

Six years of delivery. Built for safer motherhood.

Institutional prospectus

Two independent organisations

A shared founder story. Separate
governance, finances and
accountability.

Five connected programmes and initiatives form a maternal-health platform.

6+

years of delivery and learning
by VSF Nigeria

5

connected programme pillars across the
Nigeria platform

2,000+

women reached through
education and sensitisation

600+

recorded support
transactions

The numbers show breadth and depth—not one programme or one cost-per-family calculation:

VSF Nigeria: government and hospital pathways • audited accounts • Victoria House. UK charity: legal infrastructure • Gift Aid • programmes • supporter community

The next task is to build separate funding cases—and formal collaboration only where it adds value.

The two organisations work in different systems—but face related patterns of avoidable inequity.

NIGERIA

993

maternal deaths per 100,000 live births
in 2023

The challenge is not only clinical. Poverty, delayed care, incomplete screening, weak navigation and information gaps shape who reaches help in time.

UNITED KINGDOM

2×

maternal mortality rate for Black women
compared with White women, 2021–23

Culturally responsive support must sit alongside safe clinical care—especially around pregnancy loss, trust, communication and being heard.

Their experience can inform each other without merging governance, delivery or finance.

One founder's journey led to two organisations with separate legal histories.



By 2026, each organisation has its own governance and programme direction; shared work requires separate approval.

Two independent organisations. Aligned purpose. Separate accountability.

VICTORIA'S SMILE FOUNDATION — NIGERIA

Nigeria delivery organisation

Community delivery
Government and hospital pathways
Direct maternal-health support
Programme and beneficiary records
Victoria House

VICTORIA'S SMILE LIMITED — UNITED KINGDOM

UK charitable organisation

Black maternal-health focus
Community education and convening
Charity 1213730 • Company 15780624
Diaspora and supporter mobilisation
Emerging local-system relationships

**Aligned purpose +
knowledge exchange**

Separate trustees • funds • reporting • written agreements for joint work

The portfolio connects maternal health, family resilience and targeted initiatives.

PREVENT	Safe Births Initiative	Maternal-health education, screening and community mobilisation
PROTECT	Smile Motherhood Programme	High-risk pregnancy and hospital-bill pathways
REACH EARLIER	Her Tomorrow Matters	Pregnant and parenting girls aged 13–19
STABILISE	Prosperity Networks	Women's network; Children's Prosperity Network with Calledo Africa
BUILD	Victoria House	A physical base for safety, continuity and institutional presence

Support is delivered through a verifiable provider pathway—not informal cash distribution.



Peer WhatsApp access, team contact, immunisation records and school-age re-engagement extend the relationship beyond delivery.

Evidence spans programmes, reach and repeated support.

5

connected programme pillars

2,000+

women reached through
education and sensitisation

15

15th outreach scheduled for
September 2026

600+

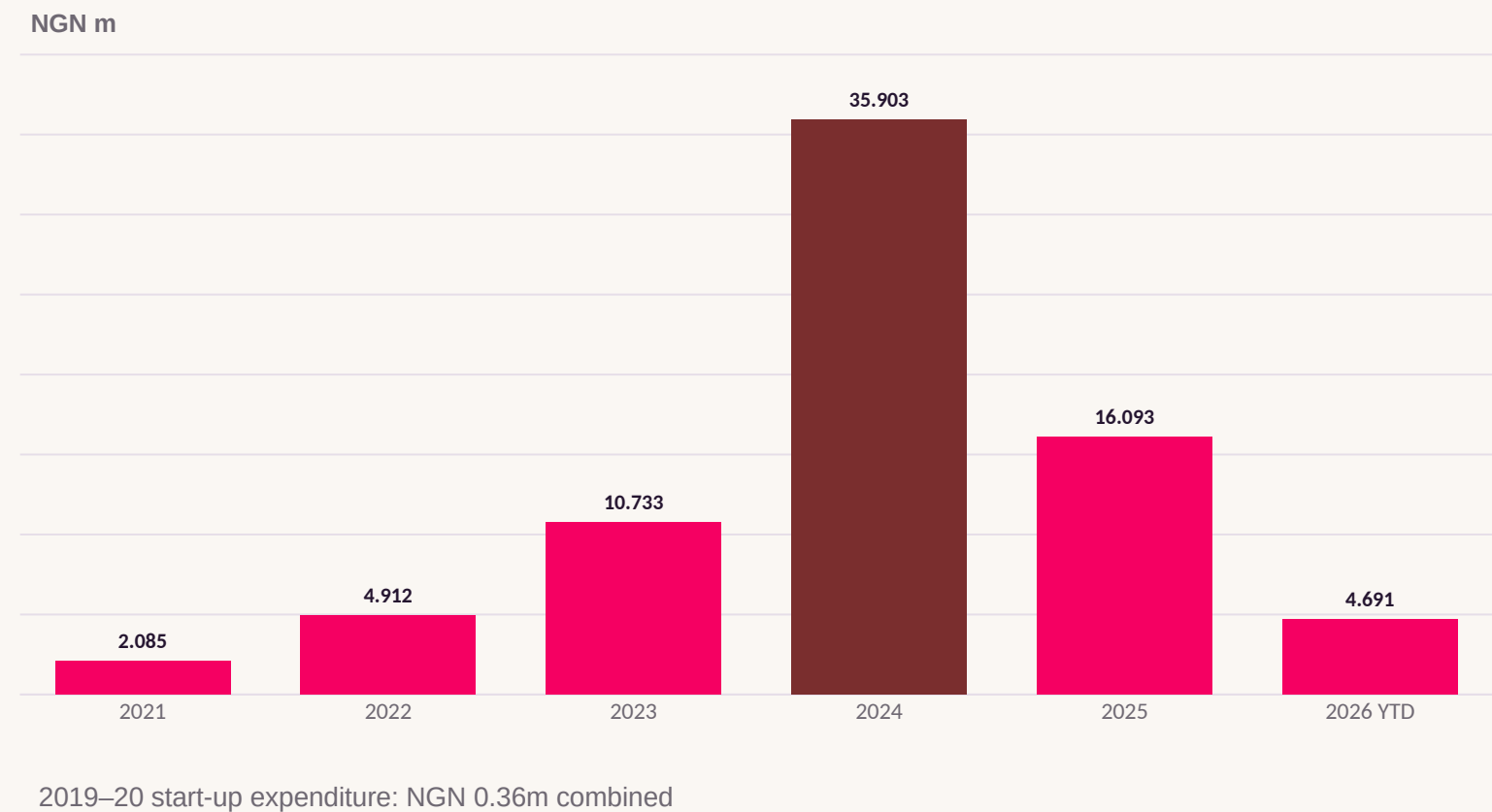
cumulative support
transactions

One programme's deeper register

Smile Motherhood Programme: 74 numbered records • 73 named outcomes • 42 detailed public stories

One final record is incomplete/current; two recent birth rows have unfilled outcome-status fields. No status is inferred.

VSF Nigeria’s current management record exceeds NGN 94m —including Victoria House investment.



2026

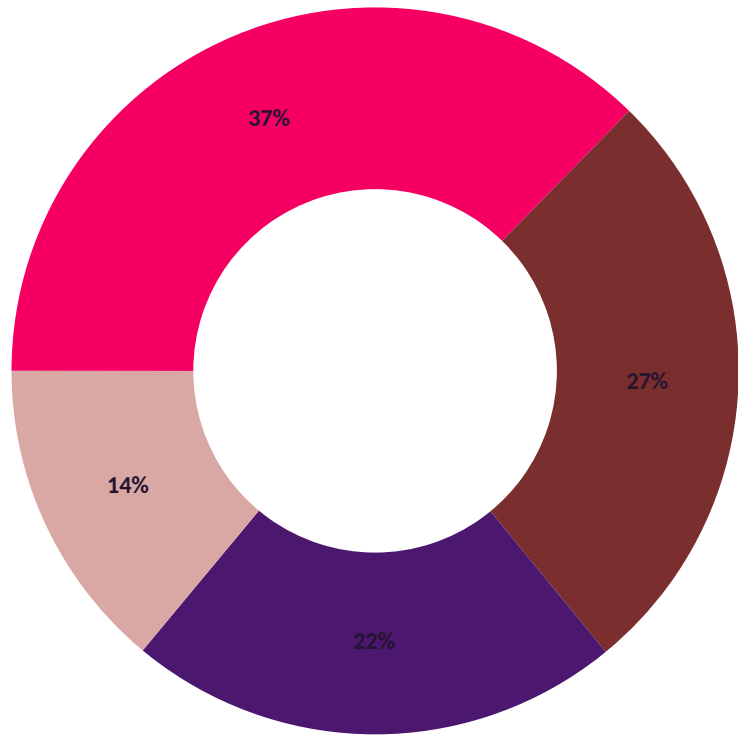
NGN 20m+

additional Victoria House investment included in the current management figure

NGN 94m+

current management figure; final capital reconciliation continues

VSF Nigeria's expenditure has built care, people and a long-term physical asset—not events alone.



NGN 27.9m	Beneficiary support Direct costs recorded against women and families
NGN 20.0m	Victoria House Land acquisition and foundation work in the main ledger
NGN 16.4m	Team capacity Salaries and continuity of delivery
NGN 10.4m	Other Sensitisation, systems, communications and infrastructure

Ledger baseline only. Additional Victoria House investment sits within the NGN 94m+ management figure.

Five years of mobilisation built a fundraising record and a growing supporter network.

£54.7k

recorded across the master campaign reconciliation

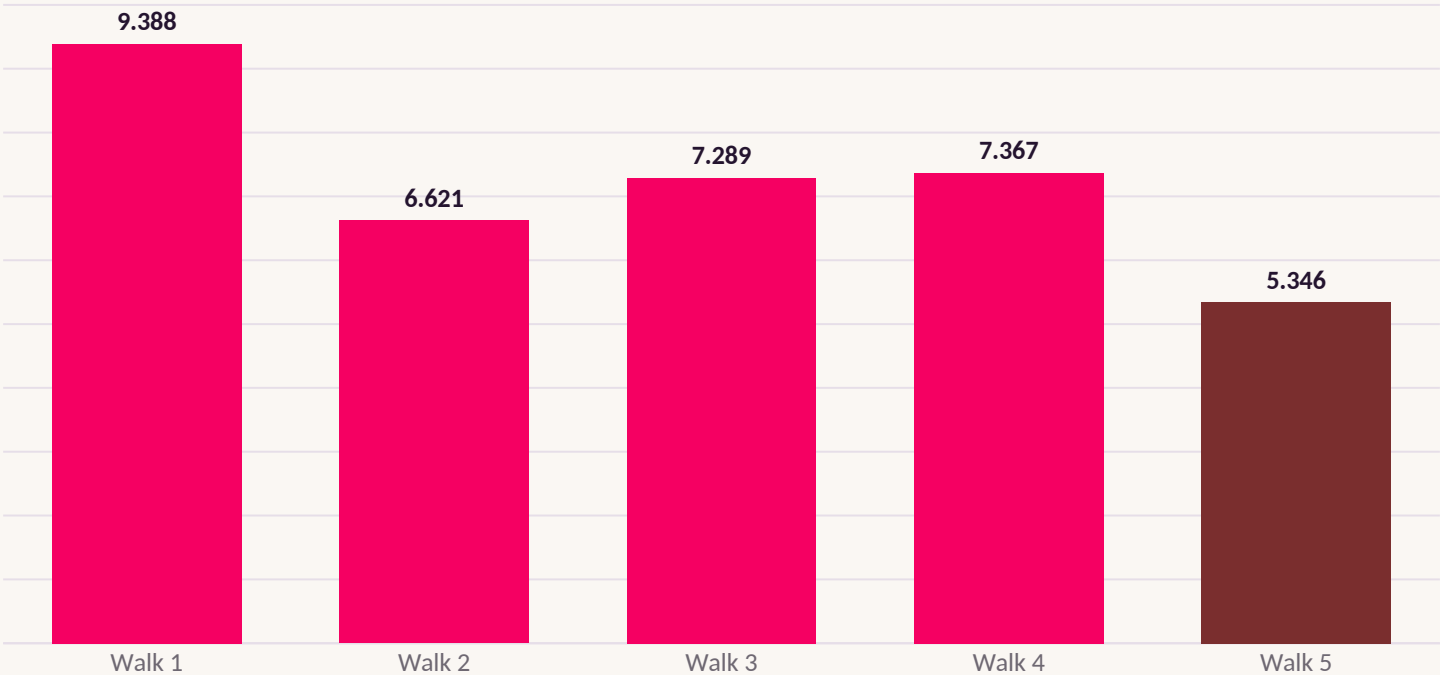
793

GoFundMe donations recorded

≈350

current supporter-community members

Five campaign cycles (£k)



GBP records are not additive to NGN expenditure. 793 is a donation count—not unique donors; ≈350 is management-reported.

The UK charity has delivered, learned and deliberately narrowed its next focus.

DELIVERED

4

Black Motherhood Series sessions
50–120 women per session

58

women at òyá Hub: The Pause
49 feedback responses • 84% response
rate

350

nearly 350 people in the current
community
A mobilisable donor and diaspora
asset

BEING BUILT

**A sustained Black maternal-health
offer, beginning with pregnancy
and baby loss.**

- Listening and co-design with women
- Initial geographic focus: Brent, Ealing and Harrow
- Professional referral and partnership pathway
- Stronger theory of change, evaluation and beneficiary front door

Registered charity 1213730 • company 15780624. Northwick Park is a catchment—not an institutional partner.

Six years of delivery have exposed where the crisis-response model reaches its limit.

- | | | |
|----|--|--|
| 01 | Known risk is only part of maternal risk. | Screening activity has surfaced hypertension, diabetes, malnutrition and other needs in women who would not fit the high-risk pathway. |
| 02 | Trusted local institutions mobilise women more effectively. | Councils, hospitals, health centres and community partners now anchor recruitment, verification and—in some settings—transport. |
| 03 | Direct financial help matters, but cannot repair a system. | Information, navigation, early detection, referral quality, trust and affordability all influence whether support arrives before crisis. |
| 04 | Continuity changes the meaning of support. | Postpartum contact, peer access, immunisation follow-through and school-age re-engagement turn a transaction into a relationship. |

Where each organisation is going—and what it needs next.

01	02	03	04	05
VSF NIGERIA	— NIGERIA NEXT	— UK CHARITY	— UK NEXT	— JOINT WORK
Connected programmes, initiatives, provider pathways and six years of delivery evidence	Prevention, screening, referral, navigation, continuity and stronger outcomes evidence	Registered charity, community programmes, supporter base and an emerging pregnancy and baby-loss focus	An evaluated, culturally responsive pathway, beginning in Brent, Ealing and Harrow	Research, evaluation and knowledge exchange only through separately approved work

Support required: Nigeria—multi-year capital, data and evaluation, and health-system integration. UK —programme capital, research and evaluation, and local maternity and public-health relationships.

Three routes. Each governed and funded separately.

VSF NIGERIA

Priority support: multi-year capital, evaluation and data, health-system integration and delivery capacity.

Best fit: global health funders • corporate foundations • government programmes

VICTORIA'S SMILE LIMITED (UK)

Priority support: programme capital, evaluation and local maternity/public-health partnerships.

Best fit: trusts • local authorities • NHS/ICBs • corporate partners

DEFINED COLLABORATION

Defined joint work: research, evaluation or knowledge exchange, with separate roles, approvals and budgets.

Best fit: universities • research funders • multilaterals • technical partners

Funding is received and reported by the responsible legal entity. Victoria House is a separate Nigeria capital case.

Why engage these two organisations now.

01 **Nigeria delivery evidence**

Six years of VSF Nigeria programme activity, provider payments and community mobilisation

02 **UK charitable infrastructure**

Registered charity, Gift Aid, community programmes and an emerging local pathway

03 **Nigeria physical asset**

Victoria House provides a physical anchor for VSF Nigeria

04 **Cross-border learning potential**

Collaboration can use a written agreement with separate roles and budgets

05 **Mobilisable communities**

Historic campaigns and supporter communities create reach without consolidating income

06 **Governance discipline**

The two organisations are separating evidence, funds, decisions and reporting

The proposition is not to finance an informal group. It is to fund defined work through the organisation accountable for delivering it.

The claims in this prospectus are deliberately separated by evidence status.

LEDGER-BACKED	VSF Nigeria: NGN 74.78m main-ledger baseline. Historic campaigns: £54.7k in GBP; not additive or consolidated income.
PROGRAMME BASELINE	VSF Nigeria: five programme pillars; 2,000+ reach; 15th outreach scheduled; 600+ support transactions. SMP is one programme.
MANAGEMENT ESTIMATE	VSF Nigeria: NGN 94m+ current management figure, including additional Victoria House investment; reconciliation continues.
DELIVERED	Victoria's Smile Limited (UK): sessions, Ìyá Hub feedback, supporter community and legal milestones
EMERGING	Victoria's Smile Limited (UK): emerging health-system, local-authority, academic and policy relationships

No figures represent consolidated accounts. Collaboration will be separately approved, documented and reported.

THE NEXT CHAPTER

Two organisations. Clear accountability.

Independent in governance and finance. Aligned in their commitment to safer motherhood—and open to entity-specific partnerships.

Sade Adesakin

Founder of both organisations

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