

Report on the BWI activities till date (12th July, 2022)

Areas to focus in this report are:

Registrations

Activities

Funding

Marketing

Others

Registrations: The BWI has been fully registered in Nigeria with Certificate of incorporation number 172301. The documentations are with the directorate. It is available on request.

Activities: The BWI planned to launch her first outing with the young brain researchers awareness. The programme was to be conducted in Nigeria in collaboration with your partner 'Esprisa Foundation' lead by Dr Chinna Orish a notable female brain researcher domiciled in the University of Port Harcourt. Speakers for the webnair were supposed to be Prof Ihunwo (BWI: Founder); Mr Chaka Fattai (BWI Partner); & Dr Zeinab Kone: (BWI Director). The programme was shifted as a result of health challenge of a member of the speakers. Another date will be scheduled for the programme soon.

BWI received a request from Altitude Skills Academy South Africa for brain profiling. This was BWI's first request from a brain related organisation. I admit that, it was a challenging task. However, BWI was able to accomplish this task through her partner 'Chameleon Brain' (an organisation that specialises in brain profiling; who was happy to be our partner). Chameleon Brain entered into a gentleman's agreement with the founder; Engr. Jeremy Wills for fees reduction.

Below is the picture of the proprietor of the Altitude Skills Academy and BWI executive Director with the students that went through the brain profiling exercises.

BWI executive director was also invited to Saxonwold Primary school for a science fair. Part of the projects on display was on brain. The ED was privy to the teachers and some parents and brain related issues such as the name of brain in the South African languages, encouraging the learners to become neuroscientists were discussed. One of the pictures on display during the brain during the fair.





Funding: The BWI and one of her partners submitted some pitch documents for funding. The ED is preparing other funding hunt documents for organisations that fund brain related non-profit organisations such as ours. We are hoping for positive response while the drive continues.

We appeal to all directors to examine his or her contact for organisations that we could approach for fundings. Our pitch documents are ready for team members who will want to approach any organisation on a private or corporate arrangements on behalf of BWI.

We have successfully submitted our first pitch document to Dana foundation and we are awaiting response from them. The drive is still on.

We also received a request from a proposed partner o funding. We are yet to establish the proposal on the way forward.

So far, the founder is still funding some activities and organisation's administrative and logistic costs.

Marketing: I am pleased to report that BWI marketing strategies apart from word of mouth includes the media. BWI could be reached on the following media links:

Facebook: <https://web.facebook.com/brainwellnessinitiative001>

Our U-tube cite is as follows:

<https://www.youtube.com/channel/UCS3XIB623-dkWMPZ-4B7wIQ>

Our LinkedIn:

<https://www.linkedin.com/in/brain-wellness-initiative-23b06723a/>

Please like and follow us on all these links. Also invite others: friend and relatives to join the brain knowledge campaign through BWI.

Others: Since the word of mouth marketing on BWI activities, i have been receiving requests from the young researchers on the possibilities of grants and sponsorship. This is to remind us that African youths are interested in neuroscience and we are yet to make our inputs.

1. This is to announce that we have new request for partnerships and this will escalate our relationship to the Arab world while focusing on Africa.
2. We will reschedule our first outing as soon as possible and will send zoom links etc
3. Members are also invited to bring to the table any area/s of interest we can focus on especially the areas with funding and re-search opportunities.
4. BWI will embark on brain profiling activities for clients. We encourage all the directors to market our brain profiling activities for schools, brain-related organisations, civil services etc.

May I reiterate that We are all advised to direct the executive director to areas of interest (as a team member) for possible focus.

Thanks

Dr Mrs UB Amadi-Ihunwo