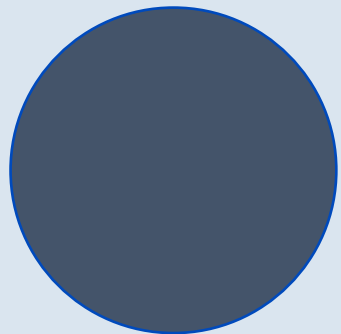




# Empowering Change, Together



**Iso Basse**  
Founder & Executive Director

# Cross River State Anthem

Land of our Birth, we pledge to thee,  
Our love and toil in the years to be,  
When we are grown and take our place,  
As men and women we are raise.

Cross River State our faith, our pride  
Almighty God all thanks to thee  
Our Motherland we pledge to thee  
Heads, Hearts and hands in the years to be.



“

The people's right to know, the right to participate in the process, and the right to express an informed opinion on the decisions of government are fundamental to the principles of democracy.

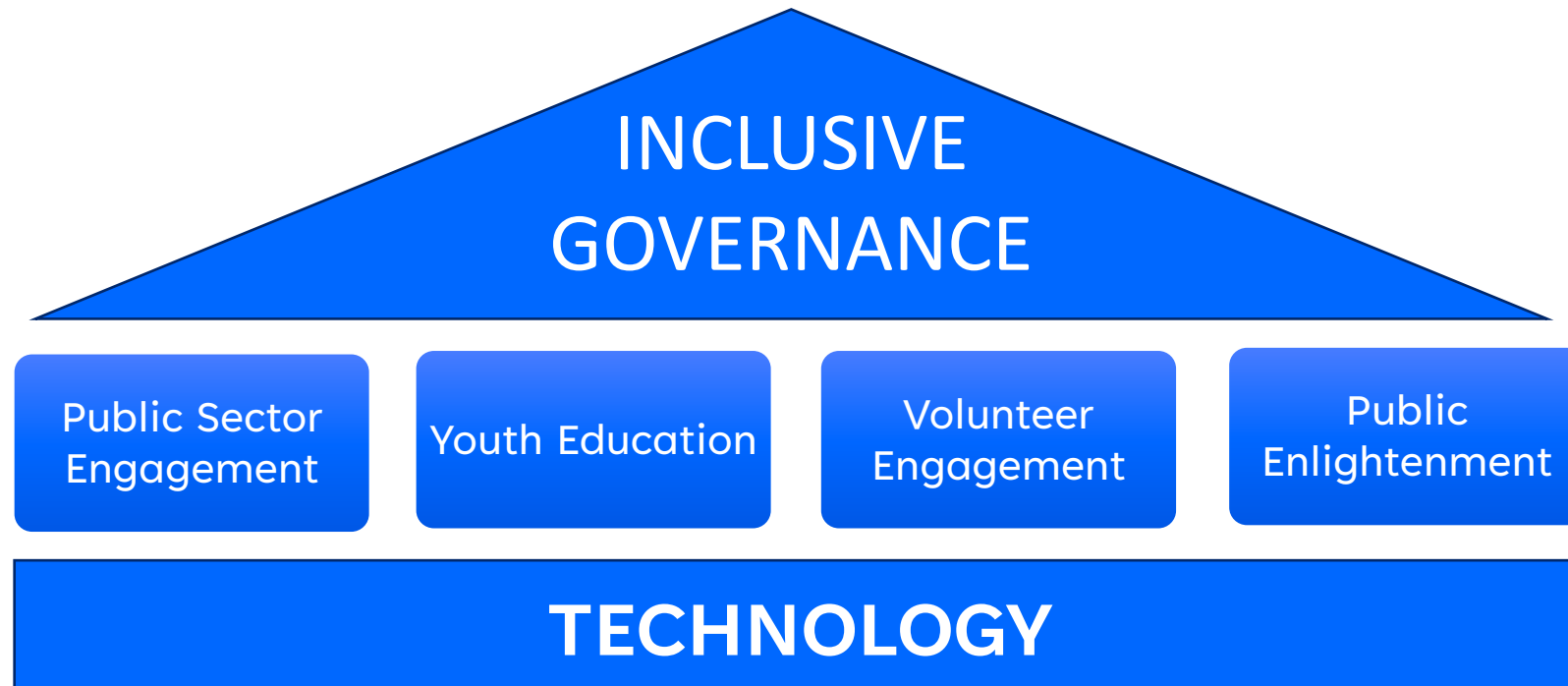
PAUL MARTIN

”

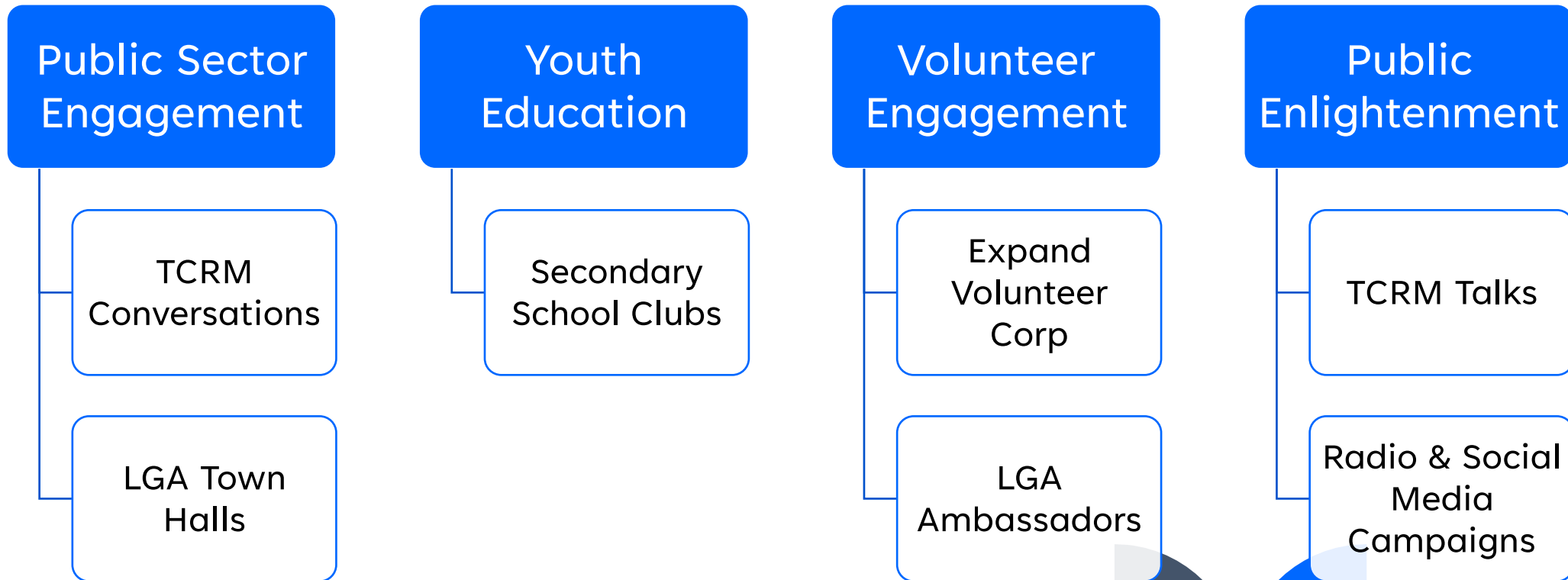
# Our Vision for 2024

Empowering People for Inclusive  
Governance

# Our Strategy



# Key areas of focus



# Technology

## CROSSRIVERMOVE.COM

1. Become a hub for information and data about Cross River State
2. Connect citizens to public office holders

## CITIZEN REPORTER

1. Create a community of empowered citizens
2. Empower citizens to report incidents
3. Connect incidents to government agencies

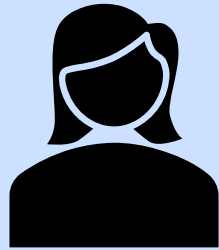
# Technology: Citizen Reporter

A mobile application (for citizens) and executive dashboard for agencies that utilizes Location Services to report on-the-spot incidents and gives agencies access to incident reports in real-time.

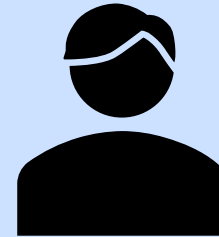




# Citizen Reporter: Use Cases

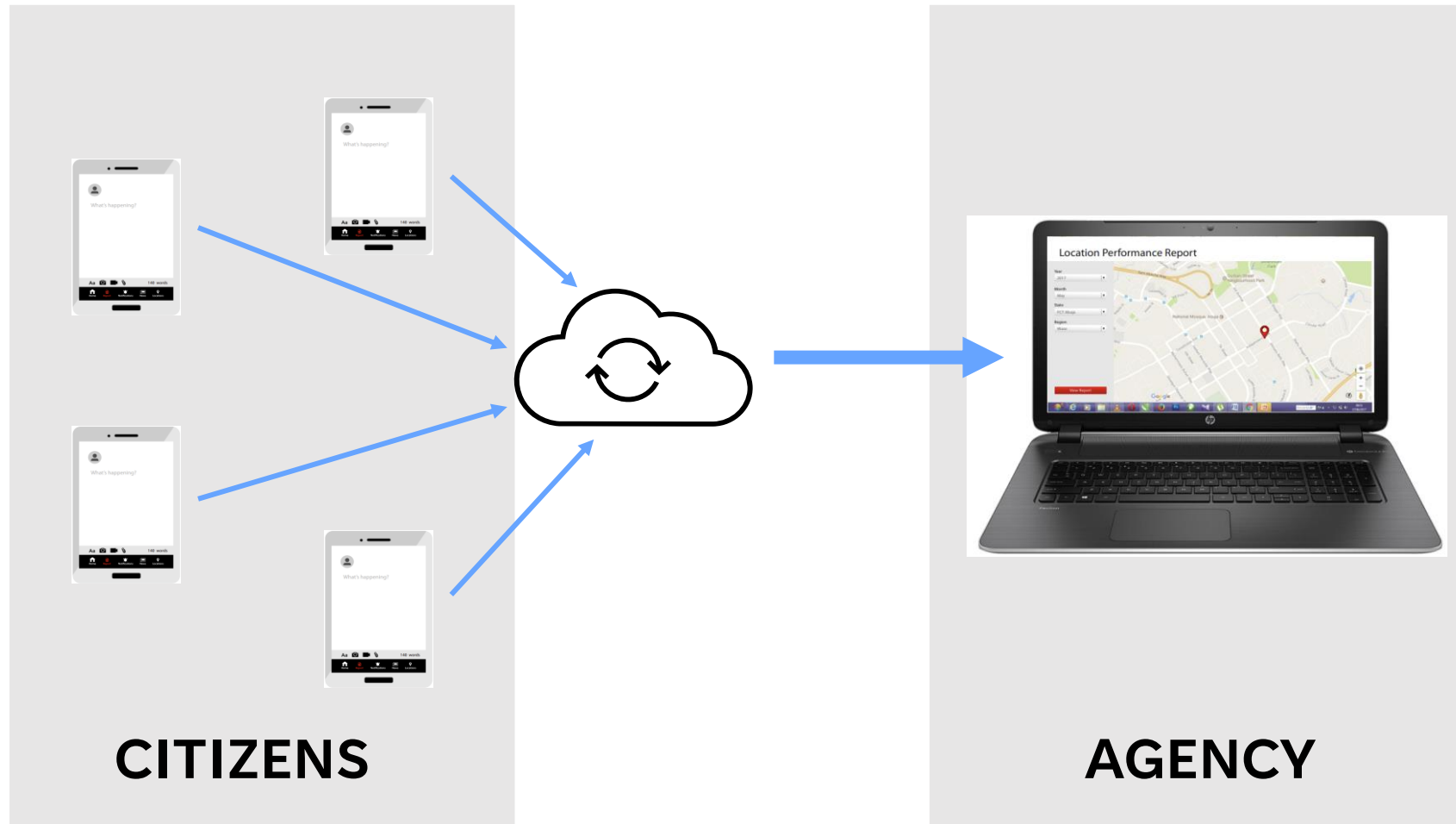


As a **resident of Calabar**, I would like to notify the environment agency that there is accumulation of refuse in my neighbourhood, **so that they can take action to evacuate it**

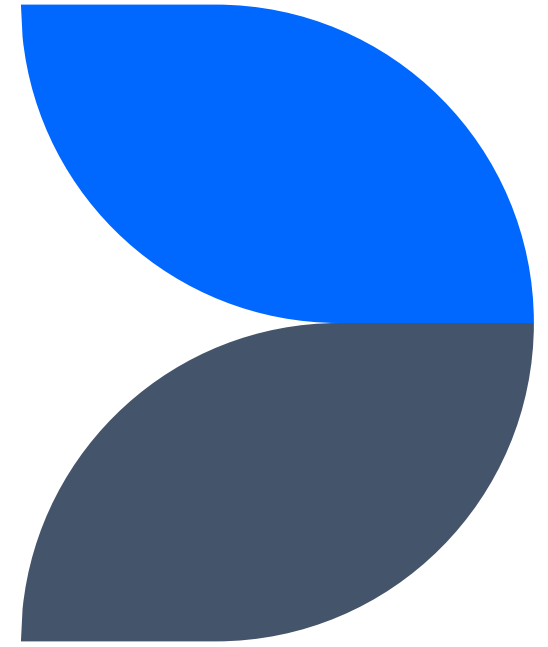


As the **CEO of the environment agency**, I would like to know the locations where refuse disposal is not working efficiently, so that I can **take intervention measures**

# Technology: Citizen Reporter



# 2024 BUDGET



# Projects Budget

PROJECT/INITIATIVE	UNIT COST	QTY	TOTAL
TCRM Conversations	₦ 120,000	24	₦ 2,880,000
LGA Town Halls	₦ 250,000	18	₦ 4,500,000
Secondary School Clubs	₦ 180,000	20	₦ 3,600,000
Expand Volunteer Corp	₦ 5,000	100	₦ 500,000
LGA Ambassadors	₦ 360,000	18	₦ 6,480,000
TCRM Talks	₦ 120,000	12	₦ 1,440,000
Radio & Social Media Campaigns	₦ 250,000	12	₦ 3,000,000
Citizen Reporter MVP	₦ 9,445,000	1	₦ 9,445,000
Website enhancements	₦ 500,000	1	₦ 500,000
			<b>₦ 32,345,000</b>



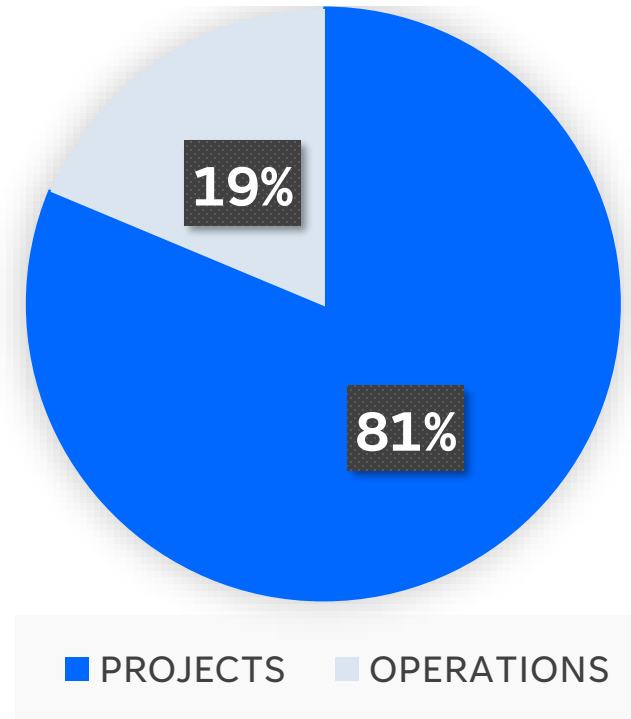
# Operations Budget

ITEM	UNIT COST	QTY	TOTAL
Salaries & Wages	₱ 500,000	12	₱ 6,000,000
Software Subscriptions	₱ 50,000	12	₱ 600,000
Transportation & Logistics	₱ 20,000	12	₱ 240,000
Communications	₱ 20,000	12	₱ 240,000
Miscellaneous	₱ 30,000	12	₱ 360,000
			<b>₱ 7,440,000</b>



# Combining both Budgets

TOTAL (NGN) ▼	TOTAL (USD) ▼	TOTAL (GBP) ▼
₦ 32,345,000	\$35,939	£24,881
₦ 7,440,000	\$8,267	£5,723
<b>₦ 39,785,000</b>	<b>\$44,206</b>	<b>£30,604</b>



“

## PONDER THIS

Currently, there are over 65 million Nigerians actively engaging in this activity (online betting), spending \$15 on average everyday.

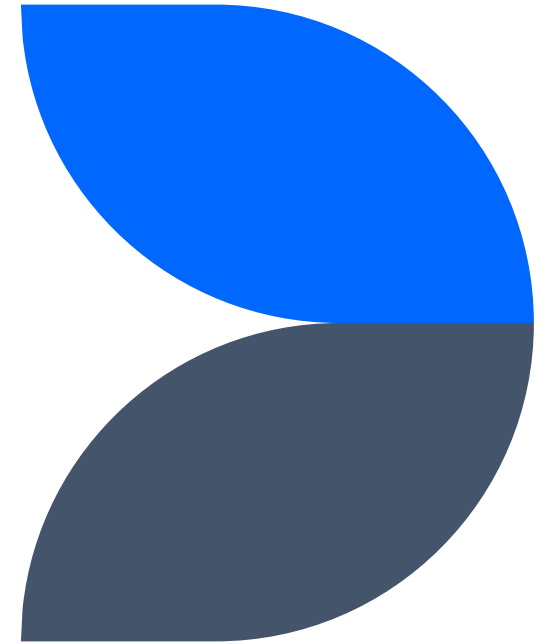
”

**BELLO MAIGARI**

Secretary, Nigerian Lotto Trust Fund

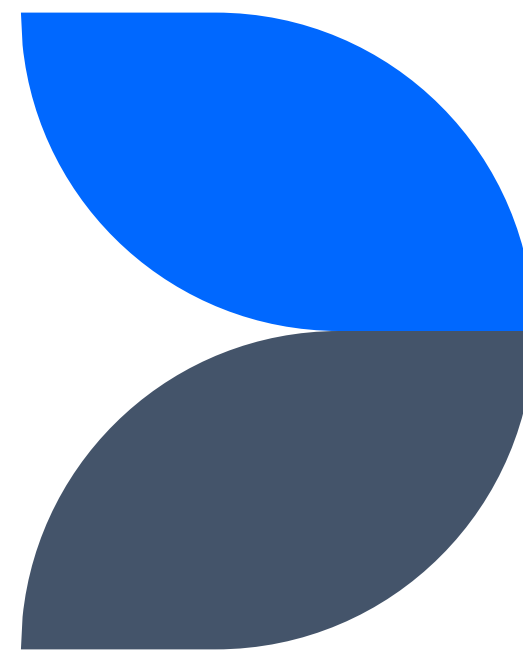
**\$975,000,000**

Daily on online gambling





**CALL TO ACTION**



# 10-12 Strategy

We are looking for **300 people** willing to donate:  
**\$10** or **£10** or **N10,000 Monthly**  
for at least **12 consecutive months**



# Ready to donate?

## INTERNATIONAL

SCAN CODE



Or Visit:

[www.crossrivermove.com/getinvolved/donate](http://www.crossrivermove.com/getinvolved/donate)

## NIGERIA

The Cross River Development  
Organization

Acc. No.: 0760402299

Guaranty Trust Bank

# Not ready to donate but willing to make a pledge?



**SCAN ME!**



# Thank you

[info@crossrivermove.com](mailto:info@crossrivermove.com)

[www.crossrivermove.com](http://www.crossrivermove.com)

+234(0)8035004519