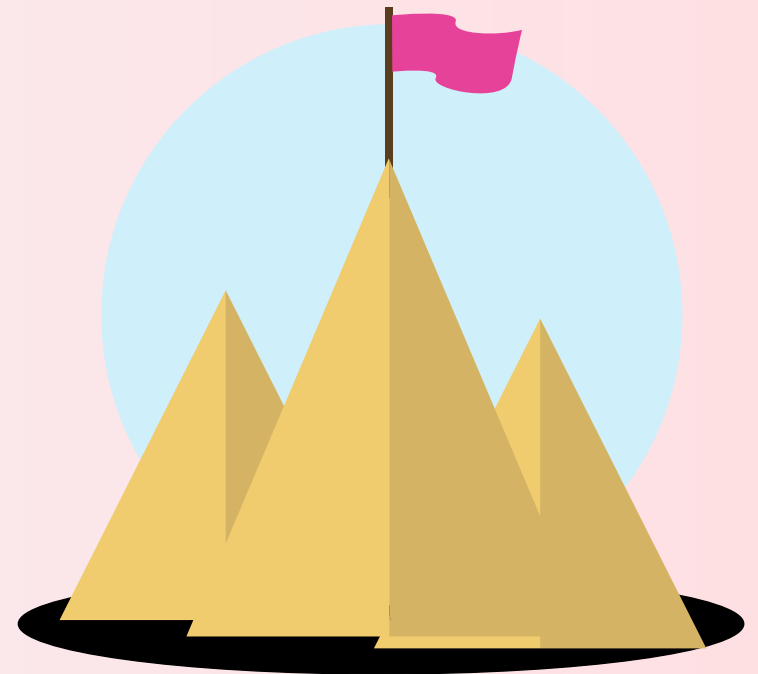


VISION

ARDA's vision is to be the foremost development communication organization, successful in improving the quality of life of people in all the communities where we work.

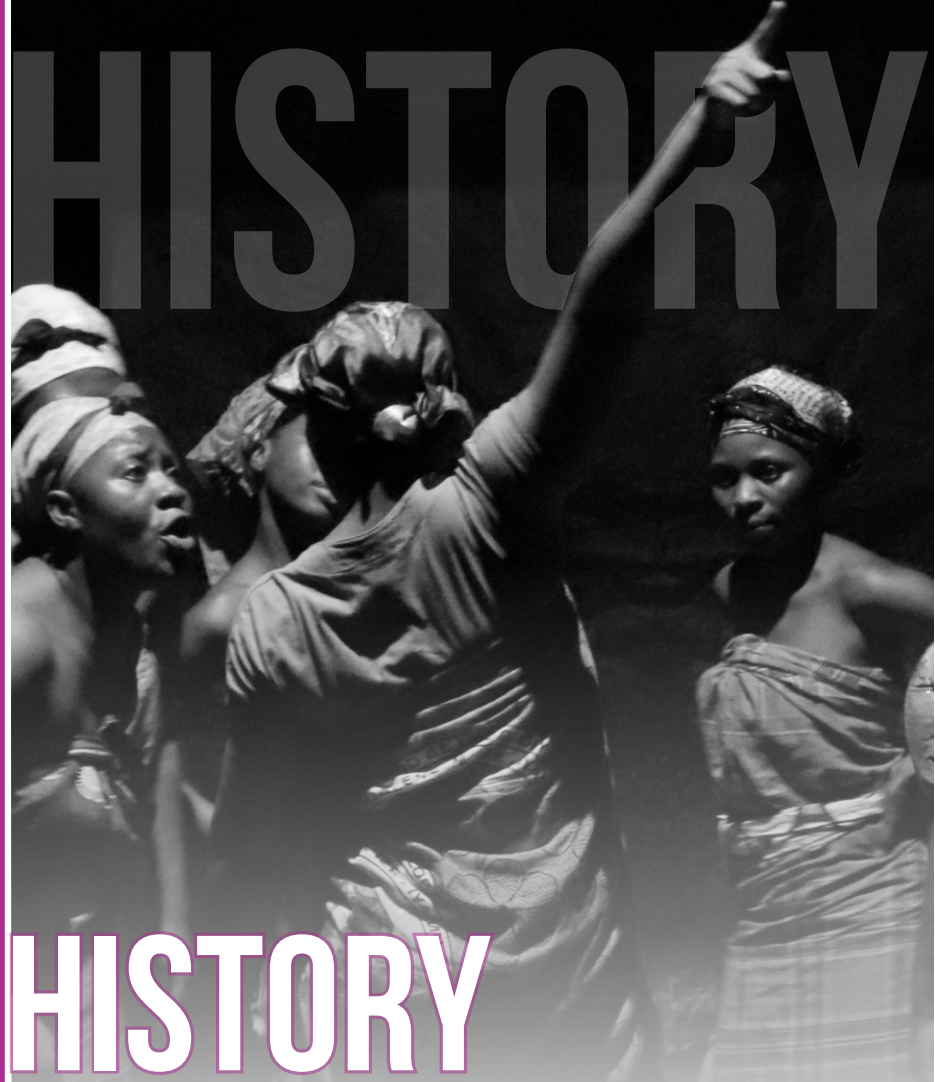
MISSION

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



CORE VALUES

- Communication for Development
- Research
- Project Development and Management
- Participatory Program Design
- Radio Programming and Production
- Drama
- Live Interactive Programs
- Features & Documentaries
- Facilitation of Community Discussion Platforms
- Films & TV Serials
- New Media Programming
- Theatre for Development
- Mobile App Development
- IEC/BCC Materials
- PSAs and Jingles
- Music Production
- Scripting, Storyboarding and Content Creation
- Training and Capacity Building
- Curriculum Development
- Distance Learning Tools Development
- Project Support
- Community Mobilization & Participation
- Consultancies
- Organization and Facilitation of Workshops, Conferences and Trainings.
- Strategic Communication Planning.



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.

THE POWER OF VOICE: *Women Leading the Way to Promoting Peace and Stability amid a Pandemic.*



The COVID-19 pandemic brought with it unprecedented challenges which the world continues to grapple with. Particularly affected, were women, who make up 49.33% of Nigeria's population. Prior to the pandemic, women were already coping with a gender inequities fed by patriarchal cultural norms around the country which have resulted in endemic discrimination, marginalisation, sexual and gender-based violence, and limited access to resources and opportunities for substantive participation, leadership and social inclusion. The pandemic put additional burdens of care on women during the pandemic, widening gender equality gaps.

Amid the challenges posed by the pandemic, ARDA did not relent in its mission to use innovative and interactive means to build the capacity of women to change society through their stories, and to amplify the voices of women and increase their participation in community development processes, as the theme 'connecting without contact' was applied to facilitate program activities focused on tackling these grassroots issues stifling the potentials of women.

More than ever, there was a need for the voices of women to be heard, as the lockdown saw a surge in cases of violence against women and girls, in addition to reduced economic opportunities for all, especially impacting women. In communities where women and girls were already vulnerable due to existing active violence and conflicts, women became a target for those frustrated by the hardships of the pandemic response, with perpetrators often getting away with impunity, due to lack of social support and adequate community support for victims. Considered a 'Shadow Pandemic',



in November 2020, the UN raised concerns of over 3,600 reported cases of gender-based violence in Nigeria, which was considered a 'boiling point' during the lockdown. The report attributed the surge in violence against women and girls to victims of abuse being confined to the same space with their abusers for an extended time due to the lockdown thereby, leaving those who survived with lifelong physical and psychological impacts and further exacerbating the culture of silence.

In light of these facts and growing concerns about reports of rising incidents of violence against women and girls in the communities, ARDA ensured that the second season of Community Initiatives to Promote Peace (CIPP) programming, discussed key issues around violence against women and girls. We empowered marginalised grassroots community women across 6 states to develop potential solutions to the issues of violence and violence against women in their community, and advocate for peace and social change in their communities. ARDA supported community women-led initiative in form of a second cohort of a grassroots Women Critical Discussion Groups (WCDG), made up of about 151 community women across 3 high-risk states in Nigeria (Kaduna, Kano and Katsina). The women, spread across 12 community groups, through weekly discussions about issues of violence in their community, over the course of weeks, felt empowered enough to use their voices to advocate against harmful social norms, demand justice and accountability. These community-based women of varying ages, varying literacy and education, many of whom had lived in seclusion prior to their membership in the groups, reached over 1000 community members directly through physically-distanced encounters, and over 13 million people through their mass media-based advocacy on radio. Even in the midst of a pandemic, women, in communities not set up to give them a voice, exhibited their strengths by using the power of their voices to show leadership and influence positive change in preventing violence and promoting peace in their communities.

Despite the pandemic, ARDA was able to continue working with community women through the following strategies:

Women's Weekly Meetings

ARDA supported community women to hold their weekly strategic meetings where they connected with one another, devised ways to have their opinions planted in key strategies for community development, mapped out innovative ways to question unvoiced toxic beliefs, norms and practices preventing the growth of women, develop tactics to tackle conflict, violence and promoted the transformation of peace in their communities. Masking and sanitizing were mandatory.



Women's Peace Events

The women's groups self-facilitated 12 peace events leading by example by enforcing COVID-19 mitigation strategies that often, were being witnessed for the first time in their communities. The women's peace events served to communicate to community stakeholders the need to include women substantively in decision-making as well as to lead community discussions about ways to curb sexual and gender-based violence against women and create a gender equal world. The women reported that facilitating the events boosted their self-confidence and influence in their communities.

COVID–19 Response Radio Program

Members of women's groups phoned into the program regularly to platform the ways in which the pandemic was affecting women in their community. In addition, some women's groups members from the first cohort served as expert guests on the program, discussing key issues affecting women and girls in the community.



Radio Programs

ARDA designed radio programs that called on community members to support women in managing the effects of the virus especially on the Early Warning Early Response Support Systems (EWER), enforcing laws against gender-based violence, addressing the root causes and perpetrators of these acts and the importance of collaboration to promote peaceful coexistence. Through the radio programs, community women appeared on air to leverage on special days such as International Women Day, 16 days of Activism against Violence Against Women and Girls, World Humanitarian Day, and the 20th anniversary of UNSCR (United Nations Security Council Resolution) 1325 on Women, Peace and Security, to advocate for their communities.





Women in the Media

On radio, television, through newspaper interviews, and via content disseminated on social media throughout 2020, ARDA's Women's Critical Discussion Group (WCDG) members shared their perspectives, ideas, activities and plans, using their platforms to leverage support and awareness from stakeholders within and outside their states. As a result, WCDG members became linchpins for information, resources and dispute resolution in their community, contributing to decision-making and community peace and stability.

Women Building Leaders

Despite the precariousness and harsh realities of the pandemic lockdown, members of the Women's Critical Discussion Group demonstrated a sense of leadership and responsibility by supporting the creation, training and mentorship of smaller satellite community women's groups of peace ambassadors, promoting unity, and sisterhood by empowering one another in acquiring skills-set for economic empowerment. This earned them recognition in their communities and led to their inclusion in community dispute resolution processes and their emerging role in pushing for justice for victims of gender-based violence in their communities. Additionally, some of the women were inaugurated into Mercy Corps' Women Peace Council, giving them more power to speak against injustices against women and proffer solutions to peace building on the state level.



Institutionalizing Women–Led Social Change

Upon the registration of their women's groups with the local authorities, ARDA's women's group members are expected to leverage on this legitimacy to continue their advocacy for social change, justice, and healing for victims of abuse and sexual and gender-based violence and substantive inclusion of women in decision-making at the community level. ARDA's women's groups in 2020, raised funds, resources and support to improve the lives of other women in their communities in response to hardships brought about by the pandemic. For instance, some members of the Kawo women's group in Kaduna State, secured free spots for women and youth from their community in a skills acquisition program. This was only as a result of their ceaseless efforts in propelling significant social change in their community.

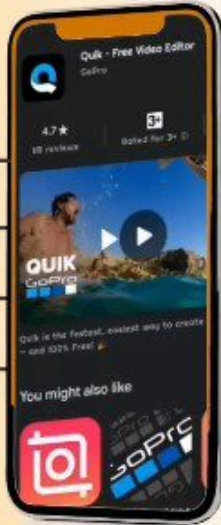
Being empowered to raise their voices to promote peace in their communities, key into their leadership potentials as women, these women continue to show that women are not just space-fillers but key stakeholders whose contributions are necessary to build a world where peace and stability thrives.

As ARDA's efforts in inspiring positive stories and actions for women's upliftment through impactful projects, it remains committed to communicating social change by continuously maximising the power of voice of women and those marginalized.



BUILDING CAPACITY

HOW TO EDIT VIDEO WITH YOUR SMART PHONE



GETTING YOUR AUDIENCE TO TALK BACK:

ARDA supported community women to hold their weekly strategic meetings where they connected with one another, devised ways to have their opinions planted in key strategies for community development, mapped out innovative ways to question unvoiced toxic beliefs, norms and practices preventing the growth of women, develop tactics to tackle conflict, violence and promoted the transformation of peace in their communities. Masking and sanitizing were mandatory.

- ▶ How to design your business logo with your smart phone?
- ▶ How to edit videos with your smart phone?
- ▶ Getting your audience to talk back.
- ▶ Tips for writing a successful proposal.
- ▶ How to produce a graphic advert for your business?
- ▶ Why you need a social media profile?

2020 IMPACT :



Through the most innovative, educative, and entertaining programs, we are tackling some of the most challenging crises including Curbing the Spread of COVID-19, Combatting Violent Extremism, Peace Building and Post-Conflict Reintegration, Gender Equality and Social Inclusion.

In 2020, we continued our work on the Community Initiatives to Promote Peace (CIPP) project which aims 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.

The feedback received from listeners across the project target states prove that interactive radio programs are effective in communicating key messages and influencing behaviour change.

"I have become a better person from listening to the weekly radio program. I have a better understanding of how I can contribute to peace promotion in my community rather than complaining about the negativity around me. I appreciate the producers of the Wake Daya radio program".

Rabi'u Idris, Kaduna state

"The radio program helped me to understand the importance of raising children with good morals to secure the peaceful future of my community. I am also working towards becoming a good role model to my children".

Mamar Ahmed, Katsina state

"The program taught me the importance of peaceful coexistence and my role as a peacebuilder. With the knowledge I gained from the radio drama, I am working with the youths to organise football competitions that will foster unity and promote peace in the community".

Engineer Bala, Plateau state

"My Neighbour My Friend radio program programme enlightened me on the importance of caring for my neighbours and living by the teachings of the Holy book on peaceful coexistence".

Alhaji Abdullahi Sarkin Nama, Benue state

2020 IMPACT :

As communities in the Lake Chad Basin become more open to discussing sensitive topics of reconciliation and reintegration even in the midst of ongoing attacks of violent extremism, there is a need to provide platforms that can open pathways for the discourse around the rationale for forgiveness and reconciliation, the risk of stigmatizing former Armed Opposition Group members, how IDPs and host communities can live together peacefully, and the gendered experiences of people who have been impacted by extremism.

ARDA in partnership with Mercy Corps has worked consecutively for the past 3 years on using the Air Waves for Stabilization in the Lake Chad Basin (UAS-LCB) Project in North-Eastern Nigeria which aims to bring lasting solution to the ongoing violence by engaging communities in preventing radicalization and promoting reconciliation, forgiveness, reintegration.

In 2020 ARDA produced over 150 episodes of Kanuri and Hausa language programming that aimed to improve community openness to sensitive issues of reintegration and reconciliation through participatory programming that shaped broader narratives, policies, practices on these issues, and amplified the voices of victims and stakeholders from communities across the region.



"A survey was carried out by Mercy Corps in 5 communities to find how much impact the radio programs had on community members and the feedback from that survey showed that the programs were well received and impactful. References were made to the programs and how they generated discussions among people in the community. The radio dramas had a huge following as people could relate with the characters in the drama who were designed to model positive behavioural change. The programs were also a huge catalyst for community members to phone into the program and air their views on topical issues relating to the conflict in Borno State, many of whom had never had the opportunity to share their experiences and engage in such discussions before."

Priscilla Fiberesima, Program Officer

2020 IMPACT



Also in 2020, ARDA created a new platform for 151 grassroots community women across 12 communities in North West Nigeria to meet weekly and discuss high-impact peacebuilding topics that would strengthened their capacity and build their self-efficacy to effectively engage in peacebuilding processes in their communities.

ARDA supported a total of 216 Women's Critical Discussion Group meetings that led to the women organizing a total of 18 self-facilitated peace events, reaching hundreds of community stakeholders, and positioning the women as recognized peacebuilding ambassadors in their communities.

The women are confident in their abilities to engage in peacebuilding processes in their communities and are determined to shine their light as they lead by example and share impactful peacebuilding messages that would transform and build sustainable peace in their communities.

"My confidence has been boosted as our community leader (Mai Unguwa) now calls on us to listen to our advice when he is trying to settle disputes in the community".

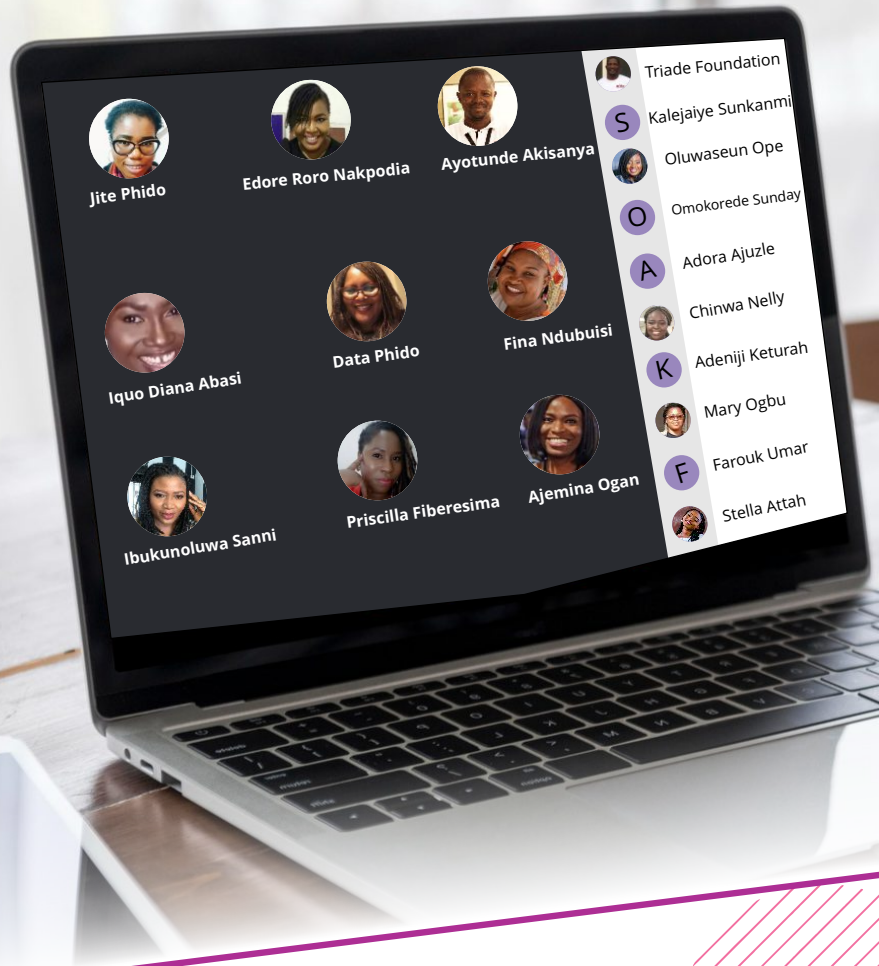
***Hannatu Mu'azu**, Group Leader- Women's Critical Discussion Group Batsari, Batsari LGA, Katsina state.*

"The first time I understood the importance of collaborating with youths and community leaders to promote peace was through the radio program. Now I sensitize the youths in my community on the dangers of drug abuse and how it affects peace in the community".

***Maryam Dahiru**, Women's Critical Discussion Group member, Kofar Mazugal, Dala LGA, Kano state.*

ARDA ONLINE

And we evolved...



With no warning, many questions asked with no reassuring reply, 2020 was the year our lives where we were put on a momentary pause that no one saw it coming. The distance between Wuhan and Nigeria may have seemed like a thousand distant years, until the first case of COVID-19 was recorded in Nigeria, leading to a second and eventually cases rolled into thousands, and Nigerians were far from prepared!

The lockdown, which affected all spheres of life, introduced with it new slangs and hashtags from 'social distancing' to 'stay safe' to 'stay home' then 'mask up', amongst several others. Several interactive technologies came into play, as they were used as a medium to reach more people and they became the new virtual meeting point for organizations and individuals to connect, since there were strict travel and movement restrictions. And so, we evolved! The way ARDA related with its audience changed, as everything moved online, had to evolve.

To keep to our mission of impacting lives through development communication, ARDA adapted to the new norm of relocating to the social space full-time and reflecting this adaptation across all ongoing programs. Even though it was challenging, the impact we have made has been phenomenal and we would not stop.

ARDA ONLINE

And we evolved...

The physical distancing saw ARDA tap into its millennial creativity, as we found a way to create engaging contents and strategies tailored to fit youths, men, women, and people with disabilities across all our digital platforms. This paid off as more people spent more time online, social media habits changed and engagement across ARDA's social media platforms grew thereby, making more significant impact for sustainable development. If our work in the field contracted, our social media platforms grew and benefited from a new global online focus.

In light of the pandemic and increased social media presence and the new online connections we made in 2020, we believe that our interactions with our online community in the past year, have yielded long-lasting development impacts, built skill through our ARDA Classroom innovation, inspired audiences by showcasing the power of grassroots community women, improved people's capacity to promote peace, increased awareness of the importance of social inclusion, empowered women and girls to use their voices to influence positive change and increased interest in participating in social development even post-pandemic.

Over
630,000+
impressions
in the year 2020
social media



More than
510,000
people reached
in the year 2020
social media

Total Number of
55,249
people engaged with
our social media
content in the year 2020

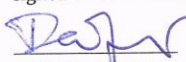


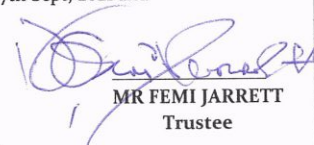
FINANCIAL

AFRICAN RADIO DRAMA ASSOCIATION (ARDA) BALANCE SHEET AS AT 31ST DECEMBER 2020

ASSETS	2020 N'000	2019 N'000
Property Plant and Equipment	8,979	19,258
Intangible Assets	2	4
Investment	26,405	11,258
Receivables	4,566	80,000
Cash and Cash equivalent	<u>43,301</u>	<u>36,421</u>
TOTAL ASSETS	<u>83,253</u>	<u>146,941</u>
LIABILITIES		
Accrued Expenses	2,644	350
NON-CURRENT LIABILITIES		
Deferred revenue	-	-
TOTAL LIABILITIES	<u>2,644</u>	<u>350</u>
ACCUMULATED FUND	<u>80,609</u>	<u>146,591</u>
Total liabilities and accumulated fund	<u>83,253</u>	<u>146,941</u>

Approved by the Trustees on 7th Sept, 2021 and
signed on their behalf by :


MRS DATA PHIDO
Trustee


MR FEMI JARRETT
Trustee


MRS CHIKA IHEMNACHO
Accountant

AFRICAN RADIO DRAMA ASSOCIATION (ARDA) INCOME AND EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31ST DECEMBER 2020

	2020 N'000	2019 N'000
Revenue	131,411	218,249
Direct cost of Project	(97,105)	(159,429)
Other income	<u>4,389</u>	<u>13,157</u>
	<u>38,695</u>	<u>71,977</u>
EXPENSES		
Depreciation/ Amortisation	(2,312)	(1934)
Adminstrative Expenses	<u>(34,961)</u>	<u>(40,582)</u>
Surplus	<u>1,422</u>	<u>29,461</u>
APPLIED AS FOLLOWS		
Transferred to accumulated fund	<u>1,422</u>	<u>29,461</u>

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

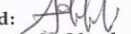
We have audited the financial statement of African Radio Drama Association (ARDA) for the year ended 31st December, 2020 from which the summarized financial statements were derived, in accordance with international standards on Auditing. In our report dated 8th September, 2021 we expressed an unqualified 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, 2020.

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 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.

Signed: 
Ambrose O. Okechukwu, FCA
For: Odili Okechukwu & Co.
Chartered Accountants
FCA/2013/ICAN/00000002715
8th Sept, 2021.
Lagos, Nigeria.



BOARD OF DIRECTORS



Deborah Ogunjobi
David Olaoye
Tony Agofure Phido
Mariya Ibrahim Saleh

Alison Data Phido
Victor Oteri
Onajite Phido
Abosede George-Ogan



We change AFRICA WITH OUR VOICES



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