**Foreword: Taking it Back with Transparency and Accountability**

A little over one year ago, we embarked on a remarkable journey aimed at rescuing Nigeria from 58 years of inept leadership, returning power to the Nigerian people and setting our nation on a path to progress and growth.

Our campaign birthed a global movement that brought Nigerians together in a way that had never been seen before. We staged hundreds of events in Nigeria and around the world, giving voice to the powerful yearnings of our people for true and positive change.

Thousands of you donated your time, skills, energy and funds to our epic campaign. This document is a thorough accounting of the funds that were donated and the uses to which they were put by the campaign.

Only the financial donations that were received are captured in this document. Although the tens of thousands of volunteer hours that many of you put into the Sowore 2019 effort might never be captured on paper, the impact of those donations-in-kind were felt all over Nigeria.

To all those who gave generously of their time and energies, we say **THANK YOU.** Stand with us as we continue to work towards Taking Nigeria back.

---

**Omoyle Sowore**  
*Convener, Take-It-Back Movement*  
*Presidential Candidate AAC, 2019*

**Dr. Malcolm Fabiyi**  
*Director-General, Take-It-Back Movement*  
& Sowore 2019 campaign
9th March 2018 - Feb 23rd 2019

50 Weeks 351 Days Over 15 Countries

36 States

Over 500 Events (Townhalls, Rallies, Meetings, Interviews, Airport Welcomes etc...)

Over 9,000 Miles
CAMPAIGN INCOME

- All dollar amounts listed in this account statement are in USD, with the average period FX rates being NGN 353 - 1 USD.
- All foreign currency donations to the campaign translated into their USD or NGN equivalent.
RECEIPTS

**1. BANK**
- **March to April:** ₦1,765,000.00 ($5,000)
- **April to Feb.:** ₦133,000.00 ($376.77)
- **April to Feb.:** ₦56,689,170.15 ($160,592.55)

**TOTAL - BANK DONATIONS:** ₦128,691,394.98/$364,564.86

**2. DIRECT REMITTANCES**
- **Feb. to Sep.:** ₦11,159,000.00 ($31,611.90)
- **March to Dec.:** ₦2,087,642.00 ($5,914.00)
- **March to Feb.:** ₦15,946,900.00 ($45,175.35)

**TOTAL - DIRECT REMITTANCES:** ₦29,193,542.00 /$111,651.54

**GRAND TOTAL:** ₦157,884,936.98 ($447,266.11)
CAMPAIGN EXPENDITURE
EXPERIENCE SUMMARY

1. Engagements across Nigeria: 35%
2. Materials: 33%
3. Media & Technology Platforms: 15%
4. Office Costs: 4.3%
5. Wages & Salaries: 8.6%
6. Diaspora Engagements: 1.8%
7. Party Subventions: 2.1%
8. Charges: 0.2%

TOTAL: ₦157,884,936.98
($447,266.11)
EXPERIENCE ON ENGAGEMENTS ACROSS NIGERIA

- **Townhall Rentals & Purchases**
  - Event venues: ₦9,800,000.00 (23.6%)
  - Accessories: ₦3,200,000.00

- **Caravan Rentals**
  - Essentials: ₦5,700,000.00 (14.7%)
  - Accessories: ₦2,400,000.00

- **Refreshment of Attendees**
  - [All Events]: ₦3,300,000.00 (6%)

- **Mobilization of Attendees**
  - [All Events]: ₦20,200,000.00 (36.7%)

- **Security & Intelligence**
  - (All Events): ₦740,000.00 (14%)

- **Accommodation of Candidate and Team**
  - (Outside Lagos): ₦4,200,000.00 (7.6%)

- **Travel of Candidate & Team**
  - [Airfare, Roadtrips and Local Running]: ₦5,500,000.00 (10%)

**Total**: ₦55,040,000.00
Engagements across Nigeria
[Townhalls, Meetings, Concerts, Protests, Caravan etc.]

<table>
<thead>
<tr>
<th><strong>No of Events</strong></th>
<th><strong>Cost</strong></th>
<th><strong>Cost per Event</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Townhall Rentals &amp; Purchases</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Event halls, Seats and Sound systems</td>
<td>41</td>
<td>₦9,800,000.00</td>
</tr>
<tr>
<td>• Accessories [Banners, Generators, etc.]</td>
<td>41</td>
<td>₦3,200,000.00</td>
</tr>
<tr>
<td><strong>Caravan rentals</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Essentials [DJ, Flatbed trucks, Sound system, Open-roof vehicles ]</td>
<td>26</td>
<td>₦5,700,000.00</td>
</tr>
<tr>
<td>• Accessories [Banners, Troupes, Generators, etc.]</td>
<td>26</td>
<td>₦2,400,000.00</td>
</tr>
<tr>
<td><strong>Refreshment of attendees [Townhalls, Rallies, Airport welcomes, Meetings etc.]</strong></td>
<td>132</td>
<td>₦3,300,000.00</td>
</tr>
<tr>
<td><strong>Mobilization of attendees [Townhalls, Rallies, Airport welcomes, Meetings etc.]</strong></td>
<td>132</td>
<td>₦20,200,000.00</td>
</tr>
<tr>
<td><strong>Travel of Candidate &amp; team [Airfare, Roadtrips and Local running]</strong></td>
<td>74</td>
<td>₦5,500,000.00</td>
</tr>
<tr>
<td><strong>Accommodation of Candidate and team (Outside Lagos)</strong></td>
<td>74</td>
<td>₦4,200,000.00</td>
</tr>
<tr>
<td><strong>Security &amp; Intelligence</strong></td>
<td>32</td>
<td>₦740,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>₦55,040,000.00</td>
<td></td>
</tr>
</tbody>
</table>

_N.B._ - Costs of accommodation within Lagos borne solely by Candidate
EXPENDITURE ON MATERIALS

AWARENESS MATERIALS
- Posters (A1) / 60,000 copies: ₦4,800,000.00
- Posters (A2) / 550,000 copies: ₦20,900,000.00
- Flyers (A4) / 800,000 copies: ₦8,000,000.00
- Handbills (A5) / 600,000 copies: ₦2,910,000.00
- Banners / 180 copies: ₦576,000.00
- Placards / 235 copies: ₦470,000.00

72%

SOUVENIRS
- T-Shirts / 6,200 pieces: ₦5,890,000.00
- Face Caps / 4,560 pieces: ₦3,878,000.00
- Wristband / 2,000 pieces: ₦400,000.00
- Car Stickers / 120,000 copies: ₦2,028,000.00
- Phone Stickers / 5,000 pieces: ₦1,125,000.00
- Flags / 1,200 pieces: ₦220,000.00
- Carrier Bags / 1,200 pieces: ₦342,000.00

17%

TRANSPORTATION OF MATERIALS ACROSS NIGERIA
- ₦829,747.20

TOTAL
- ₦52,368,747.20
# Materials

## Awareness Materials

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of Items</th>
<th>Cost</th>
<th>Cost per Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posters (A1)</td>
<td>60,000</td>
<td>₦ 4,800,000.00</td>
<td>₦ 80.00</td>
</tr>
<tr>
<td>Posters (A2)</td>
<td>550,000</td>
<td>₦ 20,900,000.00</td>
<td>₦ 38.00</td>
</tr>
<tr>
<td>Fliers (A4)</td>
<td>800,000</td>
<td>₦ 8,000,000.00</td>
<td>₦ 10.00</td>
</tr>
<tr>
<td>Handbills (A5)</td>
<td>600,000</td>
<td>₦ 2,910,000.00</td>
<td>₦ 4.85</td>
</tr>
<tr>
<td>Banners</td>
<td>180</td>
<td>₦ 576,000.00</td>
<td>₦ 3,200.00</td>
</tr>
<tr>
<td>Placards</td>
<td>235</td>
<td>₦ 470,000.00</td>
<td>₦ 2,000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>₦ 37,656,000.00</td>
<td></td>
</tr>
</tbody>
</table>

## Souvenirs

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of Items</th>
<th>Cost</th>
<th>Cost per Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>T-shirts</td>
<td>6,200</td>
<td>₦ 5,890,000.00</td>
<td>₦ 950.00</td>
</tr>
<tr>
<td>Caps</td>
<td>4,560</td>
<td>₦ 3,876,000.00</td>
<td>₦ 850.00</td>
</tr>
<tr>
<td>Wrist bands</td>
<td>2,000</td>
<td>₦ 400,000.00</td>
<td>₦ 200.00</td>
</tr>
<tr>
<td>Car stickers</td>
<td>120,000</td>
<td>₦ 2,028,000.00</td>
<td>₦ 16.90</td>
</tr>
<tr>
<td>Phone stickers</td>
<td>5,000</td>
<td>₦ 1,125,000.00</td>
<td>₦ 225.00</td>
</tr>
<tr>
<td>Flags</td>
<td>1,200</td>
<td>₦ 222,000.00</td>
<td>₦ 185.00</td>
</tr>
<tr>
<td>Carrier bags</td>
<td>1,200</td>
<td>₦ 342,000.00</td>
<td>₦ 285.00</td>
</tr>
<tr>
<td><strong>Transportation of materials across Nigeria</strong></td>
<td></td>
<td>₦ 829,747.20</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>₦ 14,712,747.20</td>
<td></td>
</tr>
</tbody>
</table>

**Grand Total**: ₦ 52,368,747.20
EXPENDITURE ON MEDIA & TECHNOLOGY PLATFORMS

- **WEBSITE DESIGN, HOSTING, CRM**
  - N3,100,000.00

- **VIRTUAL REAL ESTATE**
  - Including texting & payment platforms, startmeeting etc.
  - N2,300,000.00

- **MEDIA ENGAGEMENTS**
  - E.g. press conferences, TV appearances etc./37 items
  - N2,300,000.00

- **VIDEO PRODUCTION AND EDITING**
  - E.g. 23 days/22 videos
  - N2,400,000.00

- **JINGLES & AIRTIME**
  - N4,100,000.00

- **PRINT MEDIA**
  - E.g. newspapers, magazines etc.
  - N800,000.00

- **MEDIA HARDWARE**
  - E.g. cameras, cards, card-readers etc.
  - N2,051,000.00

- **SOCIAL MEDIA ENGAGEMENT**
  - Facebook & Instagram advertising
  - N3,100,000.00
  - Blogs and influencer platforms
  - N3,700,000.00

**TOTAL**

N23,851,000.00
EXPENDITURE ON OFFICE COSTS

OFFICE EQUIPMENTS/GADGETS
LAPTOPS, PHONES, INTERNET MODEMS & SUBSCRIPTION, PRINTERS ETC]
₦1,067,000.00

VEHICLE REFURBISHMENT, BRANDING & REPAIRS
- 6 VEHICLES -
₦2,400,000.00

VEHICLE MAINTENANCE
[10 VEHICLES FOR 10 MONTHS]
₦1,000,000.00

OFFICE CONSUMABLES
[PAPER, PENS, INK, TONERS, ETC.]
-FOR 10 MONTHS-
₦256,000.00

SITUATION ROOM
[RENT, INTERNET, MATERIALS, ETC.]
₦2,100,000.00

TOTAL
₦6,823,000.00
EXPENDITURE ON WAGES & SALARIES

VOLUNTEERS & DEDICATED STAFF
15 VOLUNTEER & DEDICATED STAFF FOR 10 MONTHS
₦7,500,000.00

DEDICATED DRIVERS & AD-HOC MOBILIZERS
-10 MONTHS-
₦5,000,000.00

DEDICATED SECURITY
-10 MONTHS-
₦1,000,000.00

TOTAL
₦13,500,000.00
EXPENDITURE ON DIASPORA ENGAGEMENTS

TRAVEL [VISA, TICKETS & LOCAL RUNNING] - 20 TRIPS -
₦973,000.00

ACCOMMODATION - 20 TRIPS -
₦1,800,000.00

TOTAL
₦2,773,000.00
EXPENDITURE ON PARTY SUBVENTIONS

SUPPORT FOR CONVENTION: ₦2,800,000.00

LEGAL CHALLENGE OF EXCLUSION FROM DEBATE: ₦500,000.00

TOTAL: ₦3,300,000.00

* Party formation and registration not included
EXPENDITURE ON BANK CHARGES & BALANCE

- **Banking & Transfer Charges**: ₦150,052.00
- **Closing Balance**: ₦79,137.28

**Total**: ₦229,189.78