



IMPACT REPORT 2024

In 2024, WILAN made impactful strides in training, mentoring, and advocating for women's leadership. Our programs have helped women build political strategies, strengthen resilience, and increase visibility, creating a more inclusive leadership landscape.



Table of Contents

→	01	Letter from the Executive Director
→	02	About Us
→	03	From Vision to Action
→	04	Shaping the Future
→	05	Our Impact Numbers (2022–2024)
→	06	Raising Awareness
→	07	Our Financials

Letter from the Executive Director

Dear Partners, Supporters, and Changemakers,

As we reflect on 2024, one thing is clear—women’s leadership is not just a vision but a movement in motion. This year, WILAN has strengthened its impact, expanding opportunities for women in politics, governance, and leadership across Nigeria. Through our Women Running Circle and National Head Girl Project, we have equipped women and girls with the skills, networks, and confidence to step into leadership roles, challenge barriers, and drive meaningful change.

Our programs have reached hundreds, providing mindset transformation, toolkit strengthening, and advocacy to ensure that women are present and thriving in decision-making spaces. From political candidates preparing for the 2027 elections to public sector leaders shaping policies, our community continues to grow and inspire.

We recognise that the journey is far from over. Structural barriers, societal resistance, and funding limitations persist, but with unwavering commitment, strategic partnerships, and continued investment, we will push forward. WILAN remains dedicated to building an ecosystem where women lead boldly, amplifying their voices, and creating lasting impact.

Thank you to our partners, funders, and supporters for believing in this mission. Together, we are shaping a future where women’s leadership is the norm, not the exception.

With gratitude and determination,

**Abosede
George-Ogan**

Executive Director, WILAN

About Us



Women in Leadership Advancement Network (WILAN) Global is a Nigerian-based global organisation focused on advancing women's leadership across all levels of political, economic, and public life.

Our vision is to inspire a shift to gender-balanced leadership across all levels of political, economic, and public life globally. WILAN's mission is to ease access to the community, knowledge, resources, opportunities, and support that women need on their journey to become effective and thriving leaders.

In line with our goal of raising 100,000 excellent women leaders in Nigeria over the next decade, we have successfully launched programming that places us at the forefront of promoting women's leadership in Nigeria and across Africa.

From The Leading Woman Show to the National Head Girl Project, every program is targeted at providing access to the community, knowledge, resources, opportunities, and support that women need on their journey to lead, thrive and succeed.

Our Mission

To ease access to the community, knowledge, resources, opportunities, and support that women need on their journey to become effective and thriving leaders.

Our Vision

To inspire a shift to gender-balanced leadership across all levels of political, economic, and public life.

Our Values

UN-Unconventional

We are non-conformists and seek to change the status quo.

I- Innovative

We leverage technology and new media to achieve our goals.

C-Collaborative

We partner vertically and horizontally to inspire and scale impact.

O-Organised

We are structured and efficient professionals.

R- Represent

We stand for Women and commit to prioritizing them in every way.

N-Novel

We deliver a new, authentic, and original approach to women's leadership.

S-Savvy

We display knowledge, understanding and good judgment on the subject of women's leadership.

WILAN's Multifaceted Approach

- **Shaping Perception:** Promoting content that challenges the misrepresentation of women.
- **Building Community:** Connecting Women leaders across various sectors.
- **Reducing Disparities:** Intentionally addressing and reducing gender disparities.
- **Equipping Female Leaders:** Offering specialised programs to develop leadership skills in women to build a pipeline of future female leaders.

From Vision to Action

Driving change, building leaders

WILAN, in collaboration with our strategic partners, has made a significant impact since our founding in 2018. Over the past three years, we have advanced transformational leadership and greatly enhanced our influence by shaping perceptions, advocating for, and promoting women's leadership through strategic programs.

In 2024, we achieved significant milestones in supporting girls and young women leaders while fostering a positive perception of women across all sectors.



Challenging Stereotypes: The Leading Woman Show (TLWS)

The Leading Woman Show (TLWS) Season 2, themed "Governance Series", challenged stereotypes and highlighted female leaders who are reshaping Nigeria's political landscape.

Featuring over **30 guests**, this **13-episode series** reached more than **17 million viewers across television platforms**. Additionally, the TLWS Podcast experienced a remarkable 702% increase in Instagram followers, gaining global traction from the U.S. to Sweden.

Advancing Women's Leadership in Health

We amplified the voices of female policymakers through the WomenLift Health Global Conference, a leadership retreat, and a landmark white paper titled "**The Role of Women in Strengthening Sub-National Health Systems in Nigeria.**" This report earned high-level endorsements from all the female Health Commissioners and the Special Adviser to the President on Health who were co-authors. It was launched by the Minister of Health during the National Council of Health Meeting in November 2024.

Furthermore, we developed a digital advocacy campaign tagged, **#RepresentationMatters**, which garnered **4,064,658 impressions** and elicited a consciousness in viewers of the dire need for representation across all sectors.



Empowering Future Female Leaders: National Head Girl Project

Leadership starts early, and the 2024 National Head Girl Project experienced a 90% increase in participation during its conference session, bringing together 130 young leaders from 30 schools.

The project's social innovation competition served as a launchpad for young change-makers, who received funding for their initiatives that addressed real-world challenges.

Some of the funded projects included:

- Reusable Sanitary Pads from Waste Banana Trunks: produced and **distributed 120 pads to underserved girls.**
- Trash Today, Treasure Tomorrow: **Upcycled plastic waste into furniture and jewellery.**
- Speak Up Against Sextortion: **Educated 500 students** on how to combat sextortion.
- Self-Worth Optimization Project: Addressed bullying and promoted academic excellence for **over 300 students.**

From governance to health and the leadership of young women and girls, 2024 marked a year of transformation. Our commitment to advocacy, mentorship, and strategic partnerships remains steadfast as we work towards a future where women are equally represented in leadership positions.



Shaping the Future

In 2024, WILAN continued to drive transformative impact through its flagship and donor-funded programs, fostering gender-balanced leadership in governance, health, education, and politics.



1. The Leading Woman Show: Governance Series

The Leading Woman Show Season 2 aired in 2024. Themed “Governance Series”, this season explored the nuances of leadership in governance, challenging stereotypes and reaffirming the importance of gender-balanced leadership.

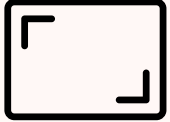
TLWS 2 featured culture shapers, political leaders, and nation builders sharing real-life experiences—women who have faced challenges in public service and the solutions that can drive change. The show brought together key stakeholders to discuss ways to break barriers and push for greater female representation in politics and governance.

TLWS 2 constructively highlighted the real-life struggles and experiences of women in governance and advocated for increased female representation in the Nigerian political system and beyond. Some notable guests were Ndidi Nwuneli, Samson Itodo and Maryam Uwais.

The Leading Woman Show 2 had a rating of almost 8 out of 10 which is a very positive rating. The message is clear: women belong in leadership positions. TLWS is shaping narratives, driving change, and paving the way for a more inclusive future.

TLWS Season 2: At a Glance

Overall Reach



17M+

Total Views



38

Profiled Guests



13

Episodes



440

Live Audience Members



1.3M+

Average Views Per Episode

Digital Media



84

Instagram Reels



40

YouTube Shorts



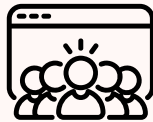
85

Trailer Videos



7

Instagram Blog Ads



900K+

Online Reach

Traditional Media



2

TV Stations
(Channels & AITonline)



2.6M

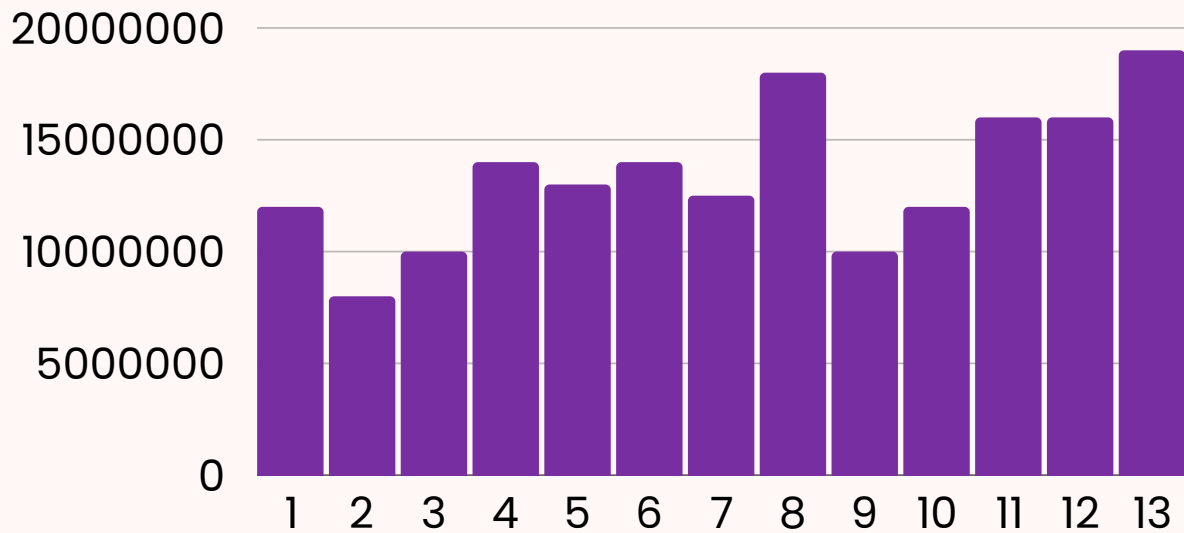
Radio Reach



109,953

TV Minutes Watched

Viewership on Traditional TV per Episode



Podcast Growth Snapshot



1015 Instagram Followers



13 Podcast Episodes



213k+ Instagram Reach



3752 Tiktok Followers

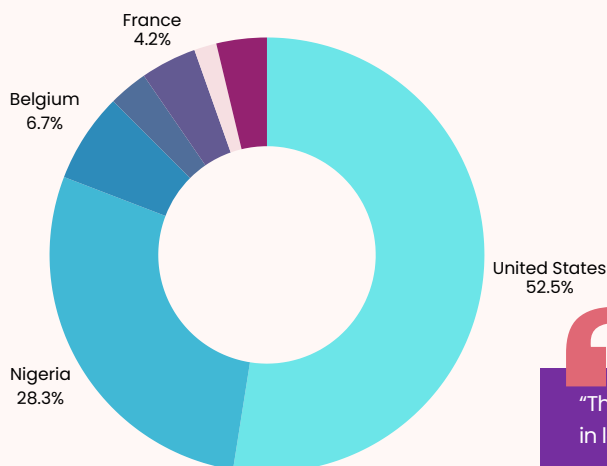


89k+ Reach



4,679 Likes

Podcast Audience



Spotify®



Apple Podcasts



Web Browsers



"The podcast opened my eyes to real stories of women in leadership. It's both informative and empowering."

- Listener from Nigeria



2. Nigerian Women Leaders in Health

In 2024, a significant milestone was achieved by facilitating the participation of seven female policymakers at the WomenLift Health Global Conference in Tanzania. This event provided an opportunity for these leaders to engage with global health stakeholders, share best practices, and broaden their influence in the health sector.



To further enhance their leadership skills, five female policy leaders attended a three-day retreat focused on professional development in key areas like strategic planning, stakeholder engagement, and brand visibility. The retreat culminated in the creation of personalized development plans, enabling participants to tackle complex leadership challenges effectively.

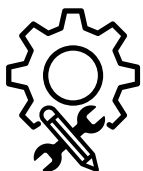
A major highlight of this engagement was the launch of a white paper titled "The Role of Women's Leadership in Strengthening Sub-National Health Systems in Nigeria." Endorsed by the Honourable Minister of Health during the 65th National Council on Health Conference, this document, co-authored by seven female health commissioners, offered actionable recommendations to bolster women's leadership in Nigeria's healthcare sector.

In August, the Women in Leadership Advocacy Network (WILAN) formalised its partnership with WomenLift Health by signing a Memorandum of Understanding (Mou). This partnership led to the organisation of a PowerUp workshop on navigating organisational politics, which provided female leaders with strategies to succeed in complex work environments.

It also kicked off the process of launching the Nigeria Leadership Journey, a program "designed to give talented women leaders the tools, confidence, networks, understanding of barriers – along with peer, mentor and coach support, to successfully use their voice, expertise and leadership skills for health impact".

Additionally, WILAN partnered with the Medical Women Association of Nigeria (MWAN) and the Women in Healthcare Network (WIHCN) to support a **six-month virtual mentorship and training program for 23 mid-career women**. WILAN also contributed significantly to the inaugural Women in Healthcare Network Annual Conference, where the white paper was introduced, and members engaged in discussions about future programs aimed at elevating mid-senior women in the healthcare sector.

Women in Global Health Leadership: Project in Numbers



**6 Months
Training**



**30 Women
Impacted**



**24
Graduates**



**7
Facilitators**

3. National Head Girl Project

The National Head Girl Project, a flagship project of WILAN, supports young female leaders in Nigerian secondary schools with leadership skills for active citizenship. The 2024 project featured three core components: competition, conference, and community engagement.



Through this project, we identified and equipped young leaders with essential tools, mentorship, and networks to drive SDG-aligned change and positively impact their communities.

The National Head Girl Conference 2024, themed *'Girls' Vision for the Future – Young Voices: Big Impact'* brought together over **130 young leaders** from **30 schools**, both public and private secondary schools, to build leadership skills, foster active citizenship and build community through the curated activities.

With more than **300 live views**, the conference achieved a **90% increase in participation** compared to the previous editions.



Effectiveness of the National Head Girl Conference 2024

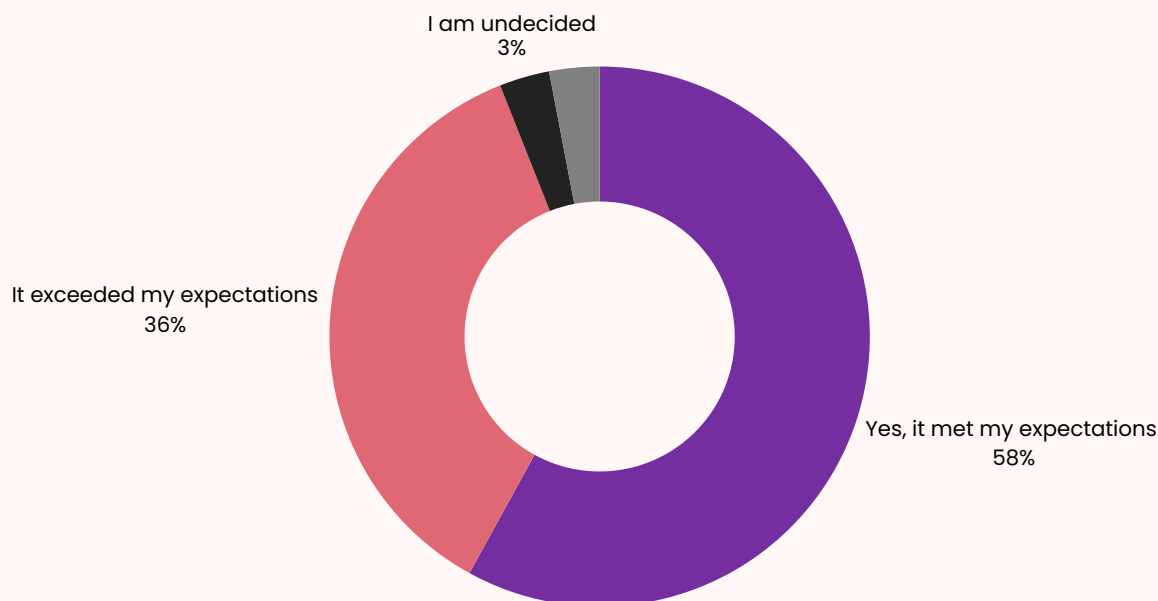
Teacher Feedback

91% of teachers reported that the conference was **very effective or met their expectations** in addressing student leadership challenges.

Student Feedback

94% of participating students indicated that the event **met or exceeded their expectations**, showcasing the conference's effectiveness in addressing students' leadership needs and aspirations.

This high satisfaction rate highlights the relevance and engaging nature of the conference content, confirming its alignment with student leadership development goals.



Conclusion

The data clearly shows that the National Head Girl Conference 2024 successfully achieved its objectives, with both students and teachers expressing significant satisfaction and perceived effectiveness in building strong leadership qualities among young participants.

National Head Girl Competition (Social Innovation Competition)

The 2024 National Head Girl Competition marked the 2nd edition of this impactful social innovation contest. This year's call for applications drew 73 entries from young girls across 15 states in Nigeria, covering all six geo-political zones and addressing diverse themes aligned with the Sustainable Development Goals (SDGs).

This represents a **560% increase from the first edition**, which received 11 applications from 8 states.

After rigorous screening, the top 5 finalists emerged representing Lagos, Oyo, Enugu, and Abuja. The five innovative projects addressed pressing social issues and aligned with the following SDGs:



Stories of Impact: Young Leaders Driving Sustainable Change

The 2024 National Head Girl Competition highlighted the innovative efforts of Nigeria's young female leaders. These finalists addressed critical societal issues aligned with the Sustainable Development Goals (SDGs), showcasing impressive creativity and determination.

Highlighted below are this year's standout projects:

- The Production of Reusable Sanitary Pads from Waste Banana Trunks Project (SDGs 3, 5, 12)
- Trash Today, Treasure Tomorrow Upcycling Project (SDGs 12, 13, 17)
- Speak Up Against Sextortion Campaign (SDGs 5, 16)
- Self-Worth Optimization Project (SDGs 4, 5)
- Male Allyship for Gender Equity (SDGs 5, 16)

These projects illustrate the powerful role young women play in driving meaningful change across Nigeria.

The Production of Reusable Sanitary Pads from Waste Banana Trunks Project

The Production of Reusable Sanitary Pads from Waste Banana Trunks project, led by Hadiyya Onono Mohammad under the supervision of Miss Margaret Ngozi Ofordum, was carried out at Government Science Technical College, Area 3, Garki, Abuja.

The project involved collecting and processing one tonne of waste banana trunks into reusable sanitary pads. The process involved various stages, like extraction, drying, shredding, boiling, moulding, sterilising, and packaging. The initiative aims to combat period poverty, promote sustainability, and provide affordable menstrual hygiene solutions for vulnerable girls.



With 120 reusable pads distributed, the project reached 50 school girls and 70 girls in a village in Abuja, improving menstrual confidence among recipients. The initiative raised awareness of period poverty and demonstrated waste-to-wealth transformation.

Feedback highlighted the need for better flexibility, different sizes, and improved packaging. Plans include investing in sanitary pad-making machines, employing skilled workers on commission, and securing a dedicated production site. Hadiyya expressed gratitude to WILAN for nurturing her leadership skills and passion for gender equity, reinforcing her commitment to scaling the project for wider impact.

Trash Today, Treasure Tomorrow Upcycling Project

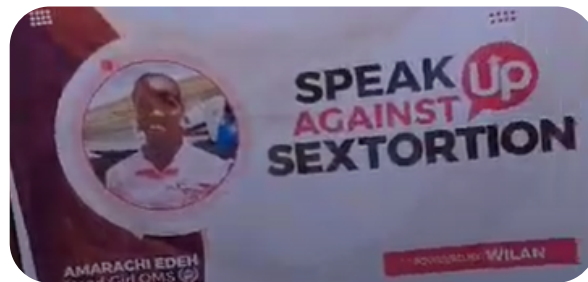
The Upcycling Initiative led by Naomi Inwe, empowered students from Creek Junior & Senior High School, Bola Ige Millennium High School, and Tincan Senior High School to creatively repurpose plastic waste. Through hands-on workshops, students learned to transform plastic bottles into functional items like stools, ottomans, and jewellery.

The initiative also incorporated school clean-ups and a plastic pollution awareness campaign, collectively targeting the recycling of 1,000 kg of waste across five schools. This impactful project was made possible through collaborations with local organizations dedicated to sustainability and waste management.



Speak Up Against Sextortion

The Speak Up Against Sextortion project, led by Amarachi Edeh at Queen's Model Secondary School, Enugu, engaged 500 students, 50 teachers, and 12 functionaries through weekly assemblies and targeted discussions. The initiative significantly increased awareness, equipping students with the confidence to address sextortion.



The outcomes of the campaign include increased awareness, open conversations, and improved confidence among students. Feedback indicated a lasting impact, reinforcing the role of head girls as mentors.

The Self-Worth Optimization Project

The Self-Worth Optimization is an academic-related project at Bodija International College, led by Miss Gladys Ogunduyile. It is an academic initiative designed to enhance students' confidence and raise awareness about bullying. Over five days, activities included awards for academic excellence, a seminar on bullying, a short film screening, and an interactive session.



Reaching 300+ students, the project encouraged academic motivation and open discussions on bullying, with many students sharing personal experiences for the first time.

The project improved student engagement, motivation, and self-worth. Positive feedback from students and teachers affirmed these improvements, with recommendations to expand the initiative to more schools.

Male Allyship

This year, we took deliberate steps to include head boys at the conference, recognizing the power of male allyship in promoting gender equity. We believe this inclusion will enhance the impact of our program and foster a more inclusive leadership development environment.



The Self-Worth Optimization Project

The Self-Worth Optimization is an academic-related project at Bodija International College, led by Miss Gladys Ogunduyile. It is an academic initiative designed to enhance students' confidence and raise awareness about bullying. Over five days, activities included awards for academic excellence, a seminar on bullying, a short film screening, and an interactive session.



Reaching 300+ students, the project encouraged academic motivation and open discussions on bullying, with many students sharing personal experiences for the first time.

The project improved student engagement, motivation, and self-worth. Positive feedback from students and teachers affirmed these improvements, with recommendations to expand the initiative to more schools.

Male Allyship

This year, we took deliberate steps to include head boys at the conference, recognizing the power of male allyship in promoting gender equity. We believe this inclusion will enhance the impact of our program and foster a more inclusive leadership development environment.



NHGC 2024 in Numbers

Participation & Engagement



73 Competition Applications



606 Conference Attendees



336 Virtual Attendees



420 YouTube Views

Volunteer Impact



90 Volunteer Applications



13 Volunteers Engaged



2 Hours of Training

Community & Leadership



3 Judges



10 Partners



80 Former Head Girls



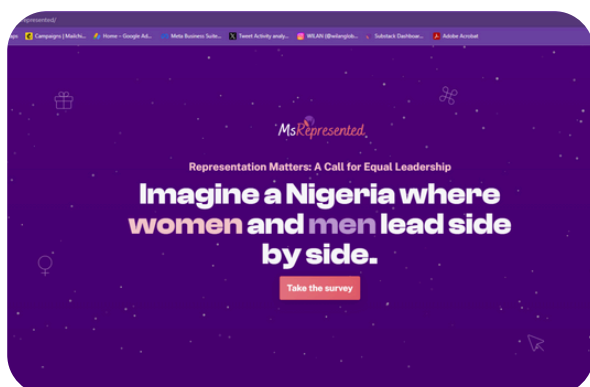
5 Finalists

4. MsRepresented Campaign

Women in Nigeria are often misrepresented in addition to being underrepresented across all levels of power and decision-making. This happens because of cultural and religious beliefs, unfair laws, existing stereotypes about women, limited access to education, and the impact of poverty on women.

These factors hold women back from reaching their full potential and affect their lives in different areas. They also shape how people perceive women as leaders. To this end, the Women in Leadership Advancement Network (WILAN) seeks to address these problems and promote women's leadership.

In its effort to inspire a shift to gender-balanced leadership, WILAN since its inception has created content that raises awareness about the unfair treatment of women and shows the value of having women in leadership positions.

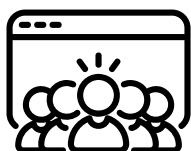


The theory of change is that if people who currently hold a poor perception of women as leaders are exposed to the right information in a non-confronting way, it could shift their thinking and behaviour towards women as leaders and in turn, create more opportunities and support for more women to lead and contribute to society.

This narrative birthed the MsRepresented campaign as a mind-shifting tool to educate and create awareness on this topic to the Nigerian audience.

In 2024, the MsRepresented campaign was tagged 'Representation Matters' which highlighted the gaps across various sectors where women are underrepresented and ended with a call to action that inclusion matters for holistic development.

MsRepresented 2024 in Numbers



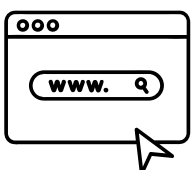
2,728,396

Social Media & Campaign Reach



2,190,210

Videos Views



4100

Website Visits



4,064,658

Impressions

5. Building Communities – (Women Running Circle and Women Leadership Circle)

The Women Running Circle (WRC) After-Care Program in 2024 provided comprehensive support to aspiring female political leaders preparing for Nigeria's 2027 elections.

Participants engaged in structured Strategic Reflection & Personal Political Development, gained practical political insights through Capacity Strengthening: Knowledge-Driven Growth webinars, and received vital Psycho-Social Support: Fostering Resilience.

The program's impact culminated in the powerful documentary **"Her Fight, Our Future,"** showcasing inspiring journeys of the WRC members who courageously ran for office despite all the challenges they faced.

Women Running Circle After-Care Program

Following the successful inauguration of the Women Running Circle (WRC) in November 2023, the community grew and evolved into a dynamic and supportive space where the women refined their political strategies, strengthened their resilience, and built meaningful collaborations. In 2024, the program deepened its impact through a renewed focus on political development, equipping women for Nigeria's 2027 elections.



Strategic Reflection & Personal Political Development

The WRC community continued to refine individual Personal Political Development Plans, offering a structured approach for women to set political goals, assess their strengths, and outline actionable steps toward electoral success. At the close-out session, each woman had a tailored roadmap and toolkit guiding her next steps in leadership.

Capacity Strengthening: Knowledge-Driven Growth

With the need for practical knowledge, the 2024 webinar series provided targeted training on key political strategies. Expert-led sessions covered:

- Effective Fundraising Strategies to mobilize resources for campaigns.
- Crafting a Winning Manifesto to articulate clear and compelling political visions.
- Building Effective Campaign Strategies to enhance voter engagement and outreach.

Feedback from participants underscored the impact of these sessions, with 100% satisfaction ratings for content and presentation. However, challenges such as funding limitations, societal norms, and the need for stronger female alliances were highlighted as ongoing obstacles to implementation.



Psycho-Social Support: Fostering Resilience

Understanding the emotional demands of political leadership, the program integrated monthly check-ins and individual mentorship sessions to provide ongoing peer and expert support. These platforms encouraged women to share progress, seek advice, and remain accountable to their political ambitions.

A highlight of this phase was a dedicated mental health session, which focused on resilience-building and emotional well-being. This initiative reinforced the importance of mental health as a critical component of leadership, equipping women with tools to navigate the pressures of political life.

The virtual close-out ceremony marked the conclusion of the 2024 activities, bringing together participants to reflect on their progress and share insights on the program's impact. Participants shared their strengthened confidence, refined campaign strategies, and the invaluable network of support the WRC had provided.



Women Running Circle Documentary: Her Fight, Our Future

With the need for practical knowledge, the 2024 webinar series provided targeted training on key political strategies. Expert-led sessions covered:

- Effective Fundraising Strategies to mobilize resources for campaigns.
- Crafting a Winning Manifesto to articulate clear and compelling political visions.
- Building Effective Campaign Strategies to enhance voter engagement and outreach.

Psycho-Social Support: Fostering Resilience

Understanding the emotional demands of political leadership, the program integrated monthly check-ins and individual mentorship sessions to provide ongoing peer and expert support. These platforms encouraged women to share progress, seek advice, and remain accountable to their political ambitions.

A highlight of this phase was a dedicated mental health session, which focused on resilience-building and emotional well-being. This initiative reinforced the importance of mental health as a critical component of leadership, equipping women with tools to navigate the pressures of political life.

The virtual close-out ceremony marked the conclusion of the 2024 activities, bringing together participants to reflect on their progress and share insights on the program's impact. Participants shared improvement in their confidence, refined campaign strategies, and the invaluable network of support the WRC had provided.



Women Running Circle Documentary: Her Fight, Our Future

"Her Fight, Our Future: Women in Nigerian Politics" is a documentary that tells the inspiring stories of the members of the Women Running Circle who courageously ran for political positions in the 2023 elections, despite facing numerous challenges. The documentary aired on Channels TV on 31st August 2024 and is now available on the [WILAN Global YouTube page](#).

WRC in numbers

Program Reach and Representation



14

States
Represented

17

Participants



5

Political
Parties

1

Documentary
Produced

Capacity Building & Support



3

Webinars



3

Facilitators



1

Mental Health
Session

Her Fight, Our Future Documentary Engagement & Visibility



14,225

YouTube
Documentary Views

2,195

Channels TV
Documentary Views

WRC : Story of Change Hyellagiziya Fakuta

The WILAN journey has significantly increased my visibility, leading to sponsorship opportunities for my political aspirations in 2027.

I now find myself in high demand, with various political parties and potential sponsors expressing interest in supporting my future endeavours. The WILAN program has raised the bar high for me. It has provided me with the encouragement and motivation to take bolder steps and explore new avenues for my political involvement.

This journey has been a game-changer for me. I am more confident, connected, and determined than ever to make a meaningful contribution to the political landscape of my community and beyond.

The Women Leadership Circle (WLC)

The Women Leadership Circle (WLC) was launched to create a supportive community for women in Nigeria's public sector, fostering connection, inspiration, and empowerment. The program promotes career growth, and professional development through quarterly meet-ups and engagement activities.

In 2024, WLC hosted two quarterly meet-ups in Lagos and Abuja, bringing together women to share experiences, discuss challenges, and build networks. Despite scheduling conflicts affecting attendance, participants found the sessions valuable, engaging, and impactful. Key learnings emphasised the importance of safe spaces, flexible facilitation, and cultural sensitivity in planning events.

A feedback survey revealed that 100% of attendees found the WLC community relevant and beneficial to their careers, with 37.5% previously unaware of women's leadership networks before joining.



WLC in Numbers

 **17** Participants

 **2** Locations

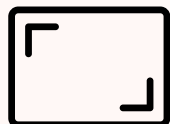
Success Story

Expanding visibility and influence: Five members of the WLC were featured on The Leading Woman Show, Nigeria's premier platform shaping perception that people have of women as leaders.

This opportunity allowed them to showcase their competence, share their leadership journey, and reinforce their readiness for governance, further amplifying the impact of the WLC community.

Our Impact Numbers 2024

Audience Reach & Visibility



54k+

Reached via
YouTube)



17.8M+

Views on
Television

Leadership Training & Mentorship



238

Women and Girls
trained in leadership



66 Women

received mentorship
support



80+ Head Girls

trained and empowered



1

Knowledge Product

Project Scope & Coverage



2

Locations



3

Focus
Sectors



1 TV Series

aired (Channels TV,
AlTonline)

Production Insights



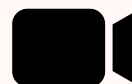
40

Hours of
Filming



13

Episodes
produced



2

Advocacy
videos



38

Guest Speakers



17

Strategic
Partners

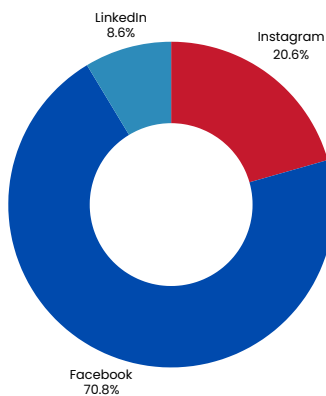
Raising Awareness

In 2024, WILAN participated in women's leadership convening, working groups and events. We also raised awareness through perception-changing campaigns like the MsRepresented campaign to amplify the message of the need to support women to become leaders and also speak to all forms of bias limiting women's participation in leadership. This section gives an overview of all media activities carried out.

Social Media: 8,952 total social media followers reached by the end of 2024 across LinkedIn, Facebook, and Instagram.

Breakdown per Social Media Channels

In 2024, our campaigns significantly expanded their impact, achieving a combined social media reach of **1.8 million users**.



Among the platforms, **Facebook** led engagement with over **1.27 million users**, accounting for 70.8% of total reach. **Instagram** also showed strong performance, reaching **371,600 users** (20.6%), while **LinkedIn** connected us with a targeted professional audience of **156,047 users** (8.6%).

Print Media

26 media features in mainstream print & digital publications reaching a target audience of over 5 million readers.



Podcast



TV/Radio

1 Television news feature

Partnerships

In 2024, WILAN strengthened its influence and expanded its audience reach through strategic collaborations with key organisations. These partnerships enhanced WILAN's credibility and reinforced its commitment to empowering women across diverse sectors. We partnered with these organisations;

1. **WomenLift Health** – Advancing healthcare leadership by equipping women with the skills and networks needed to excel.
2. **Women in Healthcare Network** – Strengthening connections and advocating for women's inclusion in healthcare leadership.
3. **Medical Women's Association of Nigeria** – Supporting women in the healthcare community, fostering professional growth and leadership.
4. **Zikoko** – Engaging teenagers and young women, introducing them to leadership pathways early.
5. **LEAP Africa** – Developing a pipeline of young women leaders, ensuring sustained leadership growth.
6. **Lagos State Ministry of Basic and Secondary Education** – Advancing the leadership pipeline for young female leaders and fostering male allyship.
7. **Mike Adenuga Center** – Advancing the leadership pipeline for young female leaders and fostering male allyship.
8. **National Head Girl Project Partners** – Malta Guinness Nigeria Plc, Fan Milk Plc, VFD Microfinance Bank, Lateef Jakande Leadership Academy and Dell Nigeria.
9. **Augmentum Advisory** – Driving value creation through optimisation, innovation, and digital transformation.
10. **Big Cabal Media (BCM)** – Engaging Africa's youth with dynamic content on culture, innovation, and leadership.
11. **SpeakHER Initiative** – Dedicated to empowering women with excellent communication skills.
12. **Capital Films** – A creative agency and video production company that produces everything from social media content to broadcast-ready films.
13. **Tooki Media** – Public Relations and Digital Marketing Agency for Corporate Brands and Nonprofits.
14. **Duo Marketing** – Crafting unforgettable brand experiences through experiential and digital marketing.
15. **Women Advocates Research and Documentation Centre (WARDC)** – Advancing human rights, gender equality, and social justice in Nigeria.
16. **Pentagon Partners**
17. **Seyi Taiwo and Co.**

Awards in 2024

WILAN was one of two recipients of the Lagos State Governor's Award for Civic Engagement and Community Involvement.



Publications

During the year in review, WILAN published a white paper on the Role of Women's Leadership in strengthening Sub-national Health Systems in Nigeria. The paper explores the role of women's leadership in strengthening subnational health outcomes by x-raying the impact of seven female health commissioners.

The female health commissioners representing FCT, Kaduna, Kwara, Ogun, Oyo, Rivers, Sokoto and Zamfara states are collectively responsible for 45,960,424 million people and have driven critical health initiatives.

Some of these initiatives include new salary structures for doctors, innovative service provision and care services to remote areas, improved drug supply to primary health centres, the increased representation of women in leadership positions and enhanced service delivery through workforce training and infrastructure upgrades, strategically leveraging targeted local and international partnerships.



Governance

Accountability is a core value that guides WILAN's operations and program delivery. Our commitment to doing things right is reinforced through the guidance and oversight of our Board Members.

The Board of Trustees

WILAN is privileged to be supported by a small but powerful team of women serving on our Board. Our Board has consistently provided strategic direction and governance oversight, particularly advising WILAN's staff on institutional management and our evolving project model. Their counsel continues to be invaluable in shaping the organisation's growth and effectiveness.

Annual Staff & Board Retreat

In December 2024, WILAN held its annual End-of-Year Retreat, bringing together staff and Board members. This gathering was an important part of our culture of reflection, learning, and planning. It provided a space to:

- Review the impact of 2024 — assessing successes, challenges, and lessons learned.
- Strengthen team cohesion — reinforcing our shared values and mission.
- Strategise for 2025 — identifying new priorities and refining our approach to women's leadership development.

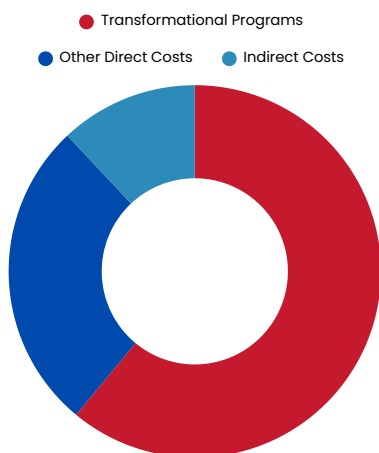
The retreat reaffirmed our shared commitment to excellence, innovation, and accountability, setting the tone for an impactful 2025.



Our Financials

In 2024, WILAN strategically allocated its financial resources to maximize impact, ensuring that every investment advanced women's leadership, challenged stereotypes, and supported a community of future female leaders.

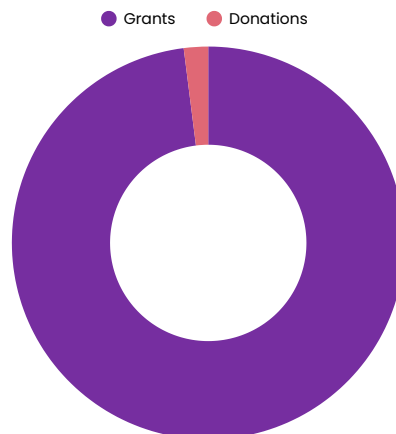
Financial Allocation



Our financial breakdown reflects our mission-driven approach, allocating **61% directly to transformational programs** like The Leading Woman Show, WomenLift Health, and the National Head Girl Project. **27% supported direct project execution** and outreach, while **12% covered indirect costs** for sustainability.

Financial Allocation

Our funding came primarily from **grants (98%)**, demonstrating strong institutional trust in our work. Additionally, **2% of our revenue came from donations**, reflecting growing grassroots support.



Key Funding Partners in 2024

- Gates Foundation
- Luminate
- National Endowment for Democracy (NED)

These partnerships enabled WILAN to expand its reach, engage millions through media advocacy, support and amplify the impact of female health policy leaders at the national level, and empower young female changemakers through leadership development initiatives.

As we continue, WILAN remains committed to financial transparency, strategic growth, and maximizing impact, ensuring that investments translate into real, measurable change for women and girls across sectors.

Gallery



Gallery

IMPACT REPORT 2024

FROM VISION TO REALITY





Thank You

We extend our deepest gratitude to our Board of Trustees, partners, volunteers, team members, supporters, and advocates who made the successes highlighted in our Impact Report 2024: From Vision to Reality possible.

Your continued commitment and support is what ensures we can build a future where we have gender-balanced leadership.

Thank you for believing in our mission!