



# “Youth Advocacy Enhancing Project”

Introducing  
“Children of Nigeria - The Breakfast Club”  
A Public – Private Partnership

Vital Products Corporate Social Responsibility Policy  
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# Vital Products Plc – Breakfast Club

- We are presenting to you to request for a collaboration to drive a 'Youth Advocacy Performance Enhancement Programme'
- What we would like to execute is a Nutritional Project for government schools in Lagos. We would like to propose a partnership.
- We are a company called **Vital Products Plc** based in Ikeja; we manufacture milk and juices for children and are approved by NAFDAQ at the highest specification and nutritional value. On the 26<sup>th</sup> of March the Director of NAFDAQ Nigeria, Dr. Paul Orhii opened our new state of the art facilities (pictures below).
- Dr. Orhii and our shareholders as the voice of our company are deeply encouraging of our enhancement of the deprived children in Nigeria. We have been in Nigeria for over 30 years and have been manufacturing for over 10 years.
- We wish to provide children with the necessary nutrition 200ml VIVO milk sachets for breakfast to promote better academic results and attendance.
- **Vivo Milk: 125 ml Flavoured Milk Drink.**
- ***Containing Milk + Sugar + Strawberry / Pineapple Flavour***
- **Price N 40 delivered per pack**
- ***200 ml Flavoured Milk Drink***
- ***Containing Milk powder + Sugar + Flavour (Pineapple or strawberry)***
- **Price N 50 per sachet delivered.**

# Nigerian Children in Poverty

## **Nigeria Government Studies**

“The Nigerian Child Poverty Study reveals that 79% of children are deprived in at least 1 of the 7 aspects considered. Water deprivation is the most common form experienced by children, and water and shelter deprivation the most frequent pair of deprivations. Additionally, 45% of male children and 40% of female children are severely food deprived; over 70% are not registered at birth; and over 30% experience severe educational deprivation.”

**Unicef Nigeria:** “Major causes, high school drop out rates, and lack of enforcement of legal instruments meant to protect children. These children who work suffer from fatigue, irregular attendance at school, lack of comprehension and motivation, improper socialisation, exposure to risk of sexual abuse, high likelihood of being involved in crime.”

*Although Nigerian educationists and educators know these facts and in their educational policies and practices develop strategies that are deemed most likely to enhance proper academic and social adjustment among children, many school children continue to exhibit signs of social maladjustment and academic underachievement without nutrition. One factor which seems to be responsible for this problem is psychosocial deprivations which many children suffer at the crucial stage of development.*

# Breakfast Club - Rationale

- The 'Kids Company' charity in the U.K has established a model called;“The Breakfast Club” and provides milk and nutrients to children in individual schools 30 minutes before the start of school.We conducted a study prior to and during the initiation of ‘The Breakfast Club’ as a means of measuring the necessary criteria for children to promote academic achievements and behavioural disciplines.
- The model has proved highly successful and has been replicated within the majority of government schools in London.The success was measured with reference to the motives, which were achieved, which were:
  - Better Attendance (with free food)
  - Less Aggressive Behaviour
  - Emotional and Behavioural stability
  - Enhanced Academic results
  - Better Interaction with Teachers and Counselors
  -
- Vital Products proposes to drive a similar scheme and provide the Nigerian children with these enhanced academic and behavioural milestones.Vital would like to pilot **‘The Children of Nigeria Breakfast Club’**

# The Pilot Project Funding

- We propose to drive the pilot project in Government schools in Nigeria. We hope to measure the success of the project and the students, during the project and draw some hypothesis via student's performance in:
  - Attendance
  - Concentration
  - Behavioural Change
  - Enhanced Performance
- The relevance of "The Breakfast Club" in achieving enhanced performance via the quality of the food intake such as availability of vitamins and other basic nutrients. We have discussed with the Ministry of Education. We have gained authorisation for the execution of this project within schools.
- We would like to pilot the project with a few schools to start, but in order to create the model and create a sustainable project we would need some initial funding to begin.

All our stakeholders can benefit from:

- Access & benefit from the manufacturing infrastructure immediately available from Vital Products Plc
- Vital can produce 500,000 cartons a month per product to initiate the project
- Investors – 40% and Vital Products 60% into the project
- Growing their Corporate Social Responsibility strategies
- Directly benefit local children with the Breakfast Club Product Range
- Depending on the level of your financial investment we can discuss the future and where we can promote your brand and enhance your image.

# Children of Nigeria – “The Breakfast Club”

- Vital Products Plc, Partners & Nigerian Government Partnership
- Provide Vivo Milk to government school children 30 minutes before school
- Enhance concentration, promote better academic results, emotional and social stability, reduce aggression
- Bring the 79% of Nigerian children out of poverty
- New packaging that promotes the local authority, our partners and Lagos state government



# The Breakfast Product Range

## Vitamin Enriched Children's' Food & Vivo Yogurt Drink



# The Breakfast Club Range

## Vivo – Flavoured Milk





# The Breakfast Club Range

## Zico & Vitavite Vitamin Juice Drink





# Help us, To Help, The Children of Nigeria

“They are our only hope”

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