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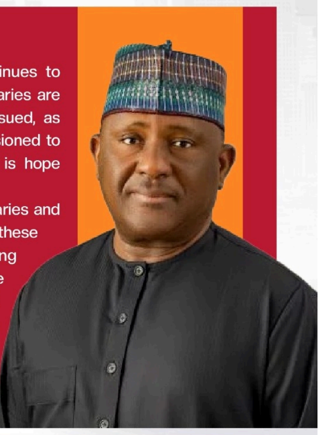
NEWSLETTER
Q3 EDITION 2025

abdul samad rabiu initiative
ASR AFRICA
AFRICA FUND FOR SOCIAL DEVELOPMENT & RENEWAL

CHAIRMAN'S BRIEF



Within the first half of 2025, ASR Africa continues to consistently deliver on its promises. Our beneficiaries are beginning to enjoy the benefits of the grants issued, as projects are completed and facilities are commissioned to full functionality from day one. A promise kept is hope fulfilled.

We are pleased to fulfil the hopes of our beneficiaries and communities in Nigeria and all over Africa. With these successfully delivered projects and the amazing feedback from our grantees and partners we are encouraged to do more. Within the coming months we commission more projects. We are just getting started.

Abdul Samad Rabiu CFR, CON
Chairman ASR Africa

FROM THE MD/CEO'S DESK

We are pleased to share the 3rd Quarter Edition of the ASR Africa Spotlight Newsletter. In this edition, we highlight the latest updates on our projects, partnerships, and initiatives that are making a meaningful impact on communities.

From empowering youth and women to building potential partnerships that promote mental health, and philanthropic endeavors across Africa.

ASR Africa is committed to driving positive change by providing sustainable developments for the well-being of Africans.

Dr Ubon Udoh
MD/CEO ASR Africa

The Impact of the ASR Africa Mentorship Program: The Journey So Far:

The ASR Africa Mentorship Program continues to make a lasting impact and strengthen its presence across institutions such as Al-Qalam University, Katsina State; the Federal College of Education (Technical), Gusau; the University of Zambia, Lusaka; Babcock University, Ogun State and the University of Assane Seck, Ziguinchor, Senegal.

The program is designed for women in tertiary institutions to gain valuable guidance and support for personal development, professional growth and academic excellence through the mentorship of experienced professionals.

In this edition of our newsletter, we let the voices of our mentees take centre stage. Their testimonials reflect the skills, lessons and growth they have gained through their participation in the mentorship program.

WELCOME TO THE
ASR Africa Mentor Meet-Up
FEDERAL COLLEGE OF EDUCATION (TECHNICAL) GUSAU EDITION
ASR AFRICA RENCONTRE AVEC LES MENTORS

WELCOME TO THE
ASR AFRICA MENTOR MEET-UP
CLOSEOUT (AWARD)
CONVOCATION CEREMONIES
BABCOCK UNIVERSITY

Mentees' Testimonials

★★★★★ **Favour Bitrus,**
Alumni, Federal College of Education (Technical), Gusau

"I am a graduate of the Federal College of Education (Technical), Gusau, where I studied Biology Computer. I am currently teaching Basic Science and Biology at Graceland International School, Gusau. Based on what I was mentored on during the program, I have applied these lessons to my teaching. I now plan my lessons more effectively and teach my students how to set career goals. I appreciate our father, the philanthropist Alhaji Abdul Samad Rabiu, for his great contribution to us. In the next five years, I want to be a speaker, encouraging people who don't have a voice."

Jamila Lawal, ★★★★★
Alumni, Federal College of Education (Technical), Gusau

"When I was a student, I was afraid of confronting my challenges. I had learned many entrepreneurial skills but I didn't know how to multitask. I had to focus only on my studies and leave the rest. But during the ASR Africa mentorship meet-up, we had mentors who taught us how to be focused, insightful and resourceful with our time."

★★★★★ **Maryam Muhammed Sani,**
Alumni, Al-Qalam University, Katsina

"The ASR Africa Initiative has been very impactful and I am very grateful for all I've learned. I gained knowledge on how to start a business, discovered more about myself, and was motivated to do better and express myself more. I also learned how essential time management is and I love that I've been able to harness that power to use my time wisely and achieve better results."

★★★★★ **Liya Ng'andwe,**
Alumni, University of Zambia, Lusaka

"I would like to appreciate the effort put into the ASR Africa Mentorship Program, and I pray that it never ends because if I needed it, then several other girls across Africa need it even more. I am eagerly waiting to learn more."

Thandiwe Phiri ★★★★★
Alumni, University of Zambia, Lusaka

I just want to thank you for giving us this amazing opportunity to be mentored by great individuals. This is a rare privilege, and I will ensure I use what I have learned to add value to myself and my community."

Khadija Jibril ★★★★★
Alumni, Al-Qalam University, Katsina

"ASR Africa has undoubtedly made me feel empowered, valued, and believed in. The mentorship program gave me a deeper understanding of career planning. Mrs. Didi's guidance was invaluable; Mr. Nakama's insights on time management and Mr. Ayo's expertise on financial literacy were equally beneficial. Through this program, I realized that my vision had been blurred, but the key takeaways from each session gradually brought back clarity. I was also inspired by my fellow mentees, who actively participated in discussions, asked insightful questions, and remained dedicated to the program despite the challenges of their final year studies.

ASR Africa has taught me the importance of giving back to my community. It instilled in me the belief that hope endures even in difficult times, and I am determined to make a positive impact on others. I sincerely thank Alhaji Abdul Samad Rabiu for this life-changing initiative."

Mame Mbayame Niang ★★★★★
L'Universite Assane Seck, Ziguinchor, Senegal

Ces séances m'ont non seulement aidée à mieux me comprendre, mais elles m'ont aussi montré que mes objectifs ne sont pas lointains : ils sont à ma portée, et j'ai tout ce qu'il faut pour les atteindre.

★★★★★ **Maryam MuDienaba Diallo**
l'université Assane seck de Ziguinchor, Senegal

Les exchanges avec nos mentors etais captivant et motivant. j'ai évolué je sais ce qu'il faut faire j'ai une totale confiance en moi et je m'améliore dans mon domaine alors encore une fois merci ASR Africa pour cette belle initiative.

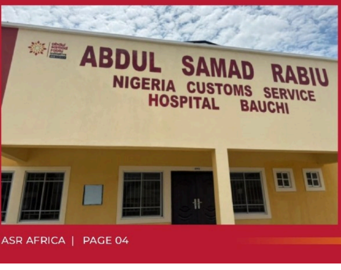
SPOTLIGHT on the ASR Africa Nigerian Customs Health Intervention and the Expected Health Outcome

In the heart of Yelwa community in Bauchi State, ASR Africa in partnership with Nigerian Customs Service, established a hospital valued at N500 million under its Security Sector Grant. This hospital is a 30-Bed unit with the radiology department, laboratory, dental, pediatrics, maternity and outpatient clinics.

This hospital will not only cater for the Nigerian customs and their families but will be dedicated to the community of Yelwa and the neighboring communities by providing essential healthcare services most especially maternal and child healthcare, to the community.

Prior to ASR Africa intervention, the Customs hospital facility was severely under-equipped and consistently overstretched. With just two beds, it struggled to meet even the most basic healthcare demands. It lacked the capacity to handle multiple kinds of emergencies, admit in-patients, or provide maternity services, leaving both Customs personnel and the residents with limited options in times of urgent need.

The hospital's aging infrastructure had no dedicated units such as an operating theatre or fully equipped diagnostic laboratory, further hampering its ability to deliver effective care. Most critically, the facility recorded a high referral rate, with patients often being sent to distant hospitals for treatment that should have been managed locally. These gaps placed an enormous strain not only on Customs officers working in the area but also on the surrounding civilian population, many of whom had no viable alternatives for medical care.



The transformation of this facility into a 30-bed hospital has not only addressed these longstanding deficiencies but has also laid the foundation for a more resilient and accessible healthcare system in the region.

The ASR Africa newly upgraded 30-bed hospital which is now equipped with modern infrastructure and expanded services, stands as a beacon of progress in Yelwa community.

The transformation includes the addition of dedicated In patient wards, pediatric, and maternity wards, significantly increasing the facility's capacity to provide in-patient care.

Other additions include: a newly established emergency department and a fully functional operating theatre to ensure timely intervention for trauma cases, surgical needs, and obstetric emergencies. Similarly, diagnostic capabilities have also been enhanced with the introduction of a well-equipped laboratory and radiology unit, including X-ray and ultrasound services—critical tools for accurate and timely diagnosis. A fully stocked pharmacy within the hospital now ensures that essential medications are readily available on-site.

The multiplier effect of this transformation is in the increased number of medical personnel including doctors, nurses, midwives, laboratory technicians, and support staff who will be deployed to deliver services across all departments of the hospital. Access to quality healthcare will be improved dramatically, which in turn reduces preventable morbidity and mortality among both customs officers and the wider community. For Customs personnel, the availability of an onsite medical care boosts morale, supports operational readiness, and underscores the Service's commitment to staff welfare.

NIGERIA CUSTOMS SERV
HOSPITAL BAUCHI

This transformation not only serves as the immediate health needs of the region but a bold statement about the power of strategic partnerships and investment in public health infrastructure. By bridging critical gaps and building capacity where it is most needed, the ASR Africa/ Nigerian Customs Service has set a precedent for sustainable, community centered development.

ASR Africa, Lux Terra Leadership Foundation, advocates for Mental Health and Psychological care in Tertiary Institutions

The Lux Terra Foundation is an indigenous non-profit foundation established in 2009 to offer specialized training in various leadership domains, towards the transformation of the Nigerian society.

In 2013, Lux Terra established the Psycho-Spiritual Institute (PSI) to respond to the urgent need for expert therapists capable of offering psychological, emotional and spiritual care for an increasing number of people across English speaking Africa, who now and again find themselves in difficult situations of an emotional and psychological nature.

Following a visit to the ASR Africa office early this year, the Lux Terra Leadership Foundation requested partnership from ASR Africa to upscale its activities especially as it aligns with the provision of psychosocial support to Tertiary institutions in Nigeria. In 2023, ASR Africa in partnership with the UNICEF Office of Innovation carried out a mental health analysis to ascertain the challenges faced by young people and adolescents with the aim of driving innovation for adolescents and youth mental health. Responses emphasized the need for educational programs conducted by government agencies and NGOs to inform young people about factors affecting their mental health. Other responses suggest the introduction of mental health education in schools to raise awareness and empower young individuals to manage their mental health.

Recently, the Foundation launched a mental health advocacy and psychological care program for top management of tertiary institutions in Nigeria. This was based on the Foundation's belief that "Healed people, Heal People", and that the management of these institutions needed to be equipped with requisite skills to support the young people under their care. It was also a response to several trauma carried by young people in tertiary institutions stemming from societal problems which indirectly affect the students and the lack of psychological guidance and programs to manage these mental health issues.

LUX TERRA LEADERSHIP FOU
CELEBRATES
MODELS OF INTEGRI

Through targeted partnerships with credible partners and institutions, ASR Africa continues to provide sustainable niched solutions across its thematic areas. Some of the notable institutions whose staff have benefitted from the Lux Terra program mental health advocacy and psychological care program include the University of Maiduguri, Veritas University, Adamawa State University, and the University of Lagos. Their feedback is as follows.

"I attended The Basic Trauma Healing Course organized by Lux Terra in Abuja a few

Cont.

years ago. Despite being a Psychiatrist, I was able to pick up some new skills that have been of help in my practice. I was able to nominate a few more colleagues for the program with attendant benefits. I recommend the programme for anyone in the psychological healing industry." Dr Kingsley Okonoda Consultant Psychiatrist Jos University Teaching Hospital

"I found the course on trauma management which we undertook last year highly diversified in approach, almost eclectic, thus making it very rich in content and depth. It exposed me to steps to take in managing trauma arising from different circumstances. The highpoint was when we encountered victims of trauma as recorded on video. The faculty was also strong and broad, thus giving us a sound perspective on the subject." Prof. Hope Eghagha University of Lagos

African Philanthropy Forum and strategic partnership with ASR Africa.

African Philanthropy Forum (APF) is a strong and vibrant community of partners who through their strategic giving, investments and influence, foster shared prosperity on the African continent. Promoting homegrown philanthropy and inclusive development on the African Continent, the vision of APF is to transform the culture of giving on the continent to the extent that it exceeds development aid by 2030.

ASR Africa joined the APF in 2023 with the understanding that a synergistic approach in facing Africa's development challenges has the highest chance of success. As a relatively young philanthropy, it was also a strategic decision to access APF's networks to quickly build credible partnerships. Secondly, ASR needed to take advantage of the Philanthropists toolkit and learn from peers about what works and what pitfalls to avoid. And finally, to be part of a community of like-minded people and organizations with the singular objective of elevating Africa's narrative.

To build up this partnership, the Executive Director of APF Mosun Layode, paid a courtesy visit to the MD/CEO of ASR Africa- Dr Ubon Udoh. During this visit, the two executives discussed possible areas of partnership and how AFP can support the programs of ASR Africa.

It is a known fact that the Chairman of ASR Africa, is currently the largest individual giver on the continent with an annual $100million commitment to Health, Education and Social Development. ASR Africa aspires to leverage within the next 3 years in social investments and development finance. This can only be achieved through the kind of partnerships facilitated by the African Philanthropy Forum.

APF partnership with ASR Africa will propel philanthropic endeavors in Africa as APF has engaged approximately 2500 philanthropists in 12 countries across Africa and the World. Created platforms for current and emerging philanthropists to interact, learn and share best practices. They have inspired philanthropists and social innovators to increase the scale and impact of their work. These AFP has achieved with strong presence on the Continent, with footprints in 14 African countries, namely, Cameroon, Côte d'Ivoire, Egypt, Ethiopia, Ghana, Kenya, Malawi, Morocco, Nigeria, Rwanda, South Africa, Tanzania, Uganda, and Zimbabwe through its convenings and activities.

Our Team, our Values: The Heart of our Organization

As the HR Specialist, I have had the privilege of witnessing firsthand, the dedication, passion and commitment of our Team.

In today`s dynamic business environment, our values are more than words on a wall. Our organization is built on a foundation of strong values. They are the guiding principles that define our identity and influence our strategic decisions, influence employee behavior and commitment and contribute to overall organizational success.

ASR Africa, being the brainchild of African Industrialist, Philanthropist and Chairman of BUA Group, Abdul Samad Rabiu, also shares same values with the Group as part of the Conglomerate.

The hallmark of our pragmatic achievements from inception with focus on Social Development, Health and Education, is driven by a quality team of visionary experts with strategic insight, that specialize in aligning values with strategy, to drive sustainable growth and philanthropic impact across Africa.
These diverse group of talented & seasoned professionals share a common goal, to create a thriving environment of learning, growth and impactful outcomes. Our Team`s expertise spans various fields.

Our Core Values

At the heart of our organization are four Core Values that define who we are and how we operate:

Respect: Our relationships are guided by mutual respect which permeates every level of our Corporate existence.

Innovation: We are passionate about seeking newer and better ways to create amazing experiences.

Commitment: We stand by our promise and words to deliver on expectations of our various beneficiaries.

Excellence: This is not just a match word but our constant attitude towards our deliverables.

Our core values create our culture, our culture drives our behavior and our behavior produces results.

FEATURED NEWS

ASR Africa Donates A Fully Completed Administrative Block to The Al-Qalam University In Katsina State

he Abdul Samad Rabiu Africa Initiative (ASR Africa) has donated a fully-completed Administrative Block worth N250 million to Al-Qalam University's College of Allied Health Sciences, in Katsina under its Tertiary Education Grant Scheme (TEGs). This is at the official commissioning of the administrative building today in Katsina State. This scheme is designed to bridge infrastructure gaps and foster academic excellence across tertiary institutions in Africa. So far, 30 institutions have benefitted with grant awards ranging from N250 million to N2 billion.

Read more...

ASR Africa Holds Close Out Ceremony of The Fourth Edition of Its Mentorship Program In Babcock University

The Abdul Samad Rabiu Africa Initiative (ASR Africa) held another mentorship closeout ceremony which marks the end of the fourth edition of its three-month mentorship program at Babcock University, Ilishan-Remo, Ogun State. The female mentees, who are students of the school, were drawn from different field of study

Read more...

ASR Africa holds Groundbreaking Ceremony for a N250 Million Abdul Samad Rabiu Medical Science Laboratory for Crescent University, Abeokuta

ASR Africa has commenced the construction of a N250 Million medical science laboratory for Crescent University, Abeokuta. The laboratory will enhance the capacity of the institution in meeting the National Development Plans and Transformational Agenda (NDTA) of the Federal Government of Nigeria, whilst filling the gap created by laboratory scientists who have left the country recently.

Read more...

About ASR Africa

ASR Africa is the brain child of African Industrialist, Philanthropist and Chairman of BUA Group, Abdul Samad Rabiu CFR, CON. It was established in 2021 to provide sustainable, impact-based, homegrown solutions to developmental issues affecting Health, Education and Social Development within Africa. The Initiative was set up with an annual pledge of $100,000,000 (USD) with Nigeria to benefit $50,000,000 (USD) yearly and the rest of Africa, $50,000,000 (USD) in what is the largest private philanthropic giving of its kind by an individual in Africa.

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ASR AFRICA
AFRICA FUND FOR SOCIAL DEVELOPMENT & RENEWAL

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