



Sixth Sense



IFC

Events Management

The Challenge

IFC Nigeria as a corporate organization have their charity of the year. Nevertheless the Managing Director wanted to do an additional CSR activity driven by an internal team which focused on Sickle Cell Anaemia.

The objective was to raise awareness, drive support to the Sickle Cell Foundation in Nigeria and raise funds and pledges.

How it worked

- We pulled together the logistics for a charity walk including establishing routes, clearances from local authorities and police, ensuring that along the route beverages et al were strategically located
- Established relationships with key partners including AFC, Tony Elumelu Foundation, ARM Properties, Custodian Insurance, Chicken Republic, Sickle Cell Foundation Nigeria
- Designed and produced merchandise, organised celebrity MC, designed event creatives and managed social media

The Result

- On the day of the event we had over 400 participants
- Adequate sponsorship was raised to cover food, beverage and transportation costs
- Awareness of sickle cell anemia was achieved across middle - upper class Nigerians
- We raised over N15million which covered event costs with enough left over to donate to the SCFN