



RCCG CSR POLICY DOCUMENT PART 1

PURPOSE OF DOCUMENT

- This will serve as the high-level governance framework of Christian Social Responsibility (CSR) in The Redeemed Christian Church Of God globally.
- This policy document sets the standards for CSR initiation, implementation, monitoring and evaluation.



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KEY ASSUMPTION

Christian Social Responsibility is the faith-based expression of social responsibility.



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Role Of CSR Office

1. **Initiation & Implementation** – to establish and implement a CSR policy for the mission
2. **Coordination** – to maintain oversight and coordinate all CSR programs of all the organs of the mission
3. **Harmonization** – to harmonize all CSR programs, processes and activities at all levels and arms of the mission for greater impact.
4. **Standardization** – to establish, guide and ensure compliance with approved standards



Role Of CSR Office

5. Communication

To provide the framework for internal and external communication, and drive the overall CSR communication for the mission.

To position the mission to demonstrate more active CSR presence in society and communities and to be able to effectively communicate its positive contribution via social media, online platforms, public forums and all other media channels.



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Sustainable Development Goals

One of the reasons why this office was created is to harmonize all RCCG programs, processes and activities for greater impact.

We have discovered that out of the 17 global sustainable Goals (Vision 2030) signed by 198 nations including Nigeria, RCCG as a faith based organization is active in 13 of these.

This fact is unknown therefore affecting the compliance ratio for Nigeria



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SUSTAINABLE DEVELOPMENT GOALS

	GOALS	RCCG INVOLVEMENT
	End poverty in all its form everywhere	✓
	End hunger Achieve food security & improve nutrition Promote sustainable agriculture	✓
	Ensure healthy lives Promote well-being for all at all ages	✓
	Ensure inclusive & equitable quality education Promote lifelong learning opportunities for all	✓
	Achieve Gender equality and Empower all women and girls	✓
	Ensure availability & sustainable management of water and sanitation for all	✓
	Ensure access to affordable, reliable, sustainable & modern energy for all	✓
	Promote sustained, inclusive and sustainable economic growth, full & productive	✓



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What Is Christian Social Responsibility (CSR)?

Christian Social Responsibility is a faith-based obligation to meet societal needs through the demonstration of love that positively impacts communities and individuals.



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Why *Christian* & Not *Corporate Social* Responsibility?

CSR has its root in Christianity and the church is meant to be an example for the world to follow and not the other way around

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The Case For CSR

Heartbeat Of God – CSR is the expression of love being, the heartbeat of God.

The Hurting World - It is about bringing comfort to a hurting world.

Connection To Others - It closes the needs' gaps in the society.

It is the global standard of rating for corporate organisations



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RCCG VISION

- To make heaven
- To take as many people with us.
- To have a member of RCCG in every family of all nations



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RCCG MISSION

- To accomplish No.1 above, holiness will be our lifestyle
- To accomplish No 2 and 3 above, we will plant churches within five minutes walking distance in every city and town of developing countries and within five minutes driving distance in every city and town of developed countries.
- We will pursue these objectives until every nation in the world is reached for the lord Jesus Christ.



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Vision Statement

TO BE THE GLOBAL MODEL FOR MEETING
THE EVER EVOLVING SOCIO-ECONOMIC
NEEDS.



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MISSION STATEMENT

TO EXPRESS THE LOVE OF GOD THROUGH VISIBLE
INITIATIVES THAT DELIVER TANGIBLE OUTCOMES IN
SOCIETIES GLOBALLY



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CORE VALUES

- **Compassion** – meeting the needs of people
- **Transformation** – working towards changing lives positively
- **Integrity** - conducting our business in accordance with the highest standards of professional behaviour and ethics.



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PROBLEM STATEMENT

- As the curtain of the world rolls to an end, there is so much destitution, devastation, disease, despair, and despondency
- The people are hurting and we must give them the comfort of Christ in all its ramifications
- The Church is losing influence and relevance globally.



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Scriptural Foundation



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Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell



Matthew 25:31,32,41-46 KJV

PREVIEW OF JUDGEMENT DAY

31. When the Son of man shall come in his glory,
and all the holy angels with him, then shall he sit
upon the throne of his glory:

³² And before him shall be gathered all nations:
and he shall separate them one from another, as
a shepherd divideth his sheep from the goats:

⁴¹ Then shall he say also unto them on the left
hand, Depart from Me, ye cursed, into
everlasting fire, prepared for the devil and his
angels:

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Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell



⁴² For I was an hungered, and ye gave me no meat:
I was thirsty, and ye gave me no drink:

⁴³ I was a stranger, and ye took me not in: naked,
and ye clothed me not: sick, and in prison, and ye
visited me not.

⁴⁴ Then shall they also answer him, saying, Lord,
when saw we thee an hungered, or athirst, or a
stranger, or naked, or sick, or in prison, and did
not minister unto thee?

⁴⁵ Then shall he answer them, saying, Verily I say
unto you, Inasmuch as ye did it not to one of the
least of these, ye did it not to me.

⁴⁶ And these shall go away into everlasting
punishment: but the righteous into life eternal.

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ion



Scriptural Foundation: CSR – A Matter of Life & Death, Heaven & Hell



Job 29:12-16

¹² Because I delivered the poor who cried, the fatherless and him who had none to help him.

¹³ The blessing of him who was about to perish came upon me, and I caused the widow's heart to sing for joy.

¹⁴ I put on righteousness, and it clothed me *or* clothed itself with me; my justice was like a robe and a turban *or* a diadem *or* a crown!

¹⁵ I was eyes to the blind, and feet was I to the lame.

¹⁶ I was a father to the poor *and* needy; the cause of him I did not know I searched out.

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Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell

Revelation 14:13

And I heard a voice from heaven saying unto me,
Write, Blessed are the dead which die in the Lord
from henceforth: Yea, saith the Spirit, that they
may rest from their labours; *and their works do
follow them*





Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell

James 1:27

Pure religion and undefiled before God and the Father is this, To *visit the fatherless* and *widows* in their affliction, and to keep himself unspotted from the world.



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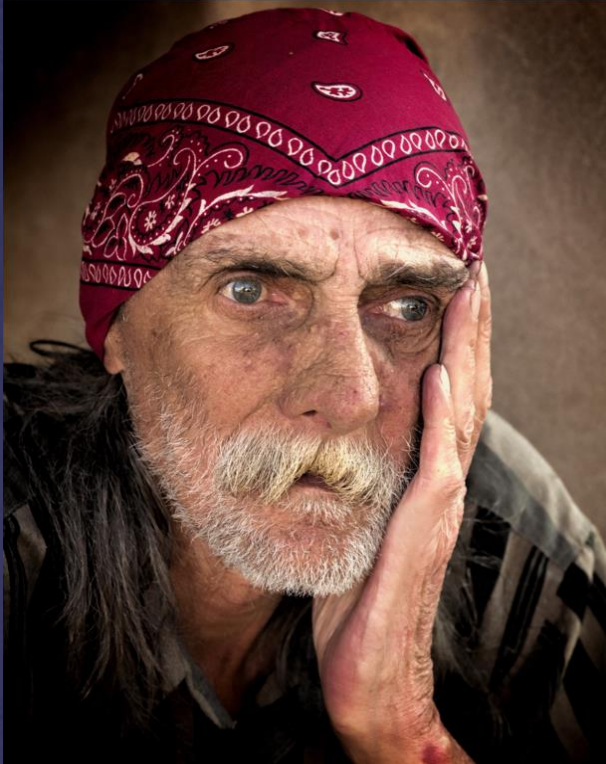
Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell

Luke 16:19-31

The Rich Man and Lazarus



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ion



Hunger is a leveler –
cuts across Religion,
Race, Age & Creed

*A HUNGRY MAN will
not listen to you, and a
hungry man CANNOT
SHOUT
HALLELUYAH*



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Scriptural Foundation:
CSR – A Matter of Life &
Death, Heaven & Hell

James 2:14-16

¹⁴ What doth it profit, my brethren, though a man say he hath faith, and have not works? can faith save him?

¹⁵ If a brother or sister be naked, and destitute of daily food,

¹⁶ And one of you say unto them, Depart in peace, be ye warmed and filled; notwithstanding ye give them not those things which are needful to the body; what doth it profit?



KEY OBJECTIVES

- To initiate and formulate Policies, Plans and Programs for The Redeemed Christian Church of God Christian Social Responsibility (CSR) at all levels.
- To Coordinate and provide strategic direction for Social, Economic and Environmental Issues in the mission.



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STRATEGIC INTENT

Statement of Strategy

To initiate and implement consolidated and intentional CSR initiatives - SHEMBAGS (Social, Health, Education, Media & Communication, Business & The Economy, Arts, Culture & Entertainment, Government & Politics and Sports) that are coordinated, harmonized and structured for maximum impact and visibility within communities, towns, cities and nations, leveraging on the massive footprint of the Church (Parishes, etc.), its vast intellectual resources and influence.



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The Pillars of Strategy

Harmonization	Standardization	Communication	Data	People
Consolidate csr focus areas embed SHEMBAGS with a mandate to all	Develop CSR guidelines & build capacity at all levels	Embed an extensive “strategy into the CSR delivery model	Promote a culture in which data drives logical decision making, towards the prediction of outcomes and achievement of set goals	Educate all RCCG parish members (not just the leaders and policy enforcers) on the importance of a harmonized and standardized CSR, as a Culture for all



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The Pillars of Strategy

Harmonization	Standardization	Communication	data	people
Identify flagship CSR initiatives and replicate Identify potential CSR initiatives at all levels of ability	Embed uniform Reporting, performance measurement, communications and external audit	Aggressively communicate impact at all levels Deploy an integrated media & communications strategy	Use data as the tool for continuous improvement	Train the workforce on CSR initiation, implementation and reporting using the established framework, so they can own the framework and become trained trainers (i.e. Train-the trainers)



The Pillars of Strategy

Harmonization	Standardization	Communication	Data	People
Agree to a universal brand <i>“look and feel”</i> for each CSR bucket	Formalize CSR delivery models & structures	Recognize and celebrate successes Document and archive testimonials	Maintain the highest standards of data integrity, security, quality and agility	Engage the right human capital capabilities to initiate, drive and manage the CSR policy for sustainability, innovation and relevance



Governing Principles

We will conduct all our CSR activities in accordance with defined standard across all arms of the mission

- Our governing Principles must align with international best practises
- Proper organisational structure and alignment (Board, Foundation, Management, Region, Province, Zone, Area, Parish and House Fellowships)
- Brand service alignment and synergy across all levels of the mission
- Partnerships with governments, Corporate Organisation and International



Donor Agencies

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Monitoring & Evaluation Metrics

Monitoring of performance of the CSR initiatives shall be set against clear measures (targets) and external validation where necessary. This will be maintained by an internal CSR Committee that will monitor progress around the CSR policy and seek external accreditation for specific activities or performance. A performance monitoring of the CSR initiatives will be conducted to ascertain the pace and progress of project implementation in the different sites and to identify issues and problems for attention. The monitoring will focus on progress made towards achieving project objectives and the adherence and compliance with requirements for effective project implementation.



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Impact Assessment

We will commission quarterly Impact Assessment Studies for all initiatives executed every quarter to determine effectiveness, effectualness and areas for correction, improvement and project review..



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Impact Assessment

We shall accurately report both the positive and areas for improvement of the program to internal and external stakeholders, as well as the beneficiaries of the initiative to enable the mission measure how its investments translates to socio- economic benefits for the beneficiaries and the overall social impact for relevant communities

Reporting Template

This shall be the document for the reporting and measurement of CSR performance and outcomes throughout the mission.



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EXPECTATIONS OF THE MISSION

- CREATE AWARENESS
- ENFORCE STANDARDIZATION
- HARMONIZE PROGRAMS
- COMMUNICATE OUTCOMES
- BE ACCOUNTABLE



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“WHAT GETS MEASURED GETS MANAGED”
WITHOUT ACCURATE REPORTING WE ARE NOT SURE
CHANGE IS TAKING PLACE OR WHETHER WE ARE
MEETING OUR COMMITMENTS.



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KEY EXPECTATIONS

- Monthly reports of CSR activities on e-Portal
- Monthly remittance & reporting of CSR finicials on e-Portal
- Third Sunday CSR offerings & expenditure reports
- Communicate all you do.



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RCCG CSR: OPERATIONAL MANUAL

PART 2



- **Operations Manual:
Execution**
- **Branding**
- **Governance Frame
Work: Organogram**

OPERATIONS MANUAL: *EXECUTION*

SOCIAL



Feeding Combo – Training, Skills Acquisition, & Empowerment - **Level 1** (*Parishes*)

External/In-parish
Food Combo
programmes
[Feeding (Rice,
Bread, Noodles,
etc.), Training,
Skills Acquisition]

In house feeding
(Parish members
bringing a portion
of their non-
perishable food
items to distribute
in the Church)

Feeding Combo – Training, Skills Acquisition, & Empowerment - **Level 2 (Areas/Zones)**

External/In-Parish
Food Combo
programmes
[Feeding (Rice,
Bread, Noodles,
etc.), Training,
Skills Acquisition]

In house feeding
(Parish members
bringing a portion
of their non-
perishable food
items to distribute
in the Church)

Provision of
nutritious meals
and snacks to
school lunch
programme.

Feeding Combo – Training, Skills Acquisition, & Empowerment **Level 3** (*Provinces*)

External/In-Parish Food Combo programmes [Feeding (Rice, Bread, Noodles, etc.), Training, Skills Acquisition]

In house feeding (Parish members bringing a portion of their non-perishable food items to distribute in the Church)

Donation of non-perishable foods to low-income households, including the elderly and homeless

Material and financial donation for food banks, soup kitchens and food pantries
Establish & operate soup kitchens and food banks/ Daily Subsidized Food

NB – Small churches look inwards or connect to bigger ones (Soup kitchens & food banks)

Feeding Combo – Training, Skills Acquisition, & Empowerment - **Level 4** (*Regions*)

External/In-Parish Food Combo programmes [Feeding (Rice, Bread, Noodles, etc.), Training, Skills Acquisition]

In house feeding (Parish members bringing a portion of their non-perishable food items to distribute in the Church)

Establish & operate soup kitchens and food banks

Special Supplemental Nutrition programme for Women, Infants, and Children

NB – Small churches look inwards or connect to bigger ones (Soup kitchens & food banks)

Feeding Combo – Training, Skills Acquisition, & Empowerment

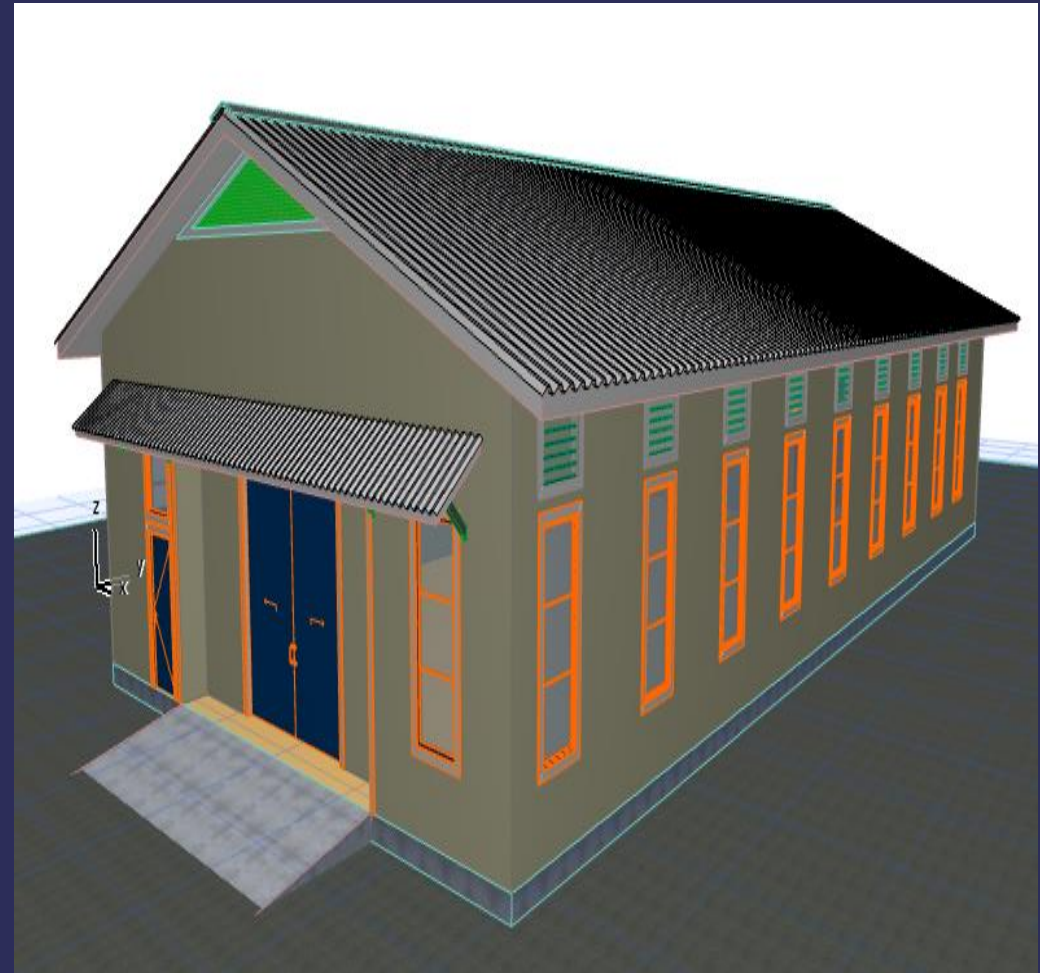
Level 2
(Areas/ Zones)
Provision of nutritious meals and snacks to school lunch programme.

Level 3 (Provinces)
Donation of non-perishable foods to low-income households, including the elderly and homeless.
Material and financial donation for food banks, soup kitchens and food pantries.
Establish & operate soup kitchens and food banks/ Daily Subsidized Food

Level 4 (Regions)
Establish & operate soup kitchens and food banks.
Special Supplemental Nutrition programme for Women, Infants, and Children.

NB – Small churches look inwards or connect to bigger ones (Soup kitchens & food banks)

SOUP KITCHENS



Levels 1,2&3

Unskilled labour vocational training in at least 2 courses such as photography, graphic design, digital marketing, video production, electrical work, events management, generator repairs, shoes, bag making, Head gear tying, hat making, Carpentry, Bead Making, IT Training, Painting, Interior Deco, Vulcanizing, Hair Barbing, Hairdressing, Braiding, Bricklaying, Events Management, Welding, Fashion Design/ Tailoring, Catering Culinary Management, Technicians, Plumbing Works, Automobile Mechanics, etc.

NB – Small churches look inwards or connect to bigger ones (Soup kitchens & food banks)

Levels 4

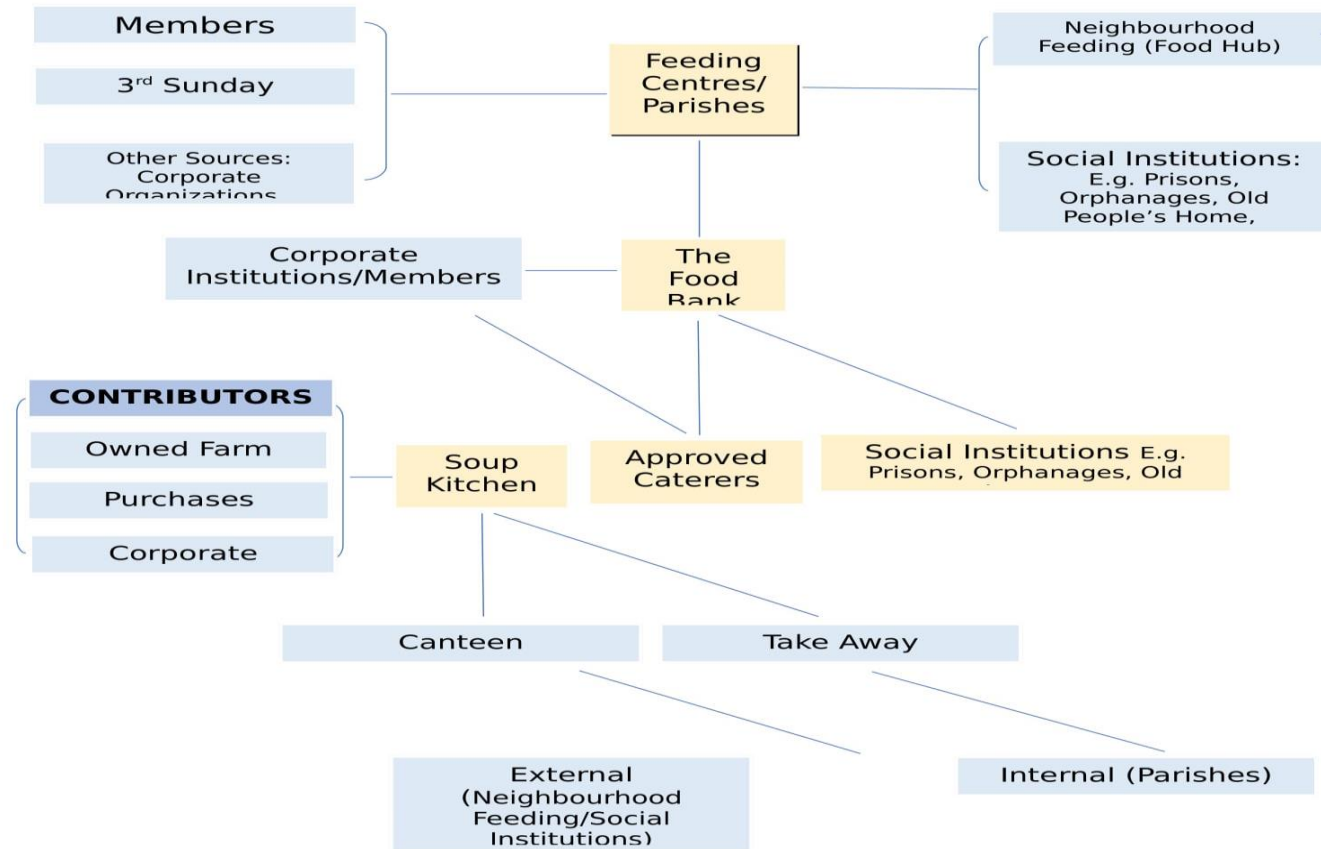
Set up large vocational training camps or Trade Centres for a minimum of 500 people annually in relevant courses such as photography, graphic design, digital marketing, video production, electrical work, Events management, generator repairs, shoes, bag making, Head gear tying, hat making, Carpentry, Bead Making, IT Training, Painting, Interior Deco, Vulcanizing, Hair Barbing, Hairdressing, Braiding, Bricklaying, Events Management, Welding, Fashion Design/ Tailoring, Catering Culinary Management, Technicians, Plumbing Works, Automobile Mechanics, etc.

NB – Small churches look inwards or connect to bigger ones (Soup kitchens & food banks)

Table:Feeding – Caterers Qualification Criteria

Caterers Qualification Criteria			
SELECTION CRITERIA	SITE VISIT	QUALITY ASSURANCE	MONITORING & CONTROL
<ul style="list-style-type: none"> Accredited/licensed food Caterers Reference check Capacity Pricing Meets Food & Beverage distribution standard 	<ul style="list-style-type: none"> Caterers Kitchen Inspection Staff Food handling test Food taste test Capacity Meal calendar 	<ul style="list-style-type: none"> Inventory food Storage Food Safety management Certificate/others (staff certified) Hygiene (water safe for consumption PH test) Food Grade fumigation materials Pest control (Fumigation certificate) Waste disposal 	<ul style="list-style-type: none"> Performance Assessment Feedback from beneficiaries System Evaluation KPI to monitoring outcomes daily Data gathering Improving and Sustainability system Reporting: #RCCGLoveInAction

CSR FEEDING PROGRAM



PRISON OUTREACH

Level 1 (*Parishes*)

Visits to Prisons &
Police Stations
with food and
provisions

Providing of
books, essential &
hygiene materials
to inmates

Level 2 (*Areas/ Zones*)

Individual
counseling &
mentoring

Adopt-a-
Prison

Level 3 (*Provinces*)

Vocational training
Pro-bono services -
providing legal
services
Academic
programmes &
funding external
exams.

Level 4 (*Regions*)

Half-Way Home
Discipleship
programme
Library
Open University
Rehabilitation
programmes

ORPHANAGE CARE

Level 1 (*Parishes*)

Visit to orphanage with sharing of sermons, prayer, entertainment, meals and youth activities

Donating food, clothes, shoes, beddings, school supplies and funds

Organize Christmas parties and share toys

Level 2 (*Areas/ Zones*)

Educational, healthcare & infrastructural support for orphanages, old people and remand homes

Level 3 (*Provinces*)

Adopting an orphanage, old people and remand homes

Parents without borders

Financial & material support for special needs schools and homes (for the blind, deaf, etc.)

Level 4 (*Regions*)

Setting-up an orphanage, old people and remand homes

Parents without borders

Support orphans aging out of home by providing life skills training, career development and transitional housing

Infrastructure

DRUG REHABILITATION

Level 1 *(Parishes)*

Addiction
Education/
Awareness

Rehabilitation
home visit.

Level 2 *(Areas/ Zones)*

Addiction
Education/
Awareness

Hold church
services at
centers
Counselling

Level 3 (Provinces)

Addiction
Education/
Awareness

Out of home support
such as temporary
funding, employment
and Follow-up calls ,
prays and providing
moral support

Level 4 (Regions)

Establish homes
for rehabilitation

*Sponsor therapy
sessions*

Provide support
to rehabilitation
homes such as
food, household
items etc.

ENVIRONMENTAL ARCHITECTURE

Level 1 *(Parishes)*

Cleaning
of streets,
public
areas and
drainages

Level 2 *(Areas/Zones)*

Minor culvert
repairs & tree
planting

Painting and
upgrade of
public areas

Level 3 (Provinces)

Provision of
streets lights, traffic
lights, water bore
holes, signages etc.

*Donation of cleaning
tools, equipment, outfit
and materials to
government cleaning
agencies*

Level 4 (Regions)

Construction of
major access
roads around
church locations

Recycling of
plastics, paper,
glass, aluminum
and e-waste.

DISASTER RELIEF

Level 1 *(Parishes)*

Handing out needed supplies, including cooking utensils, hygiene items, clothes, blankets, water buckets, and other essentials

Level 2 *(Areas/Zones)*

Providing emergency food kits that include rice, beans, soy meal, corn, salt, and cooking oil. Members as humanitarian volunteers

Level 3 *(Provinces)*

Equipping facilities with critically needed medicines and supplies, and also send supplies for mobile teams.

Level 4 *(Regions)*

Construct transitional shelters and provide blankets, tents, and heavy-duty plastic sheeting to survivors

SOCIAL ENTERPRISE

Level 3 (Provinces)

Set-up small business that will address a societal need while generating income such as Co-operatives

Level 4 (Regions)

Set-up small business that will address a societal need while generating income such as employment bureau

SHELTER FOR ABUSED WOMEN

Level 1 (*Parishes*)

Intervention programmes to stop abuse of victims (women & children) including prostitution.

Level 2 (*Areas/ Zones*)

Counselling programmes for victims
Community awareness of these issues

Level 3 (*Provinces*)

Provision of empowerment for victims in need.

- Sponsor medical treatment where applicable.

Provide stopgap childcare, employment, food and funding for other essentials.

Level 4 (*Regions*)

Set-up shelter for abused women and their children.

- Offer legal, arrange security support and psychiatric care.

JUVENILE DELINQUENCY

Level 1 (*Parishes*)

Conduct preventive initiatives such as behaviour management, bullying prevention & mentoring programmes for children and youths

Level 2 (*Areas/Zones*)

Provide support for relevant facilities such as educational, recreational, medical and counseling

Level 3 (*Provinces*)

Address mental/behavioural health needs by connecting them with community-based treatment and support services upon exit of home

Level 4 (*Regions*)

Support re-entry into the society such as mentorship, education and/or employment opportunities



HEALTH



HEALTH AWARENESS PROGRAMS/ ADVOCACY/ MEDICAL OUTREACH/LET'S GO- A-FISHING

Level 1 (Parishes)

In Parish health talks
In Parish medical
outreaches
Hospital visitation
Health Walk

Level 2 (Areas/ Zones)

Community health
awareness campaign

Organize medical
missions/camps

Level 3 (Provinces)

Support for State awareness
projects.
Organize medical
missions/camps.
Eye surgeries camps
Artificial limbs camps
Health Walk

Level 4 (Regions)

Sponsorship of
national health
programmes
Drug rehabilitation
Mobile clinics

HEALTH INSTITUTION-CLINICS/ MATERNITY/ SPECIALISTS HOSPITALS/ FACILITIES & INFRASTRUCTURE

Level 1 (Parishes)

Visits to
encourage and
pray for patients in
Clinics/Maternity/
Specialists
Hospitals.

Level 2 (Areas/ Zones)

Provide free
maternity packs
(drugs, clothing,
hygiene materials,
delivery items for
less privileged.

Level 3 (Provinces)

Offer volunteer Christian
physicians, dentists, and
other medical personnel in
mission hospitals and clinic
Refurbish hospital buildings
& specialty labs etc.
Training of healthcare
personnel

Level 4 (Regions)

Build & operate
Clinics/Maternity/
Specialists Hospitals.

**Donate medical
infrastructure to
support public
hospitals**

MATERNITY/ CLINICS



HEALTH INTERVENTION

Level 1 (*Parishes*)

Pay for church members' medical bills

Level 2 (*Areas/Zones*)

Provide medical bills funding for the less privileged

Address community medical challenges like providing mosquito nets or treating drainages that breed mosquitos

Level 3 (*Provinces*)

Sponsor life saving surgeries within and outside the country.

Provide disease specialty screening and treatment such as cancer

Level 4 (*Regions*)

Work with local and international organisations to support medical emergencies such as cholera outbreak, monkey pox etc.

Support free medication programmes for certain diseases such HIV drugs & immunization

MEDICAL INSURANCE

Level 2

(Areas/Zones)

Provide supplemental medical coverage during pregnancy, delivery and for at least two months after delivery

Level 3

(Provinces)

Arrange for group medical insurance cover for members

Level 4 (*Regions*)

Arrange for group medical insurance cover for members

MEDICAL EQUIPMENT

Level 1 (*Parishes*)

Donate medical tools such as thermometers, sphygmomanometer etc.

Level 2 (*Areas/Zones*)

Provision of medicine, medical equipment, supplies to community health centers

Level 3 (*Provinces*)

Supply surgical equipment and large equipment such as oxygen concentrators, X-ray systems, patient monitors, stethoscopes, ECG recorders, and other items to parts of the country where quality medical provisions are in short supply

Level 4 (*Regions*)

Donation of supplies to health institutions especially to improve the wellbeing of pregnant women and mothers of newborns in remote villages and impoverished communities

**Provide ICUs
(Intensive Care Units)**

MENTAL HEALTH

Level 1 (*Parishes*)

Visit to centers

Organize talks at services to encourage people with mental issues to seek help – educate first – this should cut across all levels

Level 2

(*Areas/Zones*)

Sponsor mental patients to get care

Intervention programmes by informing government of any relevant mental case that needs hospitalization

Level 3

(*Provinces*)

Provide funding support to mental institutions

Level 4 (*Regions*)

Provision of counseling & psychotherapy care at church hospitals or government mental institutions

WATER, SANITATION AND HYGIENE

Level 1 (*Parishes*)

In-parish and immediate community awareness programme and provision of proper hygiene items around premises

Level 2 (*Areas/Zones*)

In-parish/off-site workshops that focus on personal hygiene, hand washing with soap, food preparation, household sanitation, and proper waste disposal.

Level 3 (*Provinces*)

Rehabilitate wells and boreholes

Level 4 (*Regions*)

Construction of community bore-hole, water tanks and water taps

Offer maintenance training to community members who will assume responsibility for upkeep

EDUCATION



RCCG Schools – Bridging the infrastructural gaps

Level 1 *(Parishes)*

Provide school
supplies/statio
naries

Level 2 *(Areas/ Zones)*

Equip
infrastructure
such as
classrooms,
libraries, faculties,
science & ICT
Labs

Level 3 *(Provinces)*

Upgrade/
renovation/
refurbishment
of existing
structures in
mission schools

Level 4 *(Regions)*

Build or Adopt
A School

Offer
scholarships

Fortress Schools

Level 1 *(Parishes)*

Provide school
supplies/
stationaries

Offer after
school clubs
such as ICT etc

Level 2 *(Areas/ Zones)*

Equip infrastructure
such as classrooms,
libraries, faculties,
science & ICT Labs

Refurbish and
upgrade structures to
meet relevant
government code

Level 3 *(Provinces)*

Donate relevant
infrastructure
Provide modern
teaching
methodology

Trainings and aids
Offer volunteer
teaching services to
schools

Level 4 *(Regions)*

Build &
operate a
fortress school

Offer
scholarships

Build-a-school

Level 3

(Provinces)

Build/equip a library
or computer lab or
school toilet

Level 4 (*Regions*)

Establish a Christian
school comparable
with international
standards

Equip-a-School

Level 1 (*Parishes*)

Provide books
to school
libraries

Level 2 (*Areas/Zones*)

Offer modern
equipment and
tools such as
fans, white
boards, screens
& projectors etc

Level 3 (*Provinces*)

Offer furniture
and appliances
such as desk,
tables, cabinets,
water dispensers

Donate a
borehole for
water

Level 4 (*Regions*)

Offer furniture,
modern
teaching aids,
ICT equipment,
science lab
equipment,
appliances etc.

Mentor-a-School

Level 1 *(Parishes)*

Volunteer skills
to help students
in various
subjects through
after school
programme

Morning
Devotion

Guidance and
counselling

Level 2 *(Areas/ Zones)*

Design mentorship
programme that
address specific issues
aimed at boosting
skill development in
our operating
communities

Campaigns to
sensitize the public on
child education

Level 3 *(Provinces)*

Provide select
scholarships and
bursaries with a
particular focus on
vulnerable, girl-child
and under-privileged
children

Sponsorships of
school competitions
or inter-house sports

Level 4 *(Regions)*

Provide
administrative
assistance to
target schools

Adopt-a-School

Level 1 (Parishes)

Volunteer for school beautification projects and to teach subjects such as maths, English, ICT etc
Donate textbooks etc.

Level 2 (Areas/ Zones)

Donate school supplies and equipment such as audio visual educational materials such as e-books, educational films, e-libraries, computers with internet connectivity etc.

Level 3 (Provinces)

Support school events such as sporting events, teacher's appreciation projects etc.
Healthcare projects such as eye checks, deworming

Level 4 (Regions)

Support infrastructural upgrade for public schools such as chairs, desks, blackboards, computer labs, water systems etc.
Sponsor teacher's training programmes

Creche/ Nursery/ Primary/ Secondary Schools

Level 1 *(Parishes)*

Provide foundational learning, literacy, numeracy and ICT for children & Youth.

Celebrate public school teachers

Level 2 *(Areas/ Zones)*

Provide foundational learning, literacy, numeracy and ICT for children & Youth
Donate backpacks filled with school supplies every September for the children whose parents cannot afford required school supplies

Level 3 *(Provinces)*

Support services for children and youth who are gifted or have disabilities that require appropriately modified curricula, teaching methodologies, or instructional materials in order to learn
As part of your programs, make parent conferences available

Level 4 *(Regions)*

Financially support education, including school foundations, alumni associations, student service organizations, and after school clubs

Higher Institutions

Level 1 *(Parishes)*

Offer
scholarships for
indigent
students

Level 2 *(Areas/Zones)*

Establish
computer
laboratories to
students who
require such for
specific hours
each week

Level 3 *(Provinces)*

Internship or
Industrial
Training
attachment in
church office
Offer
scholarships to
members of the
society

Level 4 *(Regions)*

University
Endowment Funds &
Research Grants
Organise post higher
institution
programmes which
includes formal
preparation for
semiskilled, skilled,
technical or
professional
occupations

Vision 2025 – Eradication of Illiteracy

Level 1 **(Parishes)**

Volunteer skills
to assist with
literacy/educational
programme to
out-of-school
children

Level 2 **(Areas/Zones)**

Offer
scholarships to
indigent
students

Level 3 **(Provinces)**

Set-up mobile
schools at rural
communities
and locations

Level 4 **(Regions)**

Offer quota
admission to
indigent or out-
of school
children

(Esther Generation) Nanny Education

Level 1 (*Parishes*)

Set up Esther
Generation
(Nanny)
Churches
Encourage
members to
educate nannies

Level 2 (*Areas/ Zones*)

Encourage
members to
educate
nannies

Level 3 (*Provinces*)

Offer
scholarships

Level 4 (*Regions*)

Offer
scholarships

Adult Education

Level 1 (*Parishes*)

Set up Adult
literacy centers
Volunteer skills
to teach
members

Level 2 (*Areas/Zones*)

Partner with
existing Adult
Literacy centers
to educate
members

Level 3 (*Provinces*)

Subsidize
tuition for
members

Level 4 (*Regions*)

Set-up Adult
literacy center
in established
schools

MEDIA



COMMUNICATION HUB

Establish a communications hub mandated to deploy an integrated communications strategy on CSR at all levels



The Hub will establish an information gathering network across the mission with the sole aim of aggregating for maximum amplification



The hub will retain the skills, resources and expertise required to deploy an integrated media and communications strategy with a constructive bias for print, social media and interactive online communications

CONTENT DEVELOPMENT & MANAGEMENT

Content developed will be of high editorial and visual quality



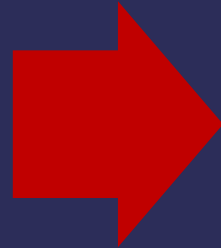
The hub will utilize a mix of insourcing and outsourcing to produce quality content to world class standards



The hub will take a platform approach to content creation and ensure all content is conceptualized for specific use on targeted platforms.

TRADITIONAL MEDIA (ABOVE THE LINE)

The hub will push out content to all forms of media i.e. print, TV and radio for maximum awareness across various audiences



The hub will also seed content into mainstream newspapers through press releases, advertisements, feature stories and centre-spread inserts.

WEB/ONLINE/SOCIAL MEDIA COMMUNICATION

The mandate of the hub will include creating an effective online presence for RCCG CSR that is credible, authentic and meets the baseline targets set for audience engagement across all platforms.



The Communications Hub will also create a CSR website that will be the primary source of content on RCCG CSR and will be richly curated with information from all parishes nationwide



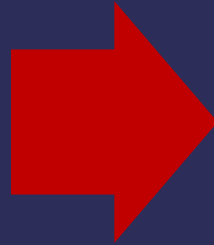
Content will be created for promotion on the website, youtube, facebook, twitter, Instagram and whatsapp



The hub will develop and implement a 365 day communications promotion calendar that will aim to push content organically and via paid adverts on twitter, Instagram, youtube as required

RELATIONSHIP MANAGEMENT INTERNAL STAKEHOLDER

The communications hub will be responsible for deploying an internal communications strategy and engagement plan for updating internal stakeholders on the progress of CSR initiatives in the mission.



The plan will utilize all available or relevant platforms (events and church programs), forums, media and publications for this purpose

RELATIONSHIP MANAGEMENT EXTERNAL STAKEHOLDER

An external stakeholder plan will also be developed for proactive engagement of key stakeholders that are of interest and influence in identified areas of the CSR and related initiatives

MEDIA RELATION MANAGEMENT

The communications hub will retain expertise and networks to proactively engage the traditional media, national newspapers, radio and TV as required to de-escalate issues or secure a share of voice on negative media coverage



The integrated media and communications plan will also include a print media plan

COMMUNITY RELATION MANAGEMENT

An integrated stakeholder plan will include an engagement strategy for key stakeholders and influencers in the community with a focus on building relationships, managing issues, mitigating reputation risk and protecting overall reputation

BUSINESS & ECONOMY



Social Enterprise/Empowerment/ Cottage industry revolution

Level 1

(Parishes)

Set-up small business that will address a societal need while generating income such as bakery to provide bread to feeding programme.

Level 2

(Areas/Zones)

Set-up small business that will address a societal need while generating income such as charity shops

Level 3

(Provinces)

Set-up small business that will address a societal need while generating income such as Co-operatives etc.

Level 4

(Regions)

Set-up small business that will address a societal need while generating income such as employment bureau

Business Education/Advocacy

Level 1

(Parishes)

Partner with members to provide pro-bono training to other church members

Level 2

(Areas/Zones)

Provide relevant training programmes for existing and prospective entrepreneurs

Level 3

(Provinces)

Set-up business networking groups

Level 4

(Regions)

Hold business based seminars, conferences and workshops

Cooperative Societies



Set-up in-
parish
cooperatives

Set-up in-
parish
cooperatives

Set-up in-
parish
cooperatives

Set-up in-
parish
cooperatives

Levels 1,2&3

Unskilled labour vocational training in at least 2 courses such as photography, graphic design, digital marketing, video production, electrical work, events management, generator repairs, shoes, bag making, Head gear tying, hat making, Carpentry, Bead Making, IT Training, Painting, Interior Deco, Vulcanizing, Hair Barbing, Hairdressing, Braiding, Bricklaying, Events Management, Welding, Fashion Design/ Tailoring, Catering Culinary Management, Technicians, Plumbing Works, Automobile Mechanics, etc.

Levels 4

Set up large vocational training camps or Trade Centres for a minimum of 500 people annually in relevant courses such as photography, graphic design, digital marketing, video production, electrical work, Events management, generator repairs, shoes, bag making, Head gear tying, hat making, Carpentry, Bead Making, IT Training, Painting, Interior Deco, Vulcanizing, Hair Barbing, Hairdressing, Braiding, Bricklaying, Events Management, Welding, Fashion Design/ Tailoring, Catering Culinary Management, Technicians, Plumbing Works, Automobile Mechanics, etc.

Empowerment Programmes

Institute a Church
Business Directory to
enable more
exposure for
businesses and
patronage from
members

Have a competition
for ideas on
improving
community and
fund the winners to
a certain point

Specialized technical
assistance for businesses
such as legal &
accounting services
Provide interest free
loans based on specified
criteria to kick start their
business.

ARTS, CULTURE & ENTERTAINMENT



Regional Talent Competition

Level 1 *(Parishes)*

Hold
periodic
talent shows

Level 2 *(Areas/Zones)*

Hold inter-parish
talent shows and
offer prizes to
encourage
participants

Level 3 *(Provinces)*

Sponsorship
of local
Christian
based
competitions.

Level 4 *(Regions)*

Host national
talent hunt
shows.

Recreational Centres

Level 2

(Areas/Zones)

Partner with Recreation Centers and use it as a point of contact for ministering.

Level 3

(Provinces)

Partner with Recreation Centers and use it as a point of contact for ministering.

Level 4 *(Regions)*

Provision of facilities for recreation or other leisure time occupation of individuals who have need of such facilities by reason of youth ,age, infirmity or disability, financial or social hardship to improve conditions of life such as Play Areas, Exercise Machines and Equipment etc.

Active Talent Development & Promotion

Level 1 (*Parishes*)

Identify platforms to promote talents such as social media etc.

Level 2 (*Areas/Zones*)

Partner with agencies and organisations that can support the development of key talents

Level 3 (*Provinces*)

Partner with agencies and organisations that can support the development of key talents

Level 4 (*Regions*)

Promote various talent development platforms such as establishing a studio

Documentaries, Dramas, Movies, Soap Operas, Theatres

Level 1 (*Parishes*)

Host viewing centers for Christian documentaries, Dramas, Movies, and Soap Operas. Children programs

Level 2 (*Areas/Zones*)

Organise in-house IT, Media and Drama Team to develop relevant content for church based viewing and online.

Level 3 (*Provinces*)

Sponsor documentaries, dramas, movies, and soap operas

Level 4 (*Regions*)

Produce and disseminate high quality content for documentaries, Dramas, Movies, and Soap Operas. Children programs

GOVERNMENT & POLITICS



CONDUCTING SERVICES WITH GOVERNMENT & THEIR AGENCIES

Level 1 (*Parishes*)

Liaise with community leaders to hold special services

Level 2 (*Areas/ Zones*)

Get the respective local government leaders and members to be part of special services

Level 3 (*Provinces*)

Endeavour to get key State Government officials to attend special services

Level 4 (*Regions*)

Government and Institutional Services

CIVIC EDUCATION & EMPOWERMENT

Level 1 (*Parishes*)

Conduct civic education programmes in parishes

Level 2 (*Areas/Zones*)

Conduct civic education programmes in parishes

Level 3 (*Provinces*)

Hold civic education Sunday, whereby various members will be invited to speak on various civic education topics

Level 4 (*Regions*)

Include civic education workshop in various trainings and conferences

LEADERSHIP & GOVERNANCE

Level 3 *(Provinces)*

Encourage members to train
and take up leadership roles
at various levels

Level 4 *(Regions)*

Encourage members to train
and take up leadership roles at
various levels

Seminars & Conferences

Level 1 (*Parishes*)

Partner with other parishes in close proximity to host relevant seminars & conferences

Level 2 (*Areas/Zones*)

Host relevant seminars & conferences

Level 3 (*Provinces*)

Host relevant seminars & conferences

Level 4 (*Regions*)

Host relevant seminars & conferences.

Strategic Engagement with Government & Influencers

Level 1 (*Parishes*)

Strategic engagement with influencers in the community and CDA

Level 2 (*Areas/Zones*)

Strategic engagement with influencers in the community, CDA and LGA

Level 3 (*Provinces*)

Strategic engagement with influencers in the community, CDA, LGA and State Government

Level 4 (*Regions*)

Strategic engagement with influencers in the community, CDA, LGA, State Government and FG

SPORTS



Sports Infrastructure Development

Level 3 *(Provinces)*

Refurbishment
of existing
infrastructure

Level 4 *(Regions)*

Build new Eg.
Pitches, courts,
racetrack. etc

Sports Academy

Level 1 ***(Parishes)***

Organise
Sporting
Activity at the
Parish and
Community

Identify young
talents for
further
development

Level 2 ***(Areas/Zone s)***

Organise
Sporting
Activity at the
Parish, Area
and
Community

Identify young
talents for
further
development

Level 3 ***(Provinces)***

Sponsorships &
donations of?
Organise
Sporting Activity
at the Parish,
Area, Province
and Community
Identify young
talents for further
development

Level 4 ***(Regions)***

Set-up and
operate sports
academies

Identify young
talents for
further
development

Sports Education

Level 1 ***(Parishes)***

Invite key sporting personnel to hold talks.

Level 2 ***(Areas/Zones)***

Support internal training programmes

Level 3 ***(Provinces)***

Support external training programmes

Level 4 ***(Regions)***

Host sport ministry training programmes for other parishes

Professional sports clubs

Level 1 ***(Parishes)***

Organise and
Support in-
house and local
sporting events

Level 2 ***(Areas/Zones)***

Provision of
sporting kits and
equipment to
relevant sporting
teams.

Organise and
Support in-house
and External
sporting events

Level 3 ***(Provinces)***

Organise and
Support in-
house and
External
sporting events

Level 4 ***(Regions)***

Support for
domestic
sporting
competitions.
Set up sport
teams and Clubs

BRANDING

BRAND STRUCTURE

A harmonized and standardized approach is recommended for the Brand structure

BRAND ELEMENTS - Brand Names

The Mother Brand will be named to represent all attributes of RCCG CSR and will be featured prominently in all communications relating to RCCG CSR as represented in the Foundation, while the sub-brands will be named to reflect the core purpose of the initiatives and activities they represent. There will therefore be one mother brand and several sub-brands as required

BRAND NAMES

#	Activities	Brand Names (Existing & Proposed)
1	Feeding	- Food Hub
2	Prison Outreach	- Social Action (Prison)
3	Orphanage Care	- Maintain Existing & Other Names
4	Charity Shop	- It's new to me
5	Drug Rehabilitation	- Maintain Existing & Other Names
6	Health	- Healing Stripes
7.	Education	- Fortress Schools (Schools in Rural Areas)

UNDERSTANDING SHEMBAGS AND ITS DIMENSIONS PART 3



THE WHEEL- EIGHT SPERES OF INFLUENCE (SHEMBAGS)



**A HOLISTIC APPROACH TO CSR WILL BE DRIVEN
THROUGH A FRAMEWORK WHICH COVERS ALL AREAS OF
HUMAN ENDEAVOURS I.E SOCIAL, HEALTH, EDUCATION,
MEDIA, BUSINESS, ART/ENTERTAINMENT, GOVERNMENT
AND SPORTS (SHEMA BAGS)**



SOCIAL

- SOCIAL RELATES TO HUMAN SOCIETY, THE INTERRACTION OF THE INDIVIDUAL AND THE GROUP, OR THE WELFARE OF HUMAN BEINGS A MEMBERS OF THE SOCIETY
- IT PARTAINS TO THE LIFE, WELFARE AND RELATIONS OF HUMANBEINGS IN A COMMUNITY
- INVESTING IN PROGRAMMES AND SOLUTIONS THAT ARE FOCUSED ON MEETING SOCIETAL NEEDS



THE ELEMENTS OF SOCIAL

- FEEDING & SKILLS ACQUISITION
- PRISON OUTREACHES
- ORPHANAGE OUTREACHES
- CHARITY SHOP- CLOTHING, FURNITURE, TOYS – ITS NEW TO ME
- DRUG REHABILITATION
- SHELTER FOR ABUSED WOMEN
- JUVENILE DELIQUENCY
- ENVIROMENT ARCHIETECTURE
- SOCIAL ENTERPRISE / EMPOWERMENT / COTTAGE INDUSTRY
- DISASTER RELIEF



HEALTH

The World Health Organisation defines health as a "state of complete physical, mental, and social well-being and not merely the absence of disease" (WHO, 2010).



The Elements of Health

1. Health Awareness Programs/Advocacy & Medical Outreach/Let's go a-fishing
2. Health Institution/ Clinics/Maternity
3. Drug Abuse Rehabilitation Centers
4. Health Intervention areas (Medical Tourism, Ambulances, Mercy Ship)
5. Medical Insurance



The Elements of Health

5. Medical Insurance
6. Health Maintenance Organizations (HMO)
7. Medical Equipment
8. Mental Health
9. Specialists Hospitals
10. Water/Hygiene/Sanitation
11. Facilities & Infrastructure



EDUCATION

Education is a fundamental principle for transforming human lives



The Elements of Education

1.RCCG Schools – Bridging the equipment and infrastructural gaps

263 RCCG Schools

2.Fortress Schools

3. Build-a-school

4.Equip-a-School

5. Mentor-a-School



The Elements of Education

6. Adopt-a-School
7. Creche/Nursery/Primary/Secondary Schools
8. Higher Institution/Polytechnic/University
Endowment/Infrastructural Gaps
9. Vision 2025 – Eradication of Illiteracy
10. Domestic Staff Education
11. Adult Education



MEDIA & COMMUNICATION

Media is the process and means of mass communication to audiences via selected platforms Communication is the effective impartation and exchange of information to and with stakeholders



The Elements of Media and Communication

1. E-Communication Hub (Content Development and Management Media)
2. TV Channels
3. Print Media & Publication (Magazines, Newspaper, Bulletins)
4. Web/Online/Social Media Communication
5. Radio Stations
6. Relationship Management- Internal Stakeholders
7. Relationship Management - External Stakeholders
8. Media Relation Management
9. Community Relation Management



BUSINESS AND THE ECONOMY

The management of the resources of an individual or a community, as it affects businesses and enterprises with a view to its productivity



The Elements of Business and The Economy

- Social enterprise/ Empowerment/ Cottage industry revolution
- Business Education
- Cooperative Societies
- Skills Acquisition and Training
- Business Advocacy
- Empowerment Programmes



ARTS, CULTURE & ENTERTAINMENT

- Arts – The expression of creative talent that is positively inspirational, informational, educational
- and engaging
- Culture – The projection of positive values, beliefs, and lifestyles that promote decency and
- transformational change among social, ethnic and age groups
- Entertainment – The creation and dissemination of products and platforms that positively inspire,
- inform and engage audiences of all ages



The Elements of Arts, Culture and Entertainment

- Regional Talent Competition
- Reach the Millennial
- Recreational centres
- Active talent development & Promotion
- Documentaries, Dramas, Movies, Soap Operas, Theatres, etc.



GOVERNANCE & POLITICS

We are to positively influence governance by encouraging political awareness through civic education, voter participation and leadership in the political process



The Elements of Governance and Politics

- Conducting Services for Governments & their Agencies
- Civic Education and Empowerment
- Leadership and Governance Academy
- Seminars and Conferences
- Strategic Engagement with Government and influencers



SPORTS

Supporting initiatives that
contribute to sustainable sports
development



The Elements of Sports

- Sports Infrastructure Development
- Sports Academy - Identify young talents for further development
- Sports Education
- Professional Sports Clubs
- Regional Sports Associations
- Neighbourhood Sporting Clubs
- Sports Foundation



THANK YOU!