

Impact Report 2025

7 Years of
Impact: From
Insight to Action

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Message from the Founder

For decades, conversations about women's leadership in Nigeria have often focused on the same question: why are there so few women in positions of power? While that question remains important, we believe an equally urgent question is this: what systems are we building to ensure more women are prepared, supported, and positioned to lead?

Seven years ago, WILAN was founded to address that question.

From the beginning, our approach has been deliberate. Advancing women's leadership requires more than advocacy; it requires leadership pipelines, credible data, cultural influence, and partnerships that shift systems over time. Over the past seven years, our work has focused on building this ecosystem. The results are encouraging.

Through our programmes and platforms, WILAN has supported 3,196 women and girls with leadership training, provided mentorship to over 160 women, and trained more than 142 Head Girls through initiatives designed to nurture leadership early.

Our flagship programme, the National Head Girl Project, continues to identify and equip young leaders across Nigerian secondary schools.

In 2025 alone, the programme received 101 competition applications, convened 94 student leaders from 30 schools across 19 states, and awarded ₦2.75 million in project grants to support youth-led community solutions.

Equally important has been our commitment to shaping national conversations on women's leadership. Through the MsRepresented campaign series, informed by insights from the State of Women's Leadership Report, we



Raising a generation of thriving women leaders who will shape Nigeria's future across every sector

highlighted a critical reality: women currently hold only 4.7% of leadership representation across key structures in Nigeria. Addressing this gap requires both structural reform and sustained public engagement.

Our media platform, The Leading Woman Show, has helped extend these conversations beyond policy circles, reaching over 61.8 million television viewers and generating more than 1.8 million YouTube views. By amplifying stories, insights, and leadership journeys, the platform continues to challenge perceptions and inspire a new generation of women leaders.

Lastly, I am extremely grateful to everyone who contributed to the past 7 years of Impact: partners, mentors, speakers, volunteers, and the WILAN team who made this journey possible and these milestones a reality.

Abosede George -Ogan

Founder, Women in Leadership Advancement Network (WILAN)



The National Head Girl Project, continues to identify and equip young leaders across Nigerian secondary schools. In 2025 alone;

101

Competition Applicants

94

student leaders convened

30

schools participated

19

Participants came from 19 states of the country

2.75M_(NGN)

in project grants to support youth-led community solutions

Equally important has been our commitment to shaping national conversations on women's leadership. Through the MsRepresented campaign series, informed by insights from the State of Women's Leadership Report

[Read report ↗](#)

The Leading Woman Show, has helped extend these conversations beyond policy circles

+63 M

Views

3,196

women and girls with leadership training

~142

Trained Head girls through initiatives designed to nurture leadership early

160

women were mentored



7 Years of Impact: Building Systems for Women's Leadership

In 2022, we set a decade-long ambition to raise 100,000 thriving women leaders in Nigeria

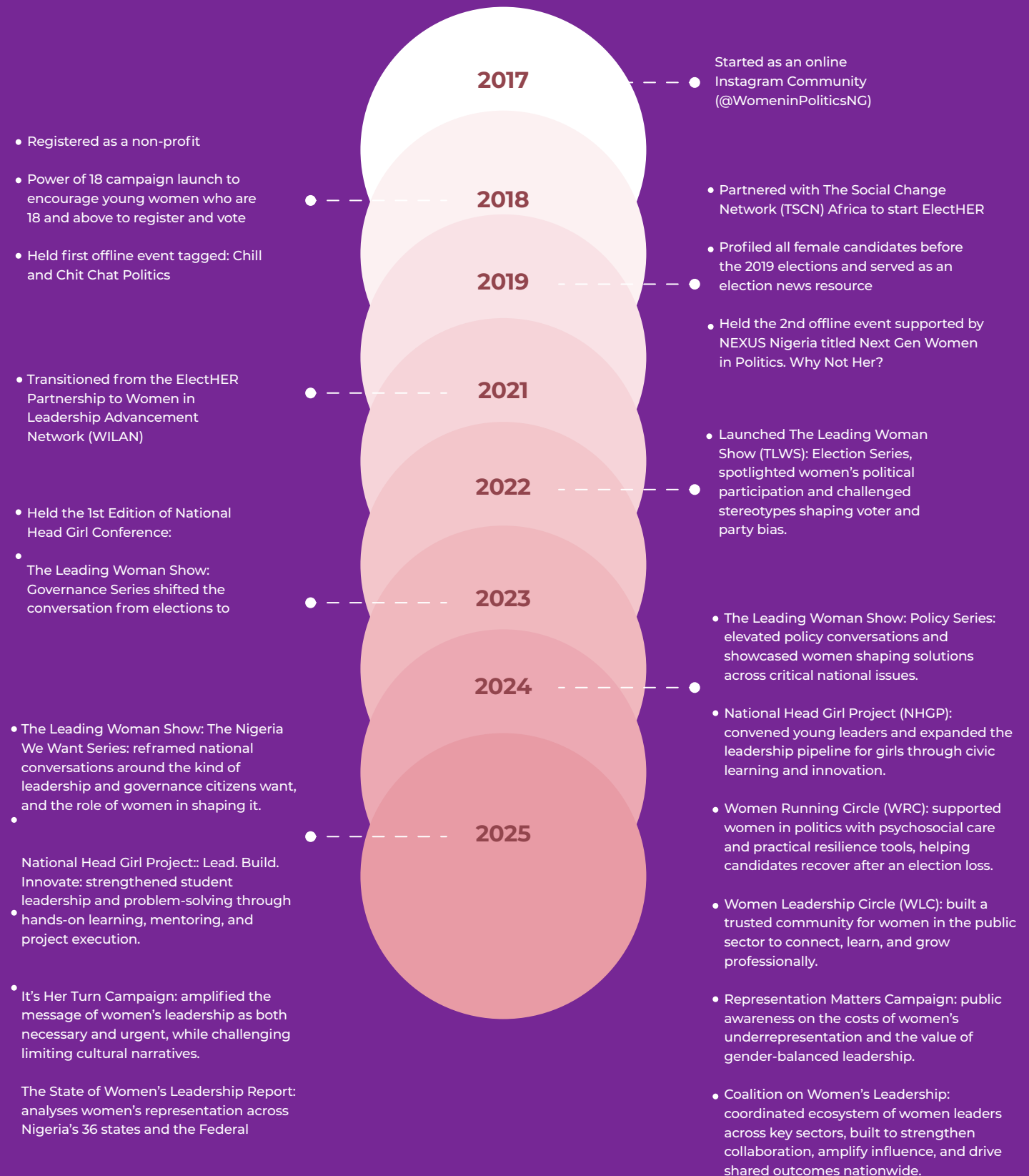
For seven years, WILAN has been building the systems Nigeria can leverage to move from chronic underrepresentation to a real pipeline of women leaders. In 2022, we set a decade-long ambition to raise 100,000 excellent women leaders in Nigeria, and we have continued to shape perception and expand opportunity through our flagship and funded programs, while growing into a trusted thought leader and partner within the women's leadership ecosystem.

We have strengthened the evidence base for women's leadership through knowledge products such as the white paper, vt and The State of Women's Leadership Report (2025), strengthening the case for women's leadership with data and lived realities.

Our programming builds leadership pipelines across stages. The National Head Girl Project (NHGP) is now in its 4th edition, identifying and equipping girls early through a national school-based leadership pipeline. Through The Leading Woman Show, we spotlight the realities of women's leadership and everyday governance issues through timely themes, including the Election Series, Governance, Policy, and, most recently, The Nigeria We Want.

We have shifted narratives at scale through the MsRepresented campaign series, including It's Her Turn and Representation Matters, designed to challenge stereotypes and expand what Nigerians believe is possible for women in leadership. With partners, we have supported leadership transformation for women in the health and public sectors, while providing psychosocial support for women in politics, including women currently in the arena and those rebuilding after electoral loss.

Our 7-Year Journey: Milestones/Timelines





Our Impact



Our Programmes

1.

National Head Girl Project (NHGP)

101 Competition Applicants

94 student leaders convened

19 Participants came from 19 states from all geopolitical zones Nationwide

33 school teachers

(NGN) 2.75M Total project grants awarded

30 schools participated

The National Head Girl Project (NHGP) is WILAN's flagship national leadership pipeline designed to identify, equip, and empower 5,000 young female leaders across Nigerian secondary schools by 2030. Through practical leadership development, problem-solving, and civic learning, NHGP supports girls to lead with confidence and responsibility in school and beyond.

NHGP runs through four core components: Competition, Conference, Learning Hub, and Community, strengthened by a gender-inclusive male allyship approach that engages boys as partners in building a healthier leadership culture. The 2025 edition marked the fourth year of this growing national movement. This year, the NHGP Conference convened 94 student leaders, 33 teachers, 6 facilitators, and 3 judges at the Mike Adenuga Centre, Ikoyi. The national competition attracted 101 applications, reflecting sustained demand and expanding visibility nationwide. Beyond the conference, participants also engaged in a weekly Learning Hub with a mentorship component, providing structured support to deepen leadership skills, strengthen confidence, and guide project execution over time.

Top 5 finalists (2025)

Chibueze Chinenyenwa Jennifer

Saint John Vianney Science College, Anambra State

1st

Oyeyipo Maria Fiyinfoluwa

Lagos State Model Senior College, Kankon, Badagry, Lagos State

2nd

Muhammad Maryam Sachi

Garima Standard Academy, Niger State

3rd

Khadija Nuhu Musa

Government Science Technical College, Garki

4th

Adesomoju Hannah

Wellspring College, Lagos State

5th

2025 Finalists Project Impact

Khadija Nuhu Musa

Converting Plastic Waste Into Composite Floor/Wall Tiles

Khadija turned plastic waste pollution, one of her community's persistent problems, into a tangible solution. Supported through NHGP, she developed a process to melt plastic waste and combine them with local red clay to produce durable, affordable composite floor and wall tiles, moulded using a custom-fabricated metallic mould.

Khadija and her team produced 11 composite tiles, demonstrating a scalable, low-cost alternative to conventional building materials. Khadija followed it up with a waste reduction and recycling awareness session in her school with over 50 students in attendance sparking a recycling culture where there was none before.

Maryam Muhammad Sanchi

Eco-Safe Pad Disposal Bin: A STEM- driven Solution for Menstrual Hygiene and Environmental Protection

Maryam tackled unsafe sanitary pad disposal in schools, a problem that quietly threatens girls' dignity, hygiene and environmental safety across Northern Nigeria. Supported through NHGP, she designed and fabricated the Eco-Safe Pad Disposal Device, a locally built device with a multi-filter layer that ensures safe, low-impact disposal of used sanitary pads.

Maryam first sensitised health prefects and teachers across 10 schools, equipping the people closest to students with the knowledge and tools to sustain the practice. She then produced 1 functional device and delivered it to an all-girls college, creating safer and more dignified pad disposal for over 75 girls.



2.

The Leading Woman Show 3: Policy Series

1,033 People who watched the show participated in a survey (440 from the live audience and 593 from TV/YouTube viewers)

98% Agreed that policies directly affect their daily lives

96% Reported increased interest in lending their voices to policy discussions

95% affirmed that women's leadership is essential for societal progress

72% Could not tell the difference between policy, law, and legislation Before watching the show

100% Could tell the difference between policy, law, and legislation After watching the show

The Leading Woman Show, Policy Series, aired in 2025, provided citizens with a wealth of knowledge.” At a time when policymaking is often treated as distant and elite, the series made policy practical and relatable. The guest broke down what policies are, how they shape everyday life, and how leadership choices determine whether policies serve people fairly or leave communities behind. Through 13 episodes, we explored Vision 2050, inclusive leadership, and how policies should be communicated, as well as key focus areas such as health and education, while spotlighting policy gaps that fail to address women’s needs, including women’s economic empowerment.

To understand what viewers learned and how it shifted civic engagement, we gathered feedback from 1,033 participants (440 from the live audience and 593 from TV/YouTube viewers). Before watching, 72% said they could not tell the difference between policy, law, and legislation; after watching, 100% said they could. Beyond knowledge gains, the series strengthened civic agency: 98% agreed that policies directly affect their daily lives, 96% reported increased interest in lending their voices to policy discussions, and 95% affirmed that women’s leadership is essential for societal progress. We also introduced vox pops, giving citizens space to speak directly to the issues, and distilled the show’s insights into nine policy briefs as an evergreen resource for public policy education.



3.

MsRepresented: It's Her Turn Campaign

Audience feedback showed strong resonance and a clear movement from agreement to intention

91.1%

Agreed that women's inclusion is important for Nigeria's progress

83.4%

believed the message "Nigeria cannot lead without her" was mostly or completely true

81.5%

Reported feeling extremely or very inspired

88.4%

were likely or very likely to take tangible action

The MsRepresented campaign marked a defining moment for WILAN in 2025. It's Her Turn was grounded in our landmark State of Women's Leadership Report, which mapped women's representation across Nigeria's 36 states and the FCT and revealed a stark reality: women hold only 4.7% of leadership representation. Through a blend of data, storytelling, and digital engagement, the campaign challenged systemic exclusion and positioned women's leadership as a form of smart governance, not charity. The campaign also featured spoken word performances by IBQuake and Alhan Islam, adding cultural power and emotional clarity to the message.

The campaign sparked public acknowledgement of the scale of the representation gap and attracted visibility beyond Nigeria, including recognition from the Deputy High Commissioner, British High Commission Abuja. Audience feedback showed strong resonance and a clear movement from agreement to intention. 91.1% agreed that women's inclusion is important for Nigeria's progress, while 83.4% believed the message "Nigeria cannot lead without her" was mostly or completely true. The response was not only cognitive but motivational: 81.5% reported feeling extremely or very inspired, and 88.4% said they were likely or very likely to take tangible action such as sharing the message, voting, or joining advocacy efforts.



Watch Video ▶



Our Impact Numbers

2022 -2025

3167+

Women and girls supported with leadership training



160

Women provided mentorship support



142+

Head girls trained



99

hours of filming for 39 episodes



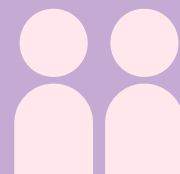
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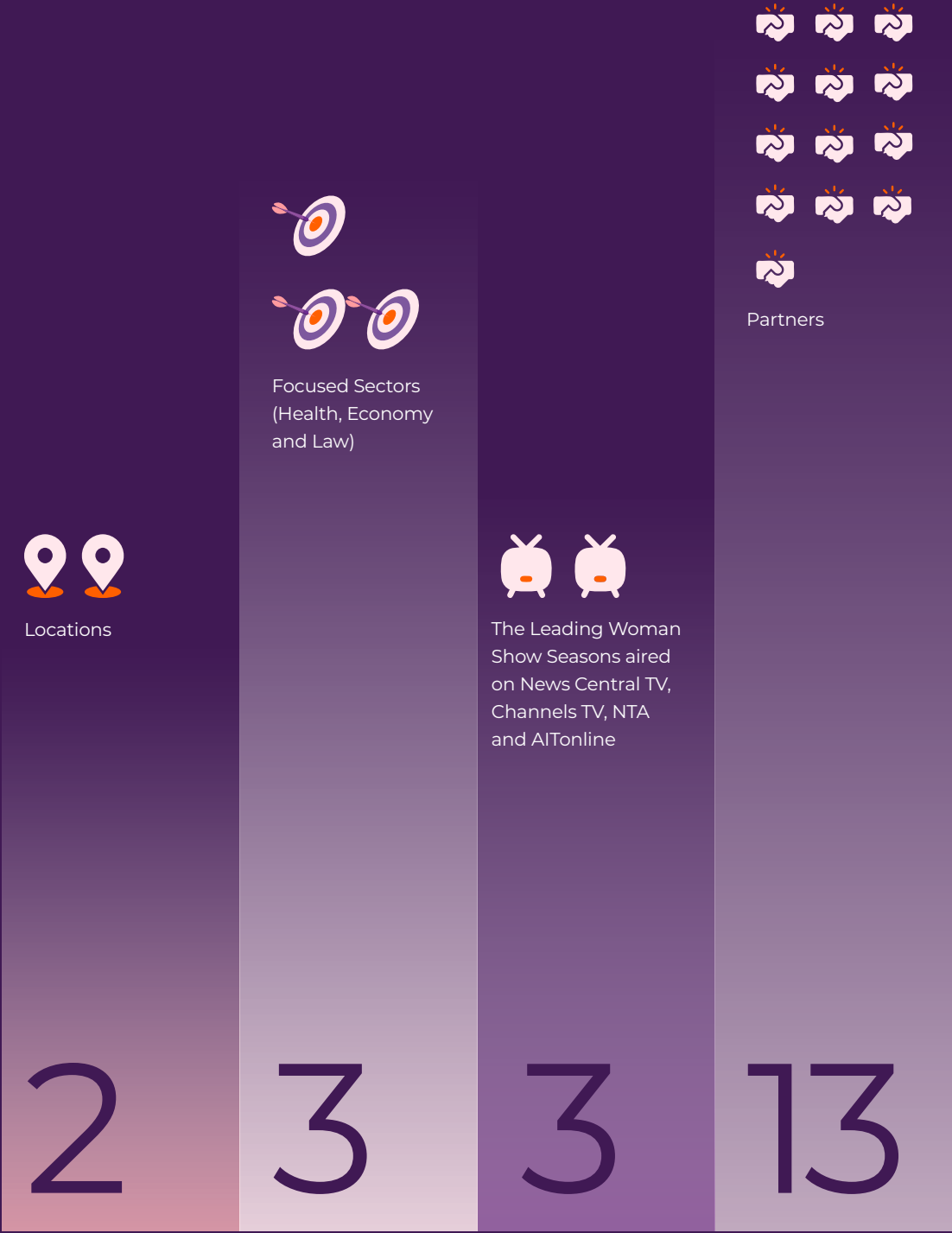
guests



733

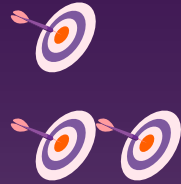
conference attendees





Locations

2



Focused Sectors
(Health, Economy
and Law)

3



The Leading Woman
Show Seasons aired
on News Central TV,
Channels TV, NTA
and AITonline

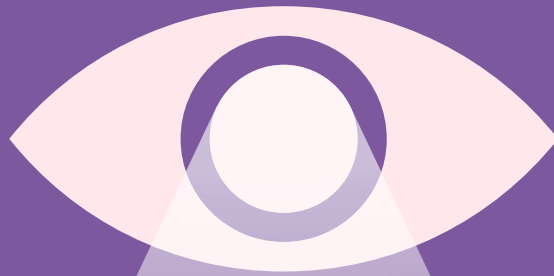
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Partners

13

The Leading Woman Show in Numbers



63m+

views across channels
(Channels TV, AIT online, TV Central)

4

Seasons

121

Guests featured



Our Impact Stories



Aliyah A.

From stage fright to leading a movement in Ajegunle

Aliyah wanted to build her confidence, but public speaking was a challenge. Through her participation at the National Head Girl's Conference, she learned practical leadership and how to show up with clarity and kindness. After the conference, she stepped onto a stage to host a seminar for teenage girls in Ajegunle and proved to herself she could lead in public without fear. That momentum resulted in the launch of a podcast she had delayed for years and began building an audience among her peers. She is now committed to making the Ajegunle seminar a recurring platform for girls to develop and grow.

“After my seminar, I have always wanted to start a podcast, but I was not confident in my abilities. However, after the program, I did start a podcast, and to my surprise, when I played it to my classmates, they started following me. I also decided to host a seminar for young teenage girls in Ajegunle every 2 years, and I would love it if WILAN could be a part of it.”



Stephanie Omoarebun

From watching The Leading Woman Show to becoming the first woman to win twice

Stephanie had the competence to lead but had not fully stepped into visible leadership, in part because leadership in her association had traditionally been male-dominated. Watching The Leading Woman Show in 2023 shifted her mindset from waiting to being intentional. She acted on that shift, contested as the first female candidate and won. She later contested again at the national level and won; she demystified what others believed was impossible. Her story reflects a perception change translating into leadership outcomes, and a personal decision to step forward consistently.

“

I moved from watching to taking action by contesting and winning leadership roles within the Young Medical Laboratory Scientists Forum, becoming the First Female Chairperson of the FCT Branch and now the First Female National Secretary. I no longer wait for permission to lead. I prepare, position myself, and step forward with intention. I speak with conviction, pursue opportunities proactively, and create space for other women to do the same. Leadership is no longer something I admire from a distance; it is a responsibility I actively carry.



Amarachi E.

A girl who turned confidence into protection for others

Amarachi struggled with low self-esteem and avoided speaking up, even when she knew something was wrong. Participating in NHGC helped her build confidence and leadership skills, and she did not keep the transformation to herself. After the programme, she began educating students and young girls to speak up, seek help, and report exploitation and abuse, online and offline.

“Through this experience I was able to keep my school and family informed on the dangers of keeping shut when being exploited. And I was also able to educate the young girls in my school to report or confide in a teacher, friend or family when they are being threatened or blackmailed but online and offline now. And most importantly I was able to make my parents and family proud of me.

Note: This image is AI-generated and is intended for illustrative purposes only. It does not depict the actual beneficiary.



Nule B.D

From being self-conscious to rebuilding identity and choosing a path

Divine internalised negative comments about her accent, doubted her worth, and felt stuck between fear and confusion about her future. NHGC helped her reframe criticism as feedback, strengthen her self-talk, and build self-awareness around strengths and interests. She developed both clarity and confidence. She became more intentional about how she presents herself, how she communicates, and what she wants to pursue academically. She is now focused on public health and is exploring ways to pass on what she learned through a school-based club.

“

I now speak to my mind when a negative thought arises, I can build and structure my speech or presentation. I have learned to develop positive values and character, which has really changed my life. I have chosen to study public health after much work trying to identify a career that aligns with my hobbies and interest.

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Divine Z.

Choosing her own future, she found her voice and learned to advocate for her path with clarity and confidence.

Her parents wanted medicine, but she wanted computer engineering and lacked the confidence to push back. Participating in NHGC developed her language for self-advocacy and the courage to speak up for what she wanted. After the programme, she began taking deliberate steps to demonstrate her passion for engineering and to bring her parents into her world, rather than staying silent. Her confidence changed!



My parents have always wanted me to become a doctor, but deep down I want to be a computer engineer. Before now, I struggled to say that out loud. This program helped me speak to them and express what I truly want, even though they are strongly against it. It hasn't been easy, but I've learned that if you want something, you have to speak up for yourself. I'm still trying, but now I'm doing it with clarity and courage.

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Abamba Oluwaseun

Internship impact on improved employability skills

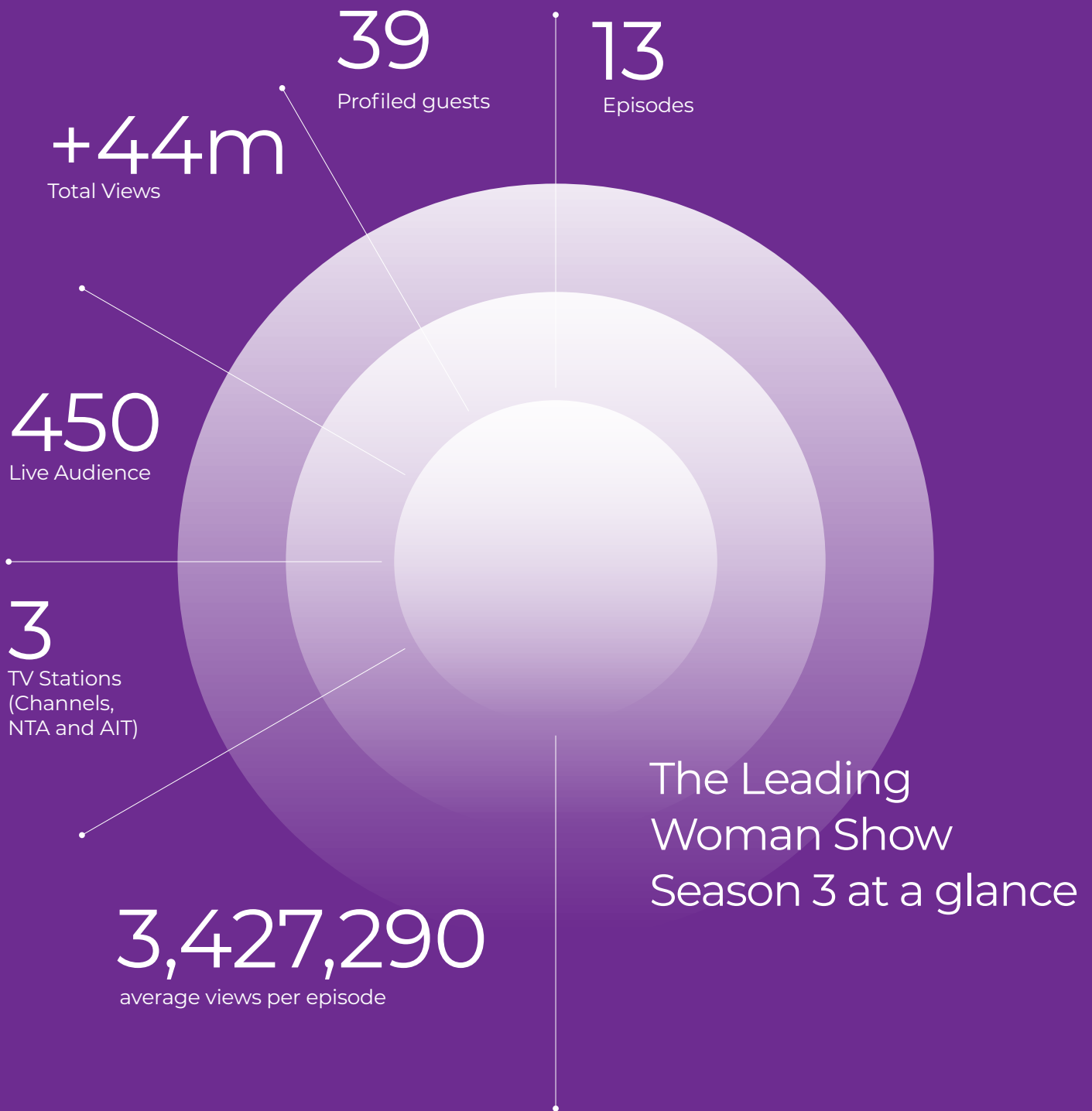
Before an internship at WILAN, Oluwaseun had taken courses but lacked hands-on workplace experience and confidence in operations. During her internship, she worked across HR, Operations, and Finance, supporting internal processes, documentation, and team coordination. She developed a more structured way of working, improved her technical confidence with tools like Excel and Google Workspace, and learned to think in systems rather than tasks. The experience shaped how she plans, communicates, tracks progress, and looks for efficiency in everyday work.

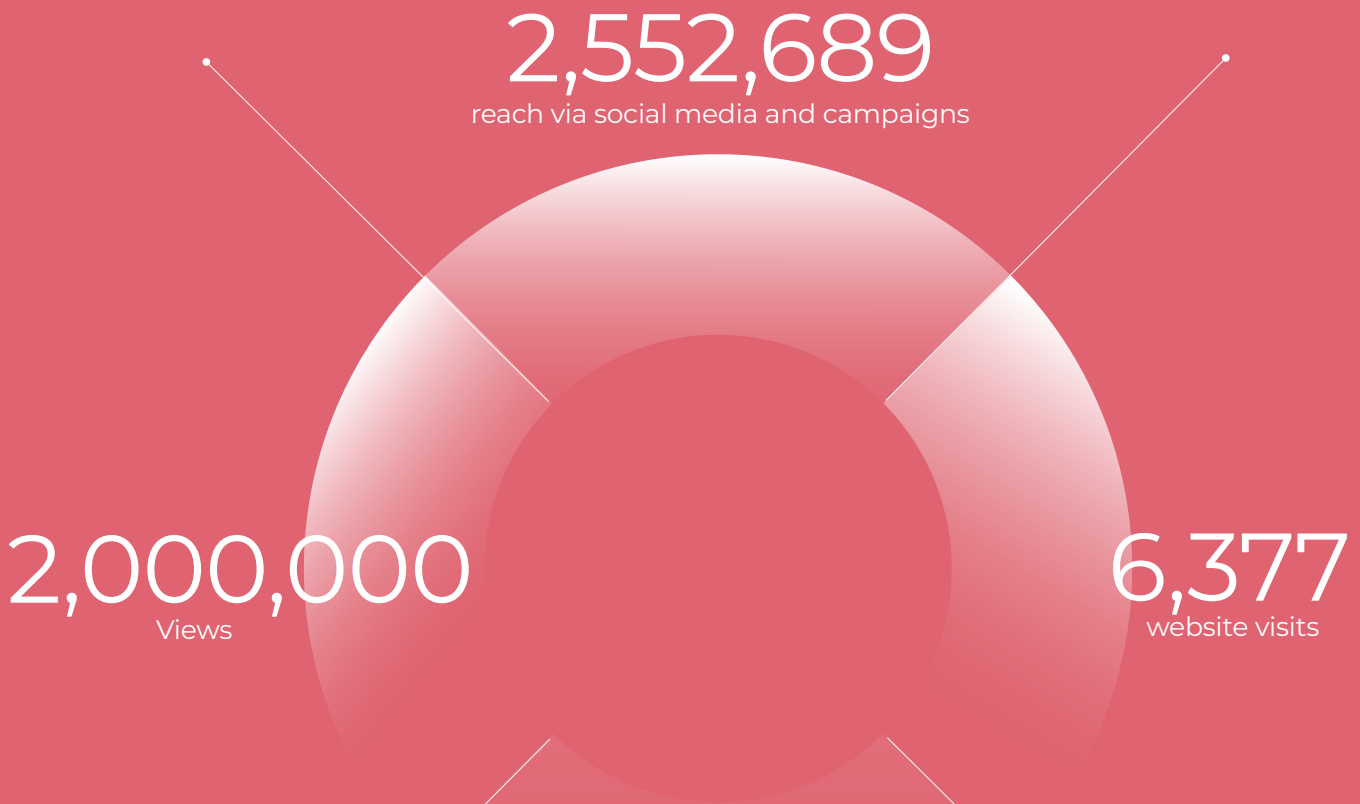


I am now more structured, intentional, and proactive in the way I work. I plan tasks, track progress more carefully, and communicate more clearly with team members.



Our Campaigns and Advocacy





MsRepresented 2025 in numbers



Our Partnerships

Strategic Partnerships

WomenLiftHealth, NED, Luminate, Gates Foundation and Ford Foundation

In 2025, WILAN secured new partners while also deepening relationships with existing ones. Both the Open Society Foundation and the Ford Foundation came on board as new partners and funders, supporting the expansion of our work and enabling the development of new initiatives. Their support has allowed us not only to extend some of our current programmes but also to explore new pathways for collaboration with partners already within our network.

This progress reflects the confidence that our partners place in WILAN's approach and the value they find in working with us. It also signals a growing recognition of our ability to deliver meaningful programmes, build trusted partnerships, and contribute to advancing women's leadership across sectors.



Women in Leadership Coalition



The Nigerian Women in Leadership (WiL) Coalition is an alliance of leading organisations — WILAN, WIMBIZ, WISCAR, and the Nigeria Governors' Forum — working together to accelerate the advancement of women in leadership across all sectors. The Coalition is committed to shaping policies, amplifying voices, and ensuring women are equitably represented in boardrooms, cabinets, and decision-making spaces.

The coalition has secured the commitment of both the Honourable Minister of Women Affairs, Imaan Suleiman, and the Honourable Minister of State for Labour and Employment, Nkeiruka Onyejeocha, to advance critical labour reforms and strengthen gender inclusion within Nigeria's governance and corporate systems. These engagements signal growing alignment between government stakeholders and civil society actors working to remove structural barriers that continue to limit women's full participation in economic and political life.

The coalition also participated in the Gender and Inclusion Summit 2025, where it called for accelerated progress across three priority areas that are essential to building a more equitable system. First, the coalition is advocating for the reform of labour policies that shape women's participation in the workforce. Central to this effort is the push for stronger family-friendly workplace policies, including the adoption of 16 weeks of paid maternity leave and 14 days of paid paternity leave for civil servants, listed companies and large businesses.

Second, the coalition is driving a corporate balance agenda aimed at increasing women's representation in decision-making roles within the private sector. This includes securing 35 per cent female representation on the boards and executive management teams of listed companies. Third, the coalition is advancing efforts to strengthen women's political representation by calling for 35 per cent representation of women in federal and state cabinet positions, reinforcing the principle that governance structures should reflect the diversity of the population they serve.

Together, these priorities form part of a broader effort to create institutional change across government, business and the labour system, ensuring that women are not only included in national development but are active participants in shaping it.



Communication Partnerships

In 2025, we partnered with Yiaga Africa, Leading Ladies Africa, Nile University and Harvard Alumni. One of the key outcomes was increased visibility and spur engagements with participants.



Media Features



Partnership with The Women in Healthcare Network (WIHCN)

As part of the WomenLift Health–WILAN engagement strategy, we partnered with the Women in Healthcare Network (WIHCN) for its 2nd Annual Conference in Lagos, Nigeria, themed “Rooted in Wellness, Rising with Purpose.” WIHCN is advancing the professional growth of women in Nigeria’s health sector through cross-generational networking, educational events, and structured mentorship. The conference convened over 500 women healthcare professionals across clinical practice, research, administration, and policy. It featured senior government and public-health leaders, including representatives of the Vice President, Federal Ministers, State Commissioners, and public-health advisors.





Our People

Governance

WILAN is governed by a Board of Trustees that provides strategic oversight, fiduciary accountability, and risk governance, supported by a management team with defined departmental leadership and clear decision rights. The Board meets quarterly to review organisational performance, program quality and safeguarding, financial stewardship, and priority risks, and to guide strategic direction and sustainability.

Governance is reinforced through documented roles, and structured management reporting to the Board. As WILAN expands into technology-enabled tools and digital platforms, we are strengthening data governance, privacy and security controls, and risk management to ensure integrity, safety, and accountability across all programmes and partnerships.

Governance in Practice (2025)



Board engagement

4 quarterly board meetings held with 75% attendance rate



Reporting

Quarterly review meetings.



Departments

- Operations and Finance
- Programmes
- Communications
- Monitoring
- Evaluation and Learning



Policies adopted/updated

- Staff manual document
- Employee wellness program document
- WILAN Code of Conduct policy
- Core values & Core competency document
- Learning&Development strategy & implementation document
- Internship Program Development plan



Education and Professional Development



In 2025, WILAN strengthened staff capability through a focused learning and development approach that combined internal knowledge sharing with external training. On average, each team member completed 48 hours of structured learning, with additional exposure through leading institutions including Harvard Kennedy School, Pan-African University, and Frankfurt School of Business and Management.

A core pillar of staff development was our Knowledge Sharing Sessions (KSS), where team members trained one another to improve work quality and expand our internal knowledge base. We delivered 15 Knowledge Sharing Sessions in 2025, covering themes such as business writing, strategic partnerships, performance and productivity, digital skills, emotional intelligence and communication, and professional identity. We also introduced specialised learning on personal finance and financial management, including financial literacy, money mindset, and mindful spending.

In 2025, we also began a deliberate culture of supporting the upcoming workforce by opening an internship pathway. We received 15 internship applications and engaged 7 interns for a three-month placement, providing structured exposure to real work, coaching, and practical learning that strengthened early career readiness.

Benefits



WILAN's employee benefits are designed to support well-being, performance, and retention. We maintain base pay above the national minimum wage, with a strong emphasis on timely and consistent salary payments, reflecting our commitment to fair compensation and financial stability for team members.

We also promote a healthy and enabling work environment through practical wellbeing support, including health insurance, a comfortable workspace and in-office nutrition support through the provision of fruits and light snacks to encourage healthier daily routines and sustain productivity. In the year under review, we recorded no staff exits, resulting in 100% employee retention.

Our Kindness DNA

In 2025, WILAN continued to embed kindness as an operating standard across our programming. We prioritised our UNICORN core values (Unconventional, Innovative, Collaborative, Organised, Represent, Novel, Savvy) in how we led teams, worked with partners, and engaged program participants, especially in spaces where women face high scrutiny and bias.

In practice, this showed up through consistent team support and a people-first approach to work. We institutionalise check-ins, encourage constructive feedback, and promote psychological safety. This culture helped sustain performance and stability across the year, strengthening collaboration and contributing to a positive employee experience.





Our Financials

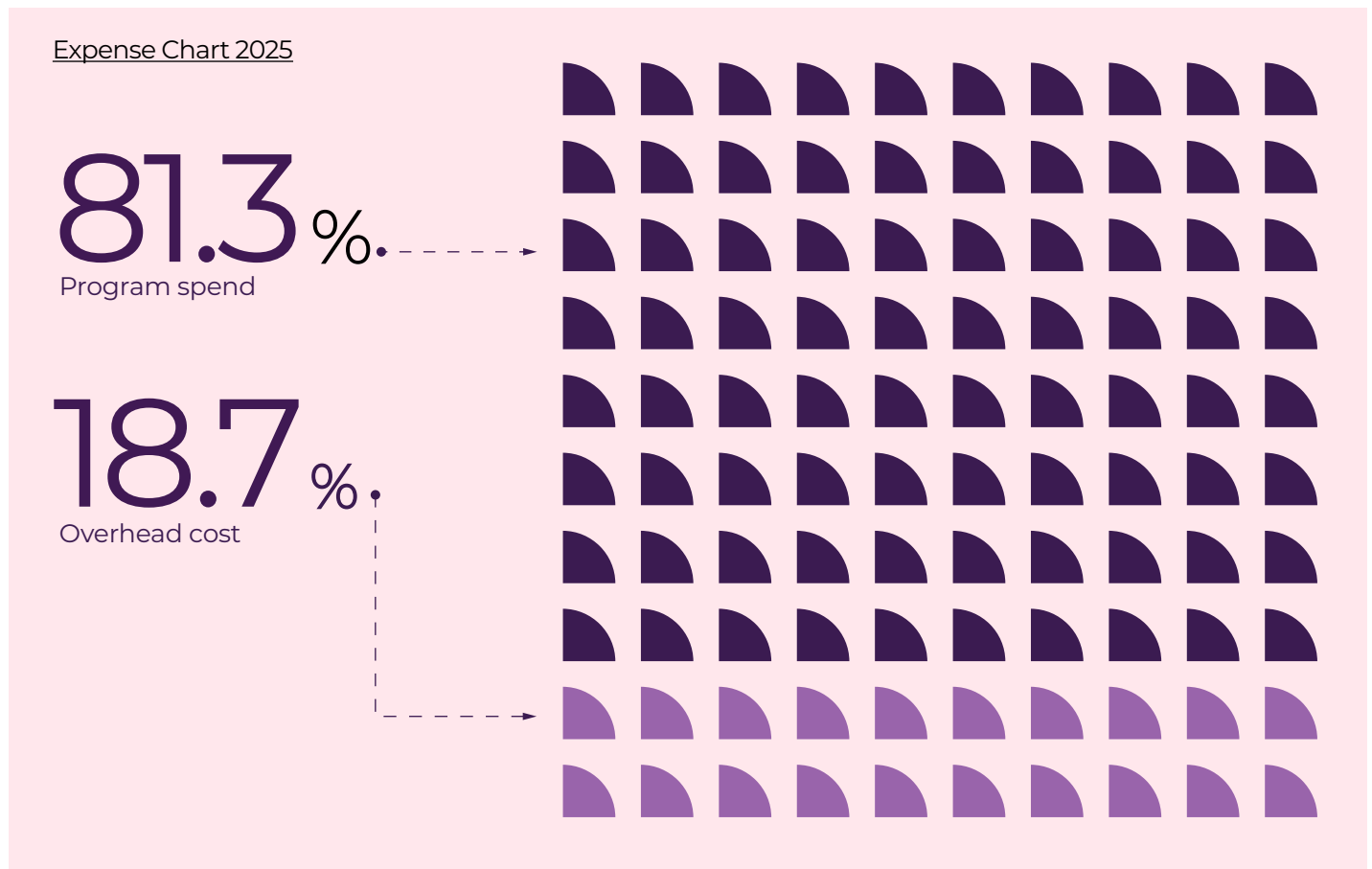
In 2025, WILAN directed funding towards program delivery and organisational sustainability, with spending aligned to strategic priorities across women's leadership trainings, perception change programming, and supporting the community of future female leaders. Total expenditure was distributed across six core areas: program delivery (81.3%) and overhead costs (18.7%). Our funding profile in 2025 reflected continued institutional support for WILAN's work. Grants accounted for 100% of total income.

Key funding partners in 2025 included

- **Gates Foundation**
- **Luminate**
- **OSF**
- **National Endowment for Democracy (NED)**
- **Ford Foundation**

These investments supported delivery across priority programmes and platforms, strengthened organisational capability, and enabled broader reach through media and digital engagement.

WILAN remains committed to financial transparency and responsible stewardship. We file statutory taxes when due and undergo an annual independent audit, with audits consistently returning a clean bill of health. We also maintain structured budget management and routine reporting to strengthen oversight, support decision making, and ensure resources translate into measurable outcomes for women and girls across sectors.



2025 was a pivotal year as WILAN turned seven, seven years of delivering impactful projects towards turning the needle on women's representation, perception change on people seeing women as leaders, and that women can also lead. Now, as we transition to 2026 on the back of a new strategic direction, our focus is on the 2028 North Star Goals: 5,000 women advanced, 100M people reached, 70% self funding.



Contact Us

📍 1619 Danmole Street, off Idejo,
Victoria Island Lagos

✉ communication@wilanglobal.org

☎ +2349162056000

🌐 wilanglobal.org

wilanglobal

