



ANNUAL REPORT

2023



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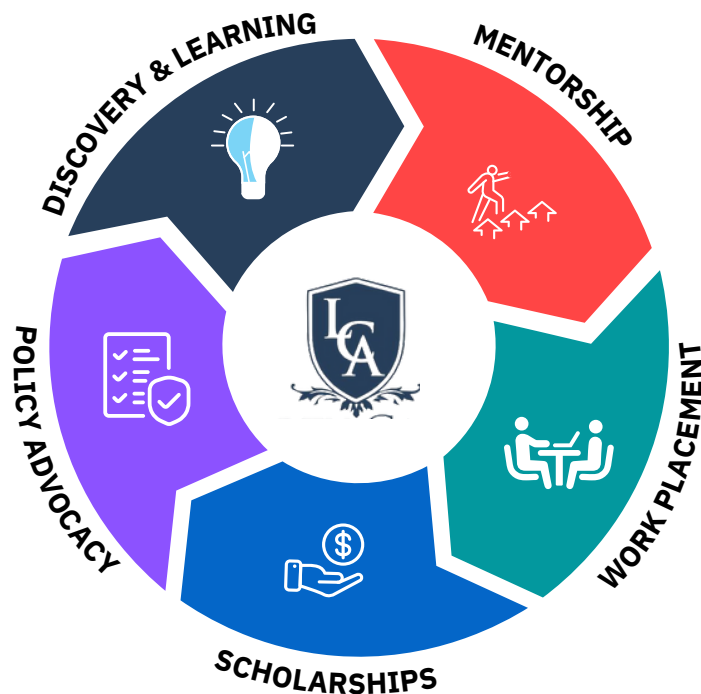
OUR MISSION

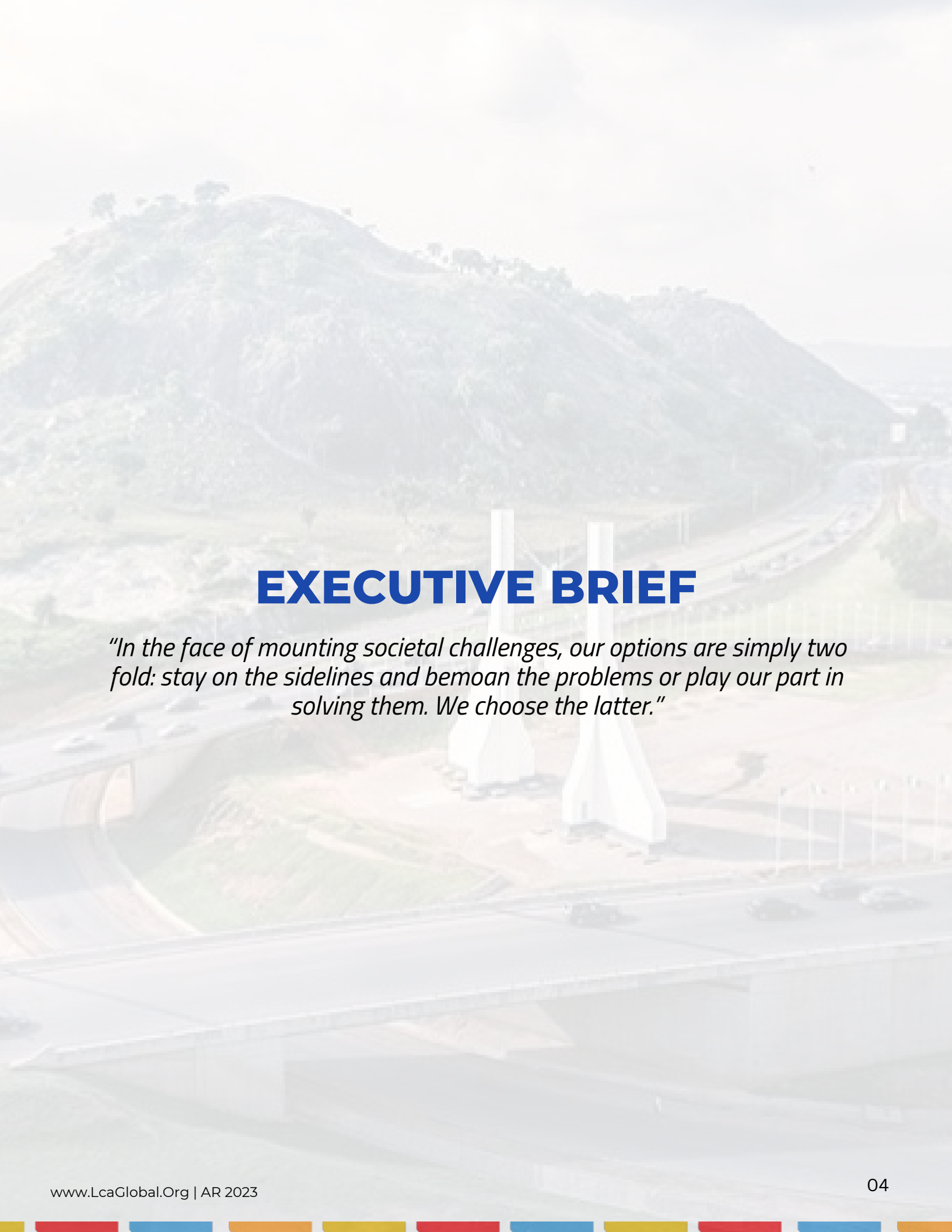
We support individuals in the discovery of their unique capabilities and equip them with the requisite knowledge and resources required to flourish in their careers.

Our mission is expressed through five pillars:

- **Discovery & Learning:** Trainings, bootcamps and conferences
- **Mentorship:** Multi-national mentorship hubs.
- **Work Placements:** Internships
- **Scholarships:** Tuition support
- **Research, Policy & Advocacy:** Research & public policy publications

THE LCA ECOSYSTEM





EXECUTIVE BRIEF

"In the face of mounting societal challenges, our options are simply two fold: stay on the sidelines and bemoan the problems or play our part in solving them. We choose the latter."

A MESSAGE FROM THE FOUNDER & PRESIDENT

“

I am pleased to present to you our annual report for the year 2023. Like many, the year presented us with opportunities to explore and challenges to overcome.

As a registered not-for-profit, we were not immune from the effects of geo-political and economic instability. Despite the challenges, LCA has not only persevered but thrived. As we worked through the year, one thing at the back of our minds was how to reach more young Africans who need clarity, guidance and resources in pursuing their dreams and career aspirations.

Throughout the year, we achieved substantial growth across various areas of operations. 2023 was the year we crossed the 2,000 mark in the number of individuals we have reached since inception. It was the year we doubled the participation rate at our bootcamp, achieved a huge leap in our mentorship program and grew our team. 2023 was also the year we launched our new brand identity and website with the formal public announcement happening in early 2024.

None of this would have been possible without the unwavering support of our dedicated team, generous donors, and collaborative partners. Your belief in our vision has propelled LCA to new heights, and we remain committed in our resolve to make a lasting difference. Despite these positive results, we understand that there are so many more individuals that need our support.

As you read through the pages of this report, I encourage you to take pride in the collective achievements we have accomplished together. If this is your first time engaging with our report, I encourage you to consider joining us. We have a variety of opportunities for you to do so.

Our collective effort could mean the lifeline that ensures someone finds their way through the maze called life and is able to pursue a thriving career.



”

Gbenga Rufai

Founder & President
Liberty Career Academy (LCA)

Continuous Impact

Inspiring Progress

2023 IN NUMBERS

289

↑ **83%**

The number of individuals reached through various programs in 2023. This is an 83% increase as compared to the previous year.

65 ↑ **135%**

Mentees matched to mentors in 2023 compared to 28 in 2022

224
↑ **73%**

Individual participants at training programs and conferences (CAS Bootcamp & Scholarship Summit) for 2023.

151

43% ↑

Participants at Scholarship Summit 2023.

73

Young Adults trained through CAS Bootcamp in 2023

59 ↑

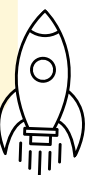
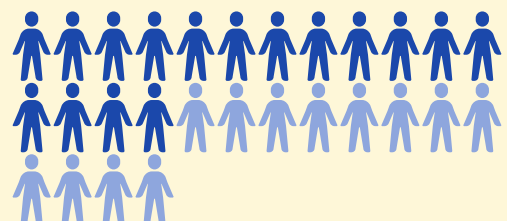
21 new volunteers joined the team in 2023 to bring the number of active volunteers to fifty-nine.

2057 ↑

Individuals reached through a variety of programs and interventions since inception.

162 ↑

Mentees have been matched to mentors between 2021-2023





PROGRAMS

"Joining the academy (LCA) brought me in contact with the right mentorship. People who understood my goals and helped me through my confusion. I was steadily reminded during the monthly meet-up with my mentor that despite being a woman, my dreams are valid and achievable".

Ms. E.E, LCA Program Alumni

LIBERTY MENTORSHIP HUB

Over the years, multiple studies have repeatedly pointed to the crucial role mentorship plays in career and professional development. As an organization, we recognize this need and continue to invest in providing a platform for young Africans to gain access to mentors irrespective of their location.

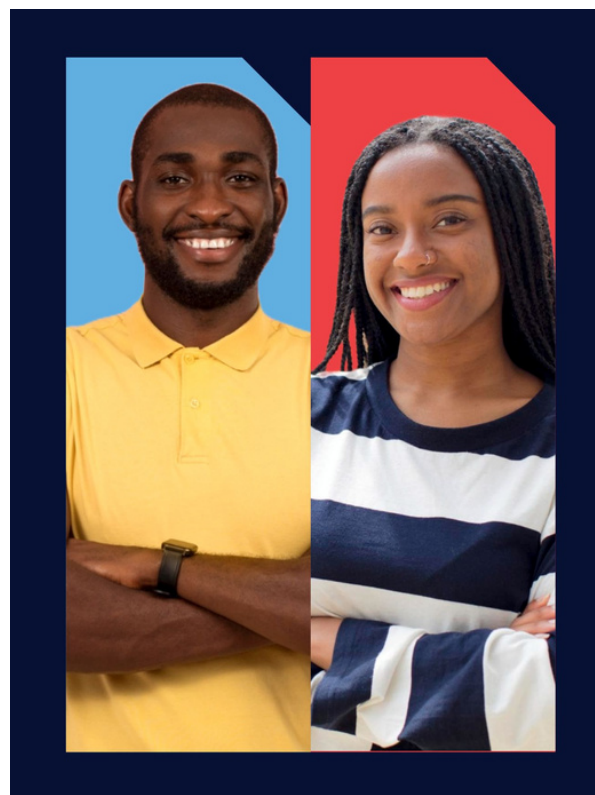
LCA's Liberty Mentorship Hub is a global community that connects young and budding professionals (mentees) with experienced professionals who serve as their mentors across different countries worldwide.

The mentorship program operates through personalized guidance and goal-oriented mentor-mentee relationships. Our commitment to empowering young people drives our dedication to fostering academic, professional, and career development. Since its inception, our expanding community of mentors and mentees spans seven countries and over 28 cities.

In 2023, we successfully onboarded six new mentors from South Africa, Nigeria, Canada and the United States, expanding our pool of experienced professionals dedicated to guiding and supporting hub members.

On the mentee front, we saw a dramatic growth in program uptake. 65 mentees were matched during the year to mentors which contributed to a cumulative count of 162 mentees since the inception of the program in 2020.

Total program participants since inception



The feedback and results from the growing program alumni consistently validate the value in having a mentor for goal setting, accountability and professional development.

Looking ahead to 2024, our strategic focus is to run two additional cohorts of the mentorship program, with the next stream set to launch in April 2024.

To deepen our mentor bench, we also plan to onboard more mentors. This expanded scope will enable us to reach more individuals, effectively addressing the growing demand for mentorship and guidance.

“Approximately 75% of leaders say mentoring played a key role in their success.”

—American Society for Training and Development

A TALE OF TWO MENTEES

I first learned about Liberty Mentorship Hub through a post on LinkedIn after which I applied. The news of being accepted into the mentorship program left me elated, as I anticipated an enriching experience.



Praise Agbetuyi-Tayo, Research Assistant, Molecular Biology, Covenant University, Ota, Nigeria.

My mentorship period was an unforgettable experience, as I was paired with a mentor who was very supportive all through the duration of the program.

Each session with my mentor was not only enlightening but also mind-shifting. Despite my mentor's busy schedule, he graciously committed to mentoring me. My mentor consistently expressed his belief in my abilities and his personal story inspired me and played a pivotal role in instilling in me the belief that even the most daunting challenges can be overcome with God and determination.

Throughout the mentorship, I achieved significant milestones, including the successful writing and publication of my first and second books. Additionally, I initiated a teenage outreach program where a group of friends and I visited neighborhoods in our community in Ogun State. We engaged with teenagers, discussing matters of purpose and the role of God in their lives.

I am still in communication with my mentor even after my program cohort ended and I hope to meet him and his wife in person soon.

First of all, I must confess that this mentorship program is one of the best things I came by over the last one year. After benefitting from the program I can't agree more with the saying that "if there is any shortcut to success in life, it is through mentorship".

I came across this program on Instagram and was motivated by the caption, "access to one-on-one mentorship" among others. I have seen programs that offer one-on-one mentorship, but they come at a cost while the LCA mentorship program is free and also offers more benefits.

During my first two meetings with my mentor, we worked to set three goals which were (1) Getting a scholarship for my studies abroad (2) Authoring a book (3) Get started in my tech career.

I am now a Product Manager and emerged as the second runner-up in an essay quiz with an admission from Iowa State University. These were goals that I didn't know how they would have been achieved or ignited without a mentor.



Ayomide Ajayi, Product Manager
Lagos, Nigeria

My overall experience was awesome and I appreciate LCA for this initiative. I wish more people could access this mentorship program. I have now become an ambassador of LCA, sharing the next cohort to those on my contact list. God bless you all.

FROM MENTEE TO MENTOR

- My Full Circle Journey

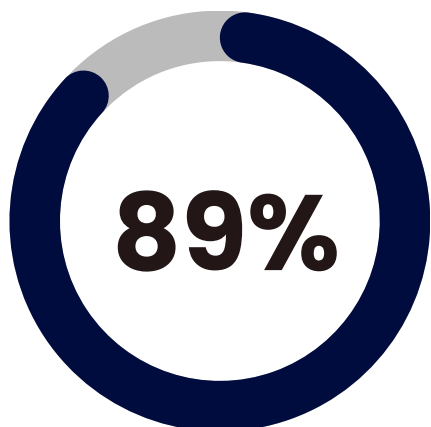
Dr. Osazuwa Ighodaro
Program Alumni & Volunteer Mentor,
Liberty Mentorship Hub

I joined the Liberty Mentorship Hub in 2021, fresh out of medical school, and having two mentors marked a pivotal moment in my LCA community journey.

The guidance of these mentors played a crucial role in reshaping my career trajectory, and steering me towards my current role. Initially uncertain about my medical specialization, I am now more focused on my goals, transitioning from a generalist to a specialist.

This shift prompted me to concentrate on my chosen specialty, acquiring the necessary certifications and skills to pursue my dream of becoming a consultant.

Around the time I joined the academy, I contemplated a move to England, and the support from LCA proved invaluable in enhancing my marketability in the Western world. While navigating this transition, I faced critical decisions, and having mentors to guide me was a blessing. Climbing the ladder and evolving into a mentor myself, gives me fulfillment as I am able to give back to a significant part of my journey.



Research shows that 89% of those who have been mentored will also go on to mentor others.

“The guidance of my mentors played a crucial role in reshaping my career trajectory, steering me towards my current role.”



Becoming a mentor is a significant milestone for me, driving me to improve while contributing to the LCA community. It also inspires me to remember that you can't give what you don't have, the mentorship program is truly an avenue for personal growth.

I recall my first mentee always asked many questions, motivating me to broaden my knowledge beyond medicine and engage in more research. On a practical note, it enhances one's resume, positioning you as a valuable asset for grooming new professionals in your organization.

My advice to mentees is to cherish and respect your relationship with your mentor. Don't hesitate to ask questions, as mentors serve as guides and everyone stands to gain from their valuable guidance.

LCA is the place to be!

CAREER & STEWARDSHIP (CAS) BOOTCAMP

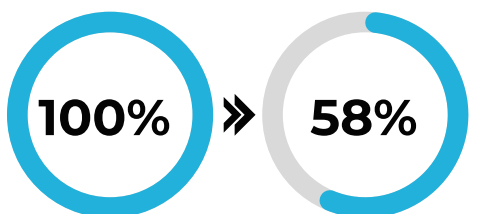
Raising the next generation of marketplace leaders

LCA's Career and Stewardship (CAS) Bootcamp is a free, intensive 3-day non-residential program designed to expose young adults to fundamental courses addressing gaps in various areas.

The bootcamp features interactive lectures from a panel of industry experts, entrepreneurs, and influential leaders who share their knowledge, insights, and empowering stories. Additionally, the program includes breakout sessions, group presentations, games, and giveaways.

In 2023, the interactive lectures centered around technology, financial intelligence, communication, mental wellness, career planning, and resilience. We achieved the highest attendance to date, with an impressive 73 participants, indicating a remarkable 192% increase over the 25 participants we had in 2022.

All respondents to the post-event survey expressed satisfaction with their bootcamp experience and indicated their interest in attending the next edition, as well as inviting others. The survey served as a valuable platform for collecting feedback to enhance the bootcamp experience for participants and identify additional areas of interest that they would like us to cover in future iterations.



Interested in attending again and inviting someone else.

CAS 2023 participants aged between 15 - 20



In 2024, we plan to host another expanded in-person edition and introduce the Alumni Association for CAS Bootcamp participants. This forward-thinking measure aims to provide a platform for networking, mentorship, and continued engagement, fostering a sense of community among past and future participants.

215

Program participants in seven editions



#MYCASXPERIENCE

I really enjoyed the fact that the experts came prepared to enlighten us. They were really friendly and the environment was calm and comfortable. I really learnt a lot in this experience as it helped me discover new and exciting things about myself. Thanks to this amazing get-together, I would really like to do this kind of thing again next year and I highly recommend parents to bring their kids to this boot camp as this could help in a major leap in their lives.

Adetolu A.
CAS Bootcamp 2023 Participant

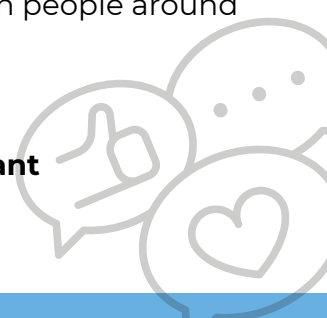
Can I say I have discovered my exact purpose now. #MyCASXperience has been an eye opener and a map to guide me on my journey to identifying my purpose. With lots of feasible and workable instructions, nuggets and all that I can live by to a purposeful and authentic life.

Aderemi
CAS Bootcamp 2023 Participant



I have never believed in myself that well, but the hours spent here has changed my mindset on the way I live and relate with people around me.

Divine A.
CAS Bootcamp 2023 Participant



LCA SCHOLARSHIP SUMMIT

Connecting learners to funding opportunities

The Scholarship Summit is a free annual conference that addresses the challenges young Africans encounter in securing funding for their education at the undergraduate and postgraduate levels.

This event brings together experts in scholarship applications, study-abroad consultants, academics, and scholarship recipients, fostering the exchange of knowledge and experiences among attendees. Since its inception in 2021, the Scholarship Summit has recorded success stories of participants securing scholarships in prestigious universities across the globe.

Over the years, participants and speakers have primarily been from Nigeria, with some interest noted from other African countries. In 2023, the conference garnered substantial interest in countries such as Ghana, Uganda, Ethiopia, and Kenya. The conference witnessed a substantial 44% increase in attendance, with a total of 151 participants, marking significant growth compared to the 105 participants in 2022.

Looking ahead to Scholarship Summit 2024, our focus is to provide targeted solutions for addressing education funding issues, build on our past successes, and enhance the overall conference experience. This strategic direction is particularly significant as we expand our reach into more African countries, fostering inclusivity and regional influence.



Liberty Career Academy, your 2021 scholarship summit was for only me. The materials from the summit were very helpful and I have always shared with many friends. I am grateful to all the speakers on that day.

– Caleb Onoja Akogwu

ANSO Scholarship Recipient (University of Chinese Academy of Sciences)



506

Participants since inception

151

Participants in 2023

RESEARCH, POLICY & ADVOCACY

LCA is committed to actively participating in impactful research, advocacy, and policy initiatives. Our dedication goes beyond individual empowerment, extending to the shaping of systemic change.

Through research, we actively produce insightful policy articles and briefs, known as LCA Policy Briefs, providing critical analyses of policy issues and offering recommendations to decision-makers.

In 2023, LCA's publication of a policy brief titled **'Tick Tock: Goal 4 of The SDGs and Nigeria's 20 million Out-of-School Children'** marked a

significant contribution to the discourse surrounding education and the Sustainable Development Goals..

While our prior publications continue to attract a wider readership online and serve as a reference for policy based conversations, our intention is to expand our reach.

Looking forward to 2024, we intend to expand into the areas of research with the aim of leveraging data driven insights in to increasing value to stakeholders.

Together, we can...

**REACH
MORE
PEOPLE**

**ATTEND OUR NEXT
VIRTUAL**

**OPEN
HOUSE**

To learn more about how you can be a part

<https://lcaglobal.org/get-involved/>





FINANCE & ADMINISTRATION

Great and enduring organizations share a common trait: the presence of exceptional leadership and responsible financial management.

OUT WITH THE OLD



After a decade with our old logo, LCA unveiled a fresh new look featuring a revamped logo and website. Our refreshed identity, characterized by bold and energetic designs, reflects both our rich heritage and exciting future.

These changes have been seamlessly incorporated into various assets, fostering a unified visual identity. The website's URL has been updated to www.LcaGlobal.org (formerly www.LibertyHouse.com.ng), symbolizing our organizational evolution and ensuring a seamless online experience for our audience.

Our refreshed identity stands as a testament to our commitment to staying relevant in an ever-evolving world.

IN WITH THE BOLD



The brand revamp is not merely a visual overhaul but a strategic effort to enhance our brand equity and effectively communicate our mission to a wider audience. success of our organization.

We anticipate that these changes will positively impact our engagement with stakeholders and contribute to the continued success of our organization.

While our logo and website evolve, LCA's vision and mission remain unwavering. We are committed to empowering individuals to discover their unique abilities, providing them with the necessary skills, and guiding them in applying these talents to their careers and businesses.

TEAM UPDATE

LCA is primarily driven by volunteers – skilled professionals who generously contribute their time and resources to advance our mission. In 2023, we experienced a remarkable 55% growth in our volunteer base, welcoming 21 new members and reaching a total of 59 dedicated volunteers.

We are deeply grateful for the commitment of our volunteers, strategically positioned across five countries and over twenty cities. Their unwavering support and dedication have significantly contributed to LCA's accomplishments.

Furthermore, as part of our ongoing efforts to enhance operational efficiency, we made a strategic hire in October for the position of Programs and Administrative Officer.



This decision has proven highly effective, enabling us to achieve more in a shorter timeframe and ensuring the seamless day-to-day running of LCA's operations.

Looking ahead to 2024, our focus remains on expanding our volunteer base and increasing their involvement in various aspects of the organization. This expansion will not only strengthen our manpower but also extend LCA's reach in terms of program delivery.

FINANCIAL REPORT

Over the course of the fiscal years 2022 and 2023, LCA experienced a remarkable surge in financial strength, marked by a substantial 173% growth in total income. While in 2022, our annual revenue inclusive of the surplus from the prior year stood at N1,426,930.0, it increased to N3,905,599.9 in 2023. This growth is a testament to the dedication of our leadership team, the generosity of our donors, and the prudent financial management that has been the hallmark of our organization.

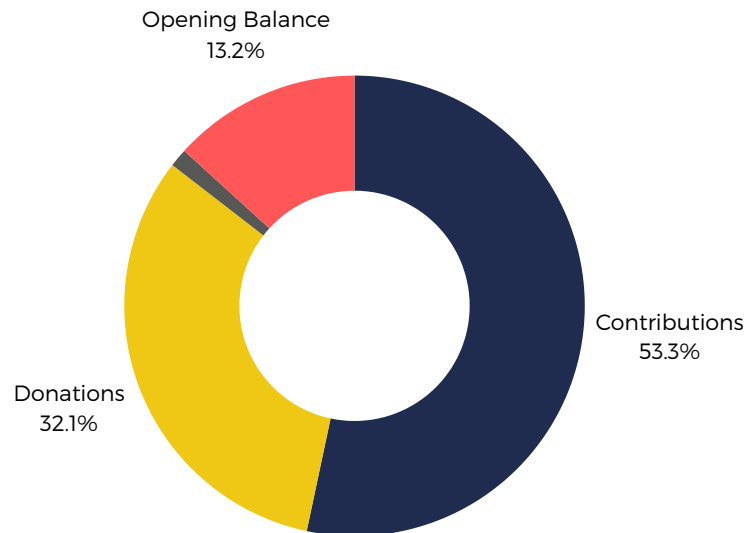
The primary pillars of our revenue continue to be internal contributions from our faculty (53.3%), donations (32.1%), and the prudent utilization of the surplus brought forward from the previous year (13.2%).

In terms of our expenses, we recorded a 263% increase in total expenditures up from N909,515.0 in 2022 to N3,302,511.87 in 2023. This noteworthy expansion underscores our commitment to advancing our mission and fortifying our impact within the community. This is visible in how we significantly increased our reach in 2023 compared to 2022 while still maintaining a cost per reach of N10,133.87.

Across both fiscal years, the two primary categories of expenditure remained – programs and administration. In 2023, the program category still commanded the lion's share with 88.7% (N2,928,688.60) of total expenses. Furthermore, our commitment to research and policy was reflected in 2023, where expenses in this category accounted for 1.5% of total expenditure (N50,000.00), showcasing our dedication to informed decision-making.

Our focus for 2024 is to grow and diversify our revenue sources while also ensuring strong fiscal responsibility in channeling the funds to reach more of our target audiences.

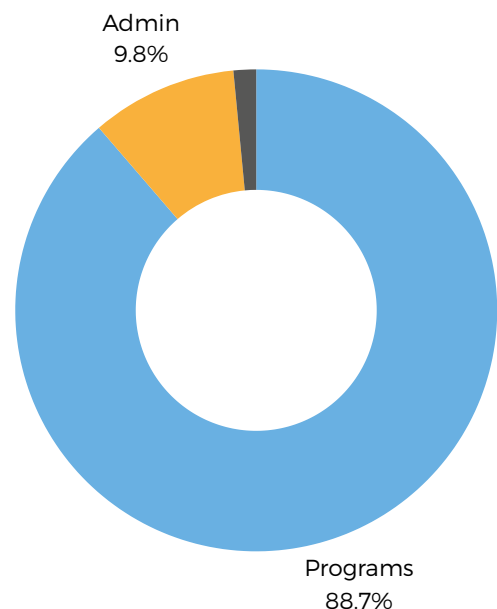
Revenue



Total Revenue: N3, 905, 599.9

- Opening Balance: N517,369.7
- Contributions: N2,082,895.1
- Donations: N1,255,335
- Partnerships: N50,000

Expenditure



Total Operating Expense: N3,302,511.87

- Programs: N2,928,688.6
- Research & Publications: N50,000
- Administration: N323,823.27

THANK YOU

MERCI NAGODE IMELA ADUPE GRACIAS ASANTENI

All LCA Program Volunteers
All LCA Research & Policy Associates
All Volunteer Mentors for Liberty Mentorship Hub

Partner/Donor Organizations

Kingdom Support Initiatives
Human Development Initiatives
WIN Education Nigeria
JETA Travel Services
Scholarship IQ
Astute Immigration
Barry Winston & Co.
Bora Media
Pineview Solutions

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CONNECT



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www.lcaglobal.org/get-involved

SUPPORT

