



TheGreaterYOU®



SEEDS OF GREATNESS

2025 Impact Report

"Empowering Students. Transforming Education"

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OUR VISION & MISSION

VISION

A Nigeria where every child regardless of village, gender, or background can learn, dream, and thrive.

MISSION

To restore hope and expand educational access for underrepresented learners through school outreaches, mentorship, and community-driven support.

OUR APPROACH

1. Engage directly with grassroots schools and underserved communities.
2. Provide learning materials, motivation, and values-based empowerment.
3. Champion equitable education through storytelling and advocacy.

OUR ETHOS

“Greatness begins with belief and every child deserves that chance.” — Charity Anietie-Akanam

• 2025 AT A GLANCE

200+ learners inspired

2 communities impacted (Ikot
Osukpong, Uruk Ata Nsidung)

7 volunteers mobilised

30 dozens +
Exercised Books Distribute

88k YouTube Views

100+ Mentee

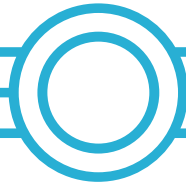
200+ pens & pencils
provided

Countless smiles & renewed hope

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FROM THE FOUNDER'S DESK



Dear Friends and Supporters,

Standing in the sandy compounds of Ikot Osukpong and Uruk Ata Nsidung this year, I felt a familiar stillness the same stillness I knew as a young girl sitting in a village classroom, dreaming quietly but fiercely. Returning home was more than an outreach; it was a full-circle moment. The very soil that witnessed my struggles is now witnessing my purpose.

I grew up in these same communities. I know the weight of walking into school with fading uniforms, borrowed textbooks, and heavy expectations. I know what it means to want more when life gives you very little. And I also know the power of small acts of hope the teacher who encouraged me, the scholarship that lifted me, the faith that carried me.

Seeds of Greatness was born from that story.

It is my promise to go back for those who are still where I once was. This year, as I watched over 200 children receive books, mentorship, and faith-filled encouragement, I was reminded again that our work is not about charity, it is about dignity, belief, and possibility. When one child realises they can rise, a generation begins to change.

SoG is more than a programme. It is a movement.

A call to rebuild confidence in every child who sits at the “back of the classroom” because of circumstances they did not choose. A reminder that greatness is not reserved for a few it is planted in all of us.

As we celebrate this year’s impact, I invite you to join us. *Partner with us. Advocate with us. Stand with us.* Together, we can build classrooms where hope is normal, where girls are safe and seen, and where every child regardless of background feels the freedom to dream again.

With God, faith, and education, greatness is possible.
Always.

Charity Anietie-Akanam

Founder, TheGreaterYOU®

Seeds of Greatness Initiative

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IMPACT HIGHLIGHTS - 2025



2

COMMUNITIES
ENGAGED

200+

LEARNERS
INSPIRED

7

VOLUNTEERS
MOBILISED

20,000

EXERCISE BOOKS
DISTRIBUTED

FAITH TABERNACLE CONGREGATION, URUK ATA NSIDUNG

Reaching primary and secondary school learners from the church community.

COMMUNITY VOICES

"The visit reminded us that our children matter too"

"when they talk about believing in ourselves, I felt I could become a teacher one day "



IKOT OSUKPONG NDOT COMMUNITY

SoG reached learners from public and private schools in the rural community.

IKOT OSUKPONG COMMUNITY OUTREACH - 2025



SoG reached learners from public and private schools in the rural community.

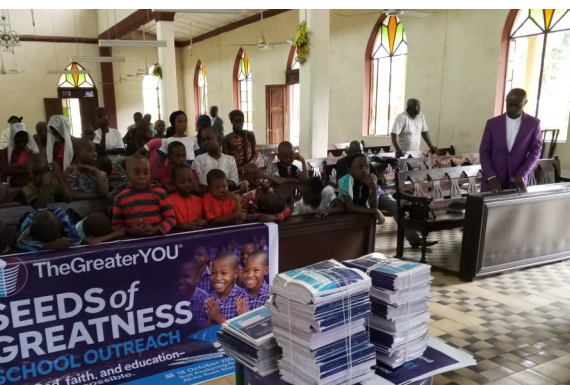


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FAITH TABERNACLE CONGREGATION, URUK ATA NSIDUNG COMMUNITY - 2025



Reaching primary and secondary school learners from the church community.



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STUDENT TESTIMONIALS

“ With the story of
Charity, I'm inspired
that I will be great in
life - SS3 student -
Ikot Osukpong ”

Our Bloomer



Our Bloomer

“ Seeds of Greatness
has empowered me
today to go back to
school
*Jss3 student - Ikot
Osukpong* ”

“ My parents will not
bother buying
books for me again,
as books are costly
*Jss1 student- Ikot
Osukpong* ”

Our Bloomer



STUDENT TESTIMONIALS

“As an SoG Champion, being part of this noble initiative will change children’s perspectives about life and make them believe that their background doesn’t define their future-”

Our SoG Champions



Our SoG Champions

“I pray that God will give the children wisdom to keep pushing until they get the results that will make their parents and society proud”

“I didn’t know anyone believed in our children until today - *Pastor, F.T.C Uruk Ata Nsidung*”



DIGITAL IMPACT

A growing online community continues to fuel our mission and amplify our message of faith, education, and hope.

2025 Digital Reach & Engagement



**TOTAL VIDEO VIEWS
(ALL PLATFORMS)**

4.8 MILLION+



**MENTORSHIP
ENQUIRIES**

2,000+



**SEEDS OF GREATNESS
VIDEO VIEWS**

3,200+



**YOUTH ENGAGEMENT GROWTH
SIGNIFICANT INCREASE ACROSS
INSTAGRAM & LINKEDIN**

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ADVOCACY & PARTNERSHIPS

Amplifying the call for equitable education through voice, visibility, and collaboration.

Education Advocacy

- 15+ thought-leadership posts on grassroots education, curriculum reform, and girls' empowerment
- Growing advocacy presence on LinkedIn & Medium
- Recognised as a rising voice in Nigeria–UK education development

Institutional & Professional Engagement

Contributing to global and national conversations on women's leadership, education, and equality through active membership in:

- British Federation of Women Graduates (BFWG)
- Graduate Women International (GWI)
- University Women of Europe (UWE)
- UN Women UK Member

These affiliations strengthen our policy influence and connect Seeds of Greatness to wider feminist education movements.

Media Visibility & Public Recognition

This year, Seeds of Greatness gained national visibility through coverage in four major Nigerian newspapers:

Campaign for Equitable Education

Through consistent advocacy across digital platforms and grassroots action, we champion:

Girls' education & safety
Dignity and equity in rural schools
Inclusive curriculum reform
Community-led education solutions
Support for teachers in low-resource settings

This campaign is shaping Seeds of Greatness into a voice for policy influence, not just outreach.



UK-based philanthropist
distributes
educational materials to
Akwa Ibom pupils



UK-based Nigerian Scholar
Launches Education
Outreach for Young Learners

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UK-based Philanthropist,
Charity Akanam
Empowers Students with
Educational Materials



UK-based philanthropist
distributes educational
materials to Akwa Ibom
pupils

LOOKING AHEAD TO 2026 & BEYOND

2026 is a pivotal year for SoG, we will deepen our work and step fully into our identity as an education-focused social enterprise with national reach.

1

Strengthening Our Model: From Outreach to Policy Influence

We will expand beyond giving materials to shaping conversations that influence how rural children learn, how teachers are supported, and how communities participate in education reform.

2

- Reach 500+ learners across Akwa Ibom and neighbouring communities
- Offer teacher micro-workshops
- Launch SoG Girls dignity & safety for girls
- Introduce our first Teacher Support Pack

3

Building a coalition of:

- education NGOs
- CSR-focused private organisations
- youth & women-led networks
- global education movements
- state-level child empowerment bodies

4

Launching the TGY Anthem & Creative Arts Programme

Our anthem will travel with us into classrooms, videos, and campaigns a unifying voice of dignity, belief, and greatness. This programme will also open doors for young Nigerian creatives.



FOUNDER'S FORWARD NOTE 2026

As I look toward 2026, I feel the same mix of fire and responsibility that I carried when we began. SoG under TGY has grown faster than I imagined from a simple outreach to a national conversation and now the real work begins.

Going home this year reminded me that change doesn't happen in one outreach. It happens when we stay, when we follow through, when we build structures that outlive us. 2026 is our year to deepen roots, not just plant seeds.

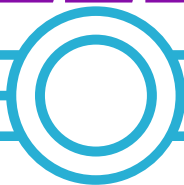
We will expand our reach, strengthen partnerships, and step more boldly into education advocacy, because rural children deserve more than inspiration; they deserve systems that work for them. My hope is that every stakeholder who reads this report sees a place for themselves in this story.

Thank you for standing with us. The journey continues and the best chapters are still ahead.

Charity Anietie-Akanam

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ACKNOWLEDGMENTS



Every step we took this year was built on the shoulders, hands, and hearts of people who believed in this mission long before the spotlight came.

To our SoG Champions

Thank you for showing up with energy, compassion, and humility. You carried books, arranged classrooms, encouraged children, captured moments, and made every outreach feel like family. Seeds of Greatness is stronger because of your service.

To our supporters & donors

Your generosity made it possible for us to reach children who needed a reminder that they matter. Every notebook, every pen, every smile you had a hand in it. Thank you for trusting our vision and sowing where you may never physically stand.

To the entire TGY community

From Akwa Ibom to our global supporters across the UK and beyond thank you. You shared our posts, prayed for us, volunteered your skills, and amplified our story. Together, we are proving that with faith, dignity, and education, greatness can be nurtured anywhere.

With deep gratitude,

TheGreaterYOU®

Seeds of Greatness Initiative

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www.thegreateryou.co.uk

Instagram: @thegreateryou

TikTok: TheGreaterYOU®

LinkedIn: TheGreaterYOU®

