Back to School Film Campaign

HANDBOOK
OUR MISSION

Back to School Film Campaign is a Video Advocacy Group that raise awareness, collect data, host campaigns on United Nations Millennium Development Goals across Africa. We use films, photography and documentaries to present reports on the milestones and challenges slowing down the accomplishment of the eight set goals.

We raise funds to sponsor millions of challenged African children Back to School

Our major points of actions are

- Achieving Universal Basic Education
- Girl Child Education
- Gender Equality
- Climate Change Adaptation Strategies
- Conflict Resolutions

We promote Public Engagement, we engage in Data collection, we mobilize campaigns, we entertain with photos and video, and we change the world for better
EXECUTIVE DIRECTOR’S MESSAGE

“Back to School Film Campaign has in just one year, used digital media to collect and transmit Data through Advocacy to both Local and International Policy Makers; this has helped in decision making and response, including the post 2015 Framework of the UN.”

Comr. Ugwuja George Odinakachi-EXECUTIVE DIRECTOR OF BSFC
SO FAR..

WE HAVE WORKED WITH MORE THAN 1500 VOLUNTEERS IN SIX AFRICAN COUNTRIES; PRODUCED WIDELY-USED TRAINING/ADVOCACY MATERIALS AND TOOLS, SUPPORTED THE INCLUSION OF VIDEO/PHOTOS IN CAMPAIGNS TO INCREASE VISIBILITY AND IMPACT IN AFRICA.

Back to School Film Campaign believes in Data collection; better data and statistics will help governments track progress, they can also strengthen accountability. This is not just about governments. International agencies and private sectors also use our Data. This is a true data revolution which will draw on existing and new sources of data to fully integrate statistics into decision making, promote open access to, and use of digital data and ensure increased support for statistical systems. **Our Advocacy is Evidence Based;** they are photos and videos you can see.
By bringing often unseen images and seldom heard stories to the attention of key decision makers, the media, and the public, Back to School Film Campaign is catalyzing grassroots Advocacy, and lasting change. Our unique contribution is to serve as a frontline resource for training, Campaigns and global focal point on best practices in using human rights videos and photos.

We have secured basic rights to education, employment, housing and health care.
We have improved the lives of children, women, the disabled, indigenous people, workers and minorities.

Our campaigns have empowered individuals and their communities to secure and protect their rights.
They have shown us where governments and non-state actors have failed to meet legally binding obligations.

And they have engaged millions of ordinary citizens in the struggles for human rights taking place every day all around us.

One year after our founding, empowering ordinary people with the right tools to tell their stories and create change remains the reason behind the work. As we usher in a new era of technology, Back to School Film Campaign remains committed to expanding our reach to the hundreds of thousands of Africans and human rights defenders who are turning to video to effect social change.
In this section of the report, we highlight some of our critical campaign partnerships

From March 2012, we partnered with International Youth Rights worldwide to conduct research on the factors slowing down the achievement of Universal Primary Education
We also conducted a research on girl child education after which a film was developed and shot by Back to School Film Campaign in Nigeria
In September 2012, Back to School Film Campaign crew researched on the effects of civil strife in achieving Universal primary education in Nigeria. After that, a short film was shot under sponsorship of National Orientation Agency Nigeria.
November 2012, Back to School Film Campaign Volunteers conducted research on the causes of children Hawkers and the percentage of displaced children in Maraba Area of Abuja, after that, a documentary was produced, summarising the challenges discovered to be the cause; this was widely circulated amongst Government and UN agencies Africa wide.
October 2012, Back to School Film Campaign started a research on the use of Digital Media for learning. Research was narrowed down to production of Video Tutorials for Jamb candidates as there is no formal learning environment for youths preparing for their jamb exams.

This gained the attention of Global Educators for all Initiative which collaborated with us. This project is still at production stage.

As a test, a documentary on the teachings of Dr Rapheal Oko was produced and hosted in Youtube. Back to School Film Campaign used social networking tools to circulate this documentary and we recorded great response from youths all over the world.
May 2013, Back to school film campaign crew were consulted by the office of the senior special assistant to the president on MDGs to conduct a field work on the projects commissioned and implemented using the Conditional grant scheme.
Ugwuja George (Founder BSFC), Field trip crew and MDG focal person Delta State, during the field trip/Data Collection.

During the field trip, over 180 project sites were visited; interviews were conducted on the beneficiaries to determine the impact of the community development project on their lives and in achieving the universal basic education.

A video documentary, Data report and photo books are presently in post production stage.
VIDEO FOR CHANGE: TOOLKIT

In April 2012, Back to School Film Campaign launched the online Video for Change Toolkit, a free, interactive, step-by-step training resource that can help a citizen or Community development organizations learn how to use video effectively as a documentation or storytelling tool. It guides users from initial concept to fully formed plan with defined goals, measurable objectives, a targeted audience, and key messages. Translations of the Toolkit will soon be available in Arabic and French and is made available on demand. With the Toolkit, Back to School Film Campaign shares techniques developed from expertise of video advocacy experience, empowering organizations to safely document events and tell stories that will be seen and heard by the right people, in the right place, at the right time.
Back to School Film Campaign serves as a key node for best practices in an emerging global network around Advocacy video and data collection. To strengthen our network of Data collectors and advocates and citizens using video for change, Back to School Film Campaign held strategic convening to share, test, and enhance its best practices for video advocacy, and to build better mechanisms to learn from other groups working in the same field. In December 2012 Back to School Film Campaign received support from Georgeostories to organize a first-ever convening of Video for Change trainers in Junior Secondary School, Jikwoyi Abuja, University of Nigeria Nsukka Stadium Enugu State. Both in Nigeria. The five-day retreat brought together 10 experts from 10 organizations to strengthen collaborations, share knowledge, and pool resources. The majority of participants spent an additional four days creating how to guides and other resources in order to address gaps identified at the convening.
As part of our rapid response to lack of evidence in advocacy works in Nigeria we have been conducting trainings and sensitizations through the use of social media and discussion classes to educated Advocates on the need for accurate data and video/photo proofs of conditions of citizens before escalating to the United Nations or policy makers worldwide.

Since then, the program has continued to grow with more in-depth engagement. For example, to help address the documenting need for the milestones and challenges slowing down the accomplishment of Un MDGs across Africa, Back to School Film Campaign has been sharing best practices guides, including tips on preparation, documenting injuries, filming for evidence and media, filming in teams, conducting interviews, and sharing and uploading footage. Out of the results of our trainings and sensitizations, Videos and footages on this regards has been circulating from benefiting advocates in Nigeria, Somalia, Libya, Tanzania, Ghana etc.
CHANGING THE USE OF VIDEO/PHOTO IN AFRICA

The potential presence of a camera in every concerned person’s hand creates powerful opportunities for every youth/citizen to inform and engage communities by creating quality content that complements traditional media. But challenges have emerged around the following issues:

- How to highlight less visible stories and struggle into real change
- How to authenticate content and turn visual evidence into real change
- How to determine veracity with increasing volumes of content
- How to address the public square role of Facebook and YouTube
- Anonymity, privacy and retribution
- Acceptability of Media Data in decision making

Online platforms and information can yield chaos. In order to be seen and heard above the volume of digital content, change advocates need effective targeting and distribution strategies like the ones we are developing for this one year.

Technology in the wrong hands can be lethal. With more people turning to video and technology to create social change, oppressive governments are increasing censorship of media – from blocking websites and imprisoning bloggers to threatening and killing human rights activists. Incidents like these highlight how the use of video requires proper strategizing as well as tools, training, skills, and networks – all of which most advocates need help acquiring. That is what makes the Back to School Film Campaign work Important. We provide the guild, we lead the process.
OUR FUTURE....

Picture and Video evidence for Advocacy....

Creating a new landscape where any concerned citizen with a camera can document Citizens Challenges, Government interventions, Milestones and Testimonies, share the evidence, and help catalyze grassroots movements for change.

Back to School Film Campaign is working to establish an ecosystem that supports the safe, effective, and ethical use of human rights videos/photos using optimized platforms, tools, and standards. Countless Africans need the skills, resources, and expertise we have nurtured over a year of exposing community development situations. To achieve this requires real collaboration and partnership with Allies – both old and new – in business, technology, media, government, and academia, as well as with the new generation of users of these tools in Africa.

Early this year (2013) Back to School Film Campaign entered a scoping phase to engage with these sectors and understand what they see as key challenges and opportunities. Video interviews are being conducted to determine Current Challenges, achievements and opportunities using the MDG goals as the basic development standard.

MEDIA DATABASE

Back to School Film Campaign launched a project to ensure long-term preservation and expand access to our collection of Community development Videos/photos. Still seeking partnership with both private and government organizations; we are ensuring that valuable audiovisual documentation — from raw footage filmed by our Field trip crew, partners, and volunteers to digital masters of advocacy videos — is available for research and academic use. Footage from several collections is available in our Database and is made available at request.
OUR STAFF

Our team is comprised of some incredibly talented people. Actors, musicians, writers, filmmakers, Photographers, Cinematographers, Community Development experts, Youth Volunteers, Students etc. we all share a strong common bond: we are seriously passionate about Community Development. We’re a group of advocates dedicated to making a difference in Africa by using the power of Videos and Photos.

Ugwuja George.O
Program Coordinator

Chigozie Maduakor
Outreach Manager

Eke Jeffery
External Relations

Kinsley Uzoh
Head, Training

Winnie Samuel
Youth Coordinator

Amarachi Ihedioha
Creative Advocacy

Chinonye Okwunjo
Finance
Back to School Film Campaign’ Board of Directors includes leaders in the fields of media, technology, Religious Organizations and Human rights. Their leadership, guidance and support enable Back to School Film Campaign to deepen its impact around Africa. Through regular meetings, special events and frequent communications, our board members contribute their expertise and generosity to Back to School Film Campaign Mission.

AMOBI CHUKWUEMEKA, DAMIAN CHIBUIKE, NNAEMEKA THANKGOD, UGWUJA GEORGE ODINAKACHI, IFEOMA OSONDU

FUNDING

Back to School Film Campaign unlike any other organizations has two phases of funding and project executions. The first phase of funding comes from the Board, international partners, philanthropists, anonymous donors and funds under this category is used for the projects listed below:

- Support improvement of quality of teaching
- Provision of School Transport system for children in remote villages
- Discovering and reengaging out of school children from poor families
- Discovering children talents at early stages of their developments
- Baseline studies to identify sites and set benchmarks and milestones
- Renovate/construct inspirational learning spaces
- Promote youth/adult literacy, numeracy and life skills
- Establish sports facilities for children and youth
- Promote inter school competitions
- Organize exchange visits for teachers and Community Education Committees (CECs)
- Capacity development of Ministry of Education and education institutions
- Provide basic office equipment to Ministry of Education (MoE)
- Provide school supplies to benefit children, youths and adults
- Construction and rehabilitation of water and sanitation facilities
- Supply teaching/reading materials on cross-cutting issues
- Promote extra-curricular activities and provide required materials
- Identify needs and implement capacity development of CECs
• Assist MoE/CECs to identify and train adult education teachers
• Reproduce and distribute functional adult literacy classes
• Support and strengthen teacher mentoring on cross-cutting issues
• Support establishment of Parents-Teachers Associations (PTAs)
• Creating mechanisms for sustaining upgrades

The second phase is self Funding; this is a sustainability principle initiated by Back to School Film Campaign to raise fund for field trips, research, documentary productions, photo shoots.

This funding is carried out through revenues generated from mostly government agencies and organizations consulting Back to School Film Campaign crew for field works, documentary productions, photo shoots and data collection. These organizations includes

- National Orientation Agency
- Office of the senior special assistant to the president of MDGs
- Millennium Development Ambassadors council
- Global Educators for all Initiatives
- International Youth Rights

**SUSTAINABILITY PRINCIPLE**

Through the Leasing of our production equipments, rendering of expert service in digital media, solicited field trips and data collections, Back to School Film Campaign raise funds within the organizations to maintain its activities and fund self oriented projects. Funds and sponsorships realized from external donors are fully used to implement projects of which mostly does not have re-curing costs.
### Financial Chat

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<tr>
<th>SOURCE</th>
<th>PERIOD</th>
<th>PROJECT</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>SELF RAISED</td>
<td>April-August 2013</td>
<td>Short Film on Child Rights funded by IYR</td>
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<td></td>
<td>Oct-Nov 2012</td>
<td>TV Series on Conflict Resolution funded by National Orientation agency</td>
<td>N1.5 Million</td>
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<td></td>
<td>December 2012</td>
<td>Millennium Development Ambassadors’ General Assembly Documentary</td>
<td>N200,000</td>
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<td></td>
<td>April 2013</td>
<td>Photo shoot/Filed trip to 180 project sites of OSSAP-MDG CGS-project</td>
<td>N1.2 Million</td>
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<tr>
<td></td>
<td>May 2013</td>
<td>OSSAP MDG Success story Video Documentary</td>
<td>N1.5 Million</td>
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CONTACT

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