

# **CSR FOR STRATEGIC REPOSITIONING**

**THREE YEARS OF LOVE IN ACTION  
THE RCCG SCORE CARD**



# INTRODUCTION

THE OFFICE OF THE SPECIAL ASSISTANT TO THE GENERAL OVERSEER WAS  
SET IN 2018 JANUARY.



# **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



# **ROLE OF CSR OFFICE**

**WE HAVE MADE PROGRESS ON**

- 1. INITIATION & IMPLEMENTATION**
- 2. COORDINATION**
- 3. HARMONIZATION**



# **ROLE OF CSR OFFICE**

**HOWEVER WE HAVE CHALLENGES IN**

**1. STANDARDIZATION :**

**. MANY IOF OUR CSR PROJECTS ARE NOT FOLLOWING THE  
GUIDELINES ON THE POLICY DOCUMENT AND OPERATIONAL  
MANUAL.**



# **ROLE OF CSR OFFICE**

## **2. COMMUNICATION :**

**. WE REGULARLY REPORT BOTH INTERNALLY AND EXTERNALLY WHAT WE DO. MANY STILL HAVE NO IDEA OF THE DEPTH OF CSR THAT THE MISSION IS INVOLVED BECAUSE WE ARE NOT COMMUNICATING APPROPRIATELY**



## ROLE OF CSR OFFICE

**WE MUST CHANGE THIS  
NARRATION OF POOR  
STANDERDIZATION AND WEAK  
COMMUNICATION.**



# ROLE OF CSR OFFICE


**HOWEVER, IN THE LAST THREE YEARS WE HAVE MADE  
CONSIDERABLE IMPACT IN THE SOCIETY AND AFFECTED THE LIVES  
OF MILLIONS OF BENEFICIARIES ACROSS THE LENGTH AND  
BREADTH OF NIGERIA**



# **IMPACT ASSESSMENT & BENEFICIARIES**



**2018-2021**  
**TOTAL IMPACTED**  
**130,753,857**  
**Beneficiaries**

The bottom of the slide features a decorative graphic consisting of three overlapping geometric shapes: a blue triangle on the left, a teal triangle in the middle, and a light blue triangle on the right.

# BENEFICIARIES

2018	2019	2020	2021 (JAN-JUNE)	TOTAL
56,209,689	20,724,405	30,605,505	23,214,258	130,753,857

BENEFICIARIES	2018	2019	2020	2021	TOTAL
SOCIAL	5,822,271.00	16,711,015.00	20,612,577.00	8,764,948.00	51,910,811.00
HEALTH	157,829.00	697,407.00	666,859.00	172,061.00	1,694,156.00
EDUCATION	72,159.00	165,861.00	54,307.00	42,230.00	334,557.00
MEDIA COMM.	6,879.00	37,943.00	44,748.00	11,057.00	100,627.00
BUSINESS	20,034.00	64,006.00	24,671.00	14,813.00	123,524.00
ARTS & CULTURE	113,595.00	181,247.00	181,327.00	84,223.00	560,392.00
GOVERNANCE	4,535.00	23,591.00	6,580.00	3,031.00	37,737.00
SPORTS	27,625.00	37,962.00	21,766.00	7,610.00	94,963.00
NATIONAL	6,224,927.00	17,919,032.00	21,612,835.00	9,099,973.00	54,856,767.00
CSR OFFICE	49,984,762.00	2,805,373.00	8,992,670.00	14,114,285.00	75,897,090.00
GRAND TOTAL	56,209,689.00	20,724,405.00	30,605,505.00	23,214,258.00	130,753,857.00

**2018-2021**  
**TOTAL AMOUNT SPENT**  
**N18,439,261,825.98**



# AMOUNT SPENT (N)

DETAILS	CSR	NATIONAL	TOTAL
2018	215,698,727.87	2,097,380,093.00	2,313,078,820.87
2019	427,299,509.05	5,159,163,953.00	5,586,463,462.05
2020	443,981,231.13	6,133,472,018.00	6,577,453,249.13
2021	181,266,293.93	3,781,000,000.00	3,962,266,293.93
TOTAL	1,268,245,761.98	17,171,016,064.00	18,439,261,825.98

**TOTAL CSR  
PROJECTS  
582,575**

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# TOTAL NO. OF CSR PROJECTS

	2018	2019	2020	2021	TOTAL
SOCIAL	32,060	138,601	232,732	132,714	536,107
HEALTH	1,612	6,567	9,487	4,170	21,836
EDUCATION	855	3,808	3,194	1,981	9,838
MEDIA&COMM.	54	304	501	226	1,085
BUSINESS	415	1,606	1,628	753	4,402
ARTS & CULTURE	568	2,539	3,275	1,636	8,018
GOVERNANCE	45	123	132	56	356
SPORTS	157	448	223	105	933
<b>TOTAL</b>	<b>35,766</b>	<b>153,996</b>	<b>251,172</b>	<b>141,641</b>	<b>582,575</b>

# THE CHALLENGES

❖ **INADEQUATE REPORTING OF  
CSR ACTIVITIES**

❖ **ALMOST 50% OF PARISHES DO  
NOT REPORT THEIR CSR  
ACTIVITIES ON THE PORTAL ON  
A MONTHLY BASIS.**

# HALF YEAR REPORTING COMPLIANCE BY REGIONS

SN	REGIONS	LOCATION	HALF YEAR COMPLIANCE BY REGIONS
1	REGION 1	LAGOS	32%
2	REGION 2	LAGOS	43%
3	REGION 3	IFE	53%
4	REGION 4	ILORIN	91%
5	REGION 5	RIVERS	21%
6	REGION 6	ENUGU	24%
7	REGION 7	YOLA	51%
8	REGION 8	JOS	37%
9	REGION 9	KANO	71%
10	REGION 10	ABUJA	18%
11	REGION 11	LAGOS	30%
12	REGION 12	SAGAMU	33%

SN	REGIONS	LOCATION	HALF YEAR COMPLIANCE BY REGIONS
14	REGION 14	UYO	5%
15	REGION 15	ABIA	43%
16	REGION 16	BORNO	44%
17	REGION 17	BAUCHI	38%
18	REGION 18	SOKOTO	74%
19	REGION 19	LAGOS	98%
20	REGION 20	LAGOS	76%
21	REGION 21	IBADAN	23%
22	REGION	AKURE	63%

SN	REGIONS	LOCATION	HALF YEAR COMPLIANCE BY REGIONS
27	REGION 27	BAYELSA	15%
28	REGION 28	NASARAWA	36%
29	REGION 29	CROSS RIVER	40%
30	REGION 30	KADUNA	80%
31	REGION 31	LAGOS	69%
32	REGION 32	OGUN	19%
33	REGION 33	RIVERS	12%
34	REGION 34	DELTA	56%
35	REGION	AKURE	36%

# KEY HIGHLIGHTS OF REPORTING COMPLIANCE

HIGH				LOW
REGION 19	98%		REGION 14	5%
REGION 4	91%		REGION 33	12%
REGION 24	87%		REGION 10	18%

# POOR QUALITY OF PICTURES & VIDEOS ON THE REPORTING PORTAL



# THE RIGHT WAY

- ❖ THE PICTURE MUST TELL A COMPLETE STORY
- ❖ THE PICTURE MUST BE CLEAR AND ENGAGING
- ❖ THE FOCUS MUST BE ON THE BENEFICIARIES AND THE BENEFITS



**NON-PAYMENT OF  
MONTHLY REMMITANCE BY  
PARISHES**

**ABOUT 25% OF  
PARISHES DO NOT PAY  
THEIR STATUTORY  
CSR MONTHLY  
CONTRIBUTIONS AT  
ALL.**

# MONTHLY INFLOWS VS EXPECTATIONS 2021

DETAILS	JANUAR Y (N'000)	FEBRU ARY (N'000)	MARCH (N'000)	APRIL (N'000)	MAY (N'000)	JUNE (N'000)	TOTAL (N'000)
EXPECTED AVERAGE @N1,000	43,692	43,692	43,692	43,692	43,692	43,692	262,152
RECEIPTS ACTUAL	31,162	33,055	34,862	31,857	37,759	32,258	200,953
VARIANCE	12,530	10,637	8,830	11,835	5,933	11,434	61,199
VARIANCE %	28%	24%	20%	27%	13%	26%	23%

# COMMUNICATION

- ❖ **POOR COMMUNICATION OF CSR ACTIVITIES  
( A CASE OF WINKING IN THE DARK)**
- ❖ **THE WORLD IS A GLOBAL VILLAGE THE CSR ACTIVITIES OF A PARISH IF WELL CHRONICLED ON THE SOCIAL MEDIA CAN REVERBERATE ROUND THE WORLD**

# **THE VARIANCE BETWEEN INFLOWS AND THE NEEDS ASSESSMENT**

**❖ THE NEEDS WE ARE  
FACING FAR EXCEEDS  
OUR INFLOWS.**

# FEEDING

- ❖ FOCUSING ON FEEDING AS A LOW HANGING FRUIT HAS BECOME A DISADVANTAGE
- ❖ 67% OF CSR EXPENDITURE IS SKEWED TOWARDS FEEDING

# FEEDING

IN THE LAST THREE YEARS WE HAVE SPENT OVER N12.4 BILLION ON FEEDING, WHILST THE OTHER INITIATIVES HAVE GULPED N5.9 BILLION

# FEEDING

❖ APART FROM FEEDING, WE SHOULD  
EQUALLY FOCUS ON OTHER INITIATIVES

❖ SOCIAL -  
PRISONS/ORPHANAGE/CHARITY  
SHOPS/EMPOWERMENT/JUVENILE  
DELIQUENCY/

- 
- ❖ **HEALTH**
  - ❖ **EDUCATION**
  - ❖ **MEDIA & COMMUNICATION**
  - ❖ **BUSINESS & ECONOMY**
  - ❖ **ARTS & CULTURE**
  - ❖ **GOVERNANCE & POLITICS**
  - ❖ **SPORTS**

# **SIGNATURE PROJECTS**

- ❖ **THERE IS A DEARTH OF SIGNATURE PROJECTS BECAUSE THE PROVINCES AND REGIONS THAT ARE TO EMBARK ON SUCH PROJECTS ARE NOT PRIORTISING THEM.**
- ❖ **EVERY REGION/PROVINCE MUST EMBARK ON SIGNATURE PROJECTS AS A MATTER OF PRIORITY**



# THE WAY FORWARD

# **REPORTING COMPLIANCE**

- ❖ 100% REPORTING OF CSR ACTIVITIES ACROSS BOARD SHOULD BE THE MINIMUM BENCHMARK.**

# **REPORTING COMPLIANCE**

- ❖ PROVINCES ARE TO ENSURE BEFORE CLOSING THE PORTAL FOR THE MONTH THAT ALL PARISHES/AREAS/ZONES/PROVINCES / REGIONS HAVE NOT JUST COMPLETELY INPUTED THEIR CSR ACTIVITIES BUT PROVIDE EVIDENCE OF THE PAYMENT OF THE MONTHLY CSR CONTRIBUTIONS.**

# **REPORTING COMPLIANCE**

- **WE MUST ENCOURAGE PARISHES TO COLLECT, UTILISE AND REPORT THE 3<sup>RD</sup> SUNDAY CSR OFFERING.**

**.THIS IS HOW WE ENSURE THAT THE 46,000 OPERATING CENTERS ACTUALLY ENGAGE IN CSR**

# **QUALITY PICTURES, VIDEOS & WRITE-UPS**

- ❖ WE MUST BEGIN TO ENGAGE SOME LEVEL OF PROFESSIONAL DOCUMENTATION OF CSR ACTIVITIES IN FORM OF QUALITY PICTURES, VIDEOS AND WRITE-UPS THAT CAN BE USED IN THE POST EVENT REPORTING OF CSR ACTIVITIES AND INITIATIVES**

# COMMUNICATION

- ❖ **EVERY REGION/PROVINCE MUST HAVE A CSR COMMUNICATION TEAM TO BE LED BY THE APICP CSR.**
- ❖ **THEY ARE TO GIVE WIDE AND MAXIMUM PUBLICITY FOR THE PROVINCE CSR ACTIVITIES**
- ❖ **AT LITTLE OR NO COST WE MUST ENGAGE THE INSTRUMENTALITIES OF SOCIAL MEDIA PLAFORMS TO PROPAGATE OUR CSR WORKS SCRIPTURE**

# COMMUNICATION

**ALL REGIONS AND PROVINCES MUST  
CREATE AND BE ACTIVELY PRESENT ON  
THE FOLLOWING SOCIAL MEDIA  
PLATFORMS.**

- |              |             |
|--------------|-------------|
| 1. FACEBOOK  | 6. TIKTOK   |
| 2. INSTAGRAM | 7. LINKEDIN |
| 3. YOUTUBE   | 8. TUMBHIR  |
| 4. TWITTER   | 9. WHATSAPP |
| 5. SNAPCHAT  | 10.         |
- EMAIL(NEWSLETTER)**

# COMMUNICATION

- ❖ **THEY ARE TO GIVE WIDE AND MAXIMUM PUBLICITY FOR THE PROVINCE CSR ACTIVITIES ON ALL MEDIA**
- ❖ **AT LITTLE OR NO COST WE MUST ENGAGE THE INSTRUMENTALITIES OF SOCIAL MEDIA PLATFORMS TO PROPAGATE OUR CSR WORKS**  
**SCRIPTURE SAYS “LET YOUR LIGHT SO SHINE”**

# COMMUNICATION

- ❖ **THERE MUST BE A SOCIAL MEDIA REPORTING DAY ONCE A MONTH : LAST SUNDAY OF THE MONTH AND WE USE THE #LOVEINACTION.**
- ❖ **WE ARE TO USE THE #LOVEINACTION FOR ALL OUR POSTINGS ON THAT DAY.**

# COMMUNICATION

- ❖ **REGIONS AND PROVINCES MUST PUBLISH PERIODICALLY THEIR OWN CSR MAGAZINES (ONLINE) AND GIVE MAXIMUM PUBLICITY IN THE MEDIA (BOTH MAIN & SOCIAL) FOR THEIR SIGNATURE PROJECTS.**

## **COMMUNICATION**

- **WE HAVE OPENED A CSR WHATSAPP PAGE FOR REGIONS AND PROVINCES TO REPORT THEIR SIGNATURE PROJECTS, APART FROM PUTTING THEM ON THE PORTAL FOR EASE OF DISEMMINATION.**

**.THE WHATSAPP PAGE IS NAMED CSR PROJECTS AND WE ARE ENLISTING ALL APICP CSR TO POST THEIR INITIATIVES AS THEY OCCUR**

# **SHEMBAGS**

- ❖ **OUR CSR ACTIVITIES MUST EMBRACE OTHER INITIATIVES APART FROM FEEDING.**
- ❖ **SOCIAL - PRISONS/ORPAHANGE/CHARITY SHOPS/EMPOWERMENT/JUVENILE DELIQUENCY/**
- ❖ **HEALTH**
- ❖ **EDUCATION**
- ❖ **MEDIA & COMMUNICATION**
- ❖ **BUSINESS & ECONOMY**
- ❖ **ARTS & CULTURE**
- ❖ **GOVERNANCE & POLITICS**
- ❖ **SPORTS**

# SHEMBAGS

**NOT ALL CSR INITIATIVES INVOLVES SPENDING OF MONEY.**

**FAMILIARISE YOURSELF WITH THE OPERATIONAL MANUAL SO THAT  
YOU CAN IDENTIFY THE PLETHORAL OF INITIATIVES THAT CAN  
BE EMBARKED UPON AT LITTLE OR NO COST.**



# **CROWDFUNDING**

- ❖ **FOR US TO FULLFIL THE MANDATE OF THE MISSION, WE MUST WIDEN OUR FUNDS NET TO ENCOURAGE AND MOBILISE OUR MEMBERS AND THE CITIZENRY TO PARTNER WITH US IN PROVIDING HELP TO THE HELPLESS**
- ❖ **WE HAVE THE APPROVAL OF OUR FATHER IN THE LORD TO COMMENCE A GLOBAL CROWDFUNDING CAMPAIGN THAT WILL HELP IN SCALING UP OUR SIGNATURE PROJECTS DRIVE SIGNIFICANTLY**

**CROWDFUNDING**

**HOW TO BE A  
PARTNER**



# CROWDFUNDING

**His  
Love  
Foundation**  
The RCCG Charity

## **PARTNERS**

## How to become a Premium His Love Foundation partner

1. Send your donation of **₦12,000** to:  
Account Name: His Love In Action Empowerment Foundation  
Account Number: 1214887616  
Bank Name: Zenith Bank
2. Or visit our website [www.hislovefoundation.com](http://www.hislovefoundation.com) and click the donate button to make the **₦12,000** donation.
3. Please send the receipt of your **₦12,000** payment and your details to the WhatsApp number of **08166487433** to commence the process of your joining the insurance scheme benefit immediately.
4. The Partnership officer will get back to you immediately concerning the insurance scheme benefit as appropriate.

### Partnership **Benefits:**

When you pay **₦12,000** at once, you get:

1. A free one-year Personal Accident Insurance Policy that provides a worldwide cover on a 24-hour basis and pays compensation for bodily injury sustained solely by accidental, external and visible means in which injury results in death, disablement or incurred medical expenses.

- a. Death Benefit: **₦1,000,000.00**
- b. Permanent Disability Benefit: **₦1,000,000.00**
- c. Medical Expenses Benefit: **₦100,000.00**

Courtesy our insurance partners



**CROWDFUNDING**

# **PARTNERS' JOINING LETTER**



# CROWDFUNDING



4B, Alaba Oniru Street,  
Opposite Foru Points by Sheraton Hotel,  
Victoria Island, Lagos  
+234 1 453 7118

Dear HLF Partner,

We receive with great thanks and heartfelt appreciation your generous donation of ₦12,000 which qualifies you to be a Premium Partner of His Love Foundation.

This one - time annual contribution not only entitles you as our cherished and most valued Premium partner, but also qualifies you to benefit a free one-year Personal Accident Insurance policy that provides a worldwide cover on a 24-hour basis and pays compensation for bodily injury sustained solely by accidental, external and visible means in which injury result in death, disablement or incurred medical expenses.

- a. Death Benefit: ₦1,000,000.00
- b. Permanent disability Benefit: ₦1,000,000.00
- c. Medical Expenses Benefit: ₦100,000.00

Kindly avail us with your details (required below) to enable us commence the processing of your policy document with our insurance partners.

- Name
- Email
- Mobile Phone / WhatsApp number

Once again, many thanks for your most valued partnership.

Welcome to Love in Action.

Yours sincerely,

**Idowu Iluyomade**  
Chairman  
Board of Trustees  
His Love in Action Empowerment Foundation



**WHAT'S IN IT FOR ME?**

**OUR LIGHT IS YOUR  
LIGHT**



## **CONCLUSION**

**“AND WHOSOEVER SHALL GIVE TO  
DRINK UNTO ONE OF THESE  
LITTLE ONES A CUP OF COLD  
WATER ONLY, IN THE NAME OF A  
DISCIPLE, VERILY I SAY UNTO YOU,  
HE SHALL IN NO WISE LOSE HIS  
REWARD.”**

**MATHEW 10:42**





