



From 2016 - 2023



IMPACT REPORT

This report may not be used for private or personal means not concerned or affiliated with Springg and without the knowledge and approval of the organization.

Officially marking our 7th anniversary in May 2023, Springg has continued to demonstrate its passion for empowering African writers. We are grateful to all who have contributed to making Springg successful each year.

We are open to donations and collaborative opportunities to enhance the impact of our work further.

Please visit [Springg.org/donate](https://springg.org/donate) if you are interested in supporting our work. For additional inquiries, please email contact@springg.org, and we will respond as soon as possible.



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MESSAGE **FROM THE CEO**

CHANGING THE GAME IN AFRICAN LITERATURE - ONE WRITER AT A TIME

Springg fosters a thriving network that empowers diverse African writers, amplifies their voices, and celebrates their literature.

“

The Springg journey began in 2016 when Kanyinsola Olorunnisola and I reflected on the limitations we faced in our journey to success as African writers. Despite being in our early stages, we took on a great challenge with the focus on developing a community of writers and engaging them through several initiatives.

For many years, writers in Nigeria and beyond have expressed the need for programmatic structures that engage creatives in literature. Repeatedly, we have discussed the limitations of social institutions to their craft, such as the lack of an MFA program in Nigeria dedicated to Creative Writing and how many writers have to go abroad to pursue their dreams.

Springg is changing the game from the grassroots! Unlike many organizations that apply the same approaches to all members, we recognize the uniqueness of each writer and creatively guide them to the spotlight through our programs. We do not only provide hope to our writers but put action behind our promise. You will be surprised how much growth our small team has accomplished; yet there is more work to do!

We hope you'll be inspired to join our journey as you read through our impact history and vision. We invite you to Springg with us wherever you are, and let's continue to change the outlook of African literature together.

Oyindamola Shoola
Co-founder and CEO of Springg



THE SPRING BOARD



CO-FOUNDERS

*Oyindamola
Shoola*

*Kanyinsola
Olorunnisola*



*Jesudamilare
Adesegun-David*

*Ifeoluwa
Shoola*

*Abdulsalam
Abdul Dante*



DIRECTOR

Ebukun G. Ogunyemi

THE SPRINGG TEAM



BOOK PROMOTIONS
MANAGER

Ilerioluwa Olatunde



CONTENT
COORDINATOR

Omolola Okunola



BRAND &
COMMUNICATIONS
MANAGER

Eniola Oni



AUTHOR PROMOTIONS
MANAGER

Adedayo Onabade



CONTENT AND
MARKETING INTERN

Adeola Oke



COMMUNITY &
ALUMNI RELATIONS
MANAGER

Adedolapo O. Lawal

ABOUT US

EST. 2016



Spring fosters a thriving network that empowers diverse African writers, amplifies their voices, and celebrates their literature.



What We Do:

- We publish literature, including fiction, nonfiction, poetry, book reviews, interviews, anthologies, and more, connecting a devoted audience to the works of African writers.
- We conduct an annual creative Writing Fellowship for developing writers in Nigeria, Ghana, Liberia, and South Africa with plans of expansion throughout Africa.
- We facilitate an Advancement Fellowship that helps develop content and professional communication skills to attain academic and career goals.
- We run an annual Poetry Contest with a unique theme to celebrate our anniversary.
- We establish innovative programs and projects with partnerships to remove barriers that African writers experience.

Our Past Projects:

- The SpringNG Women Authors Prize #SWAP, which celebrated female Nigerian authors.
- The Nigerian Writers Database, which hosted the biographies of over 513 writers.

242K+

PAGE VIEWS ON OUR WEBSITES

106K+

UNIQUE VIEWS ON OUR WEBSITES

9.2K

TOTAL SOCIAL MEDIA FOLLOWERS

9K+

EMAIL SUBSCRIBERS TO OUR NEWSLETTERS

6.6K+

SUBMISSIONS TO OUR POETRY CONTEST

2.9K+

COMMENTS ENGAGING WITH OUR PUBLICATIONS

3K+

APPLICATION TO OUR WRITING FELLOWSHIP

275

WRITERS ACCEPTED INTO OUR FELLOWSHIP

120+

MENTOR VOLUNTEERS IN OUR FELLOWSHIP

90.5%

WRITING FELLOWSHIP RETENTION RATE

513

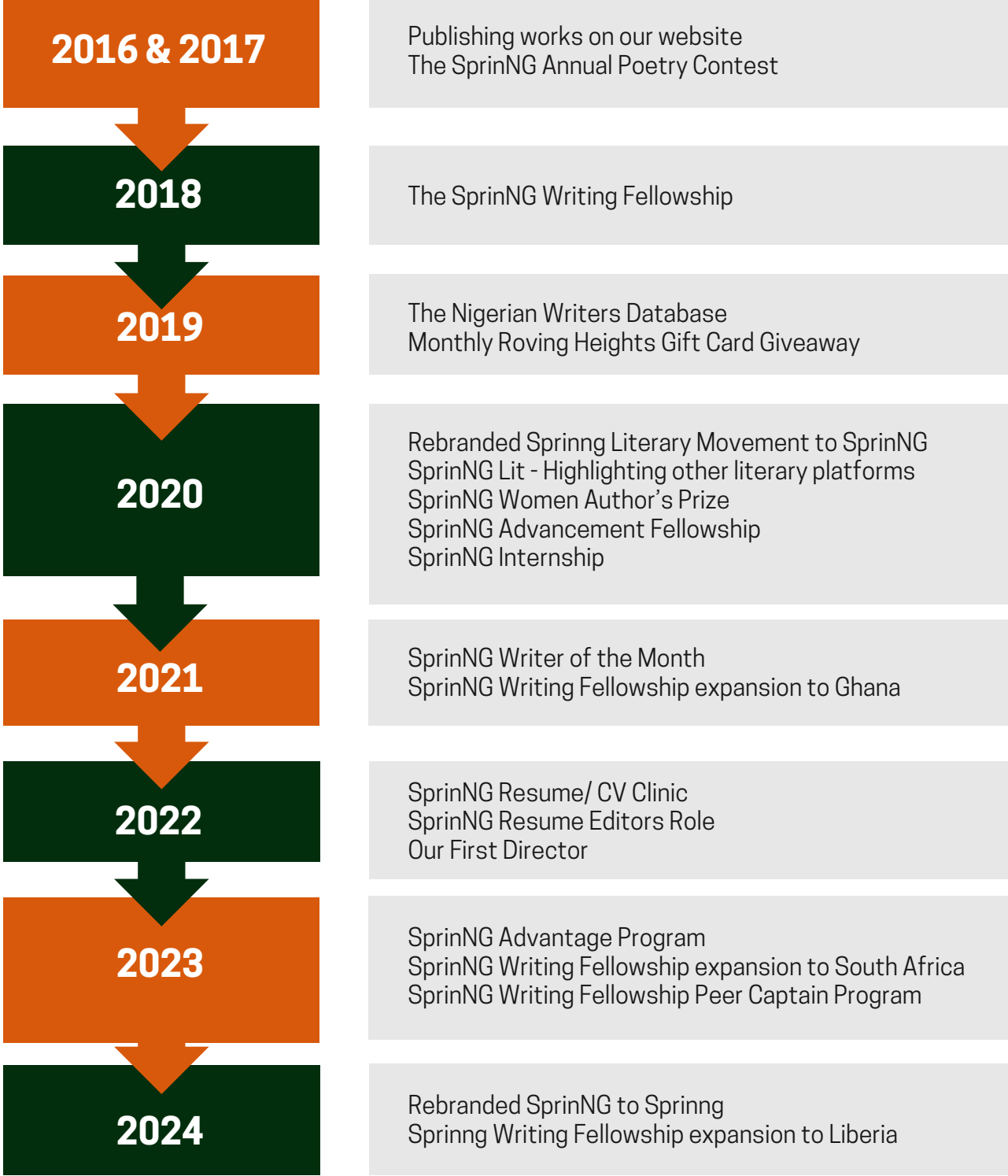
BIOGRAPHIES ON OUR WRITERS DATABASE



**Our Impact Numbers
From 2016 - 2023**

INNOVATION YEAR-ON-YEAR

OUR PROGRAMS HISTORY



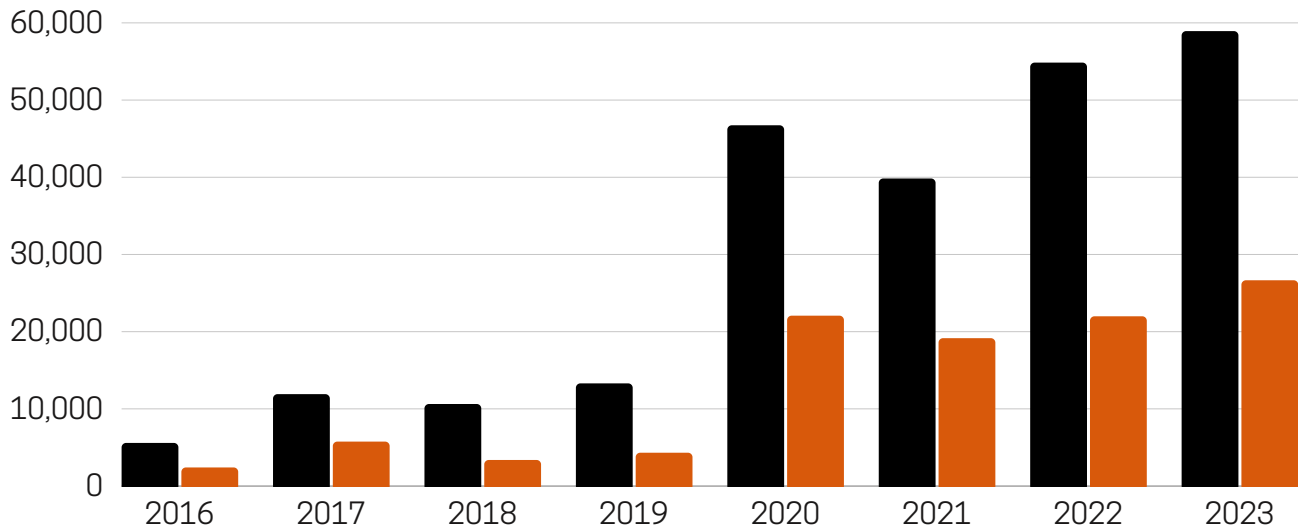
WHAT WE STAND FOR: Our year-over-year innovation demonstrates our courage and continued commitment to empowering diverse African writers, amplifying their voices, and celebrating their literature.



OUR YEAR-ON-YEAR IMPACT

PUBLICATIONS

Our Website Engagement



- Page Views
- Unique Views

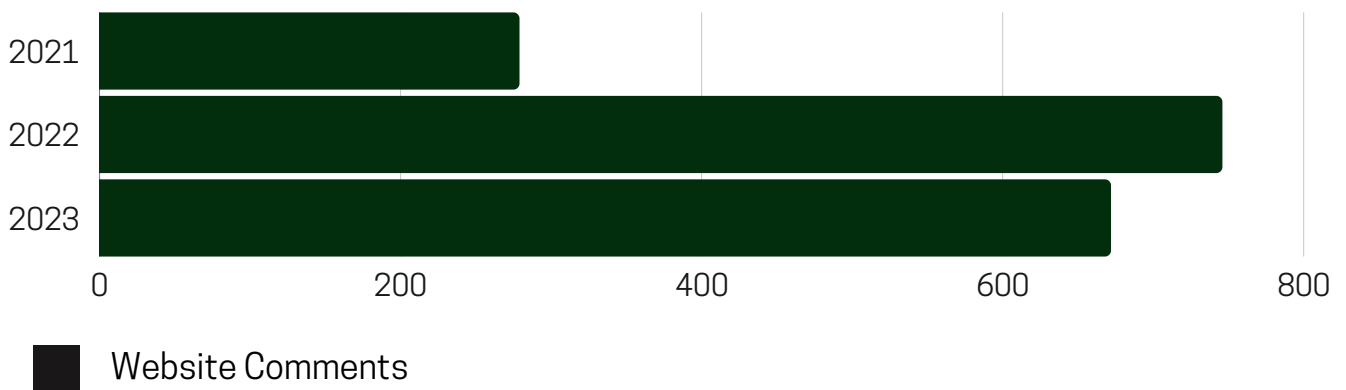
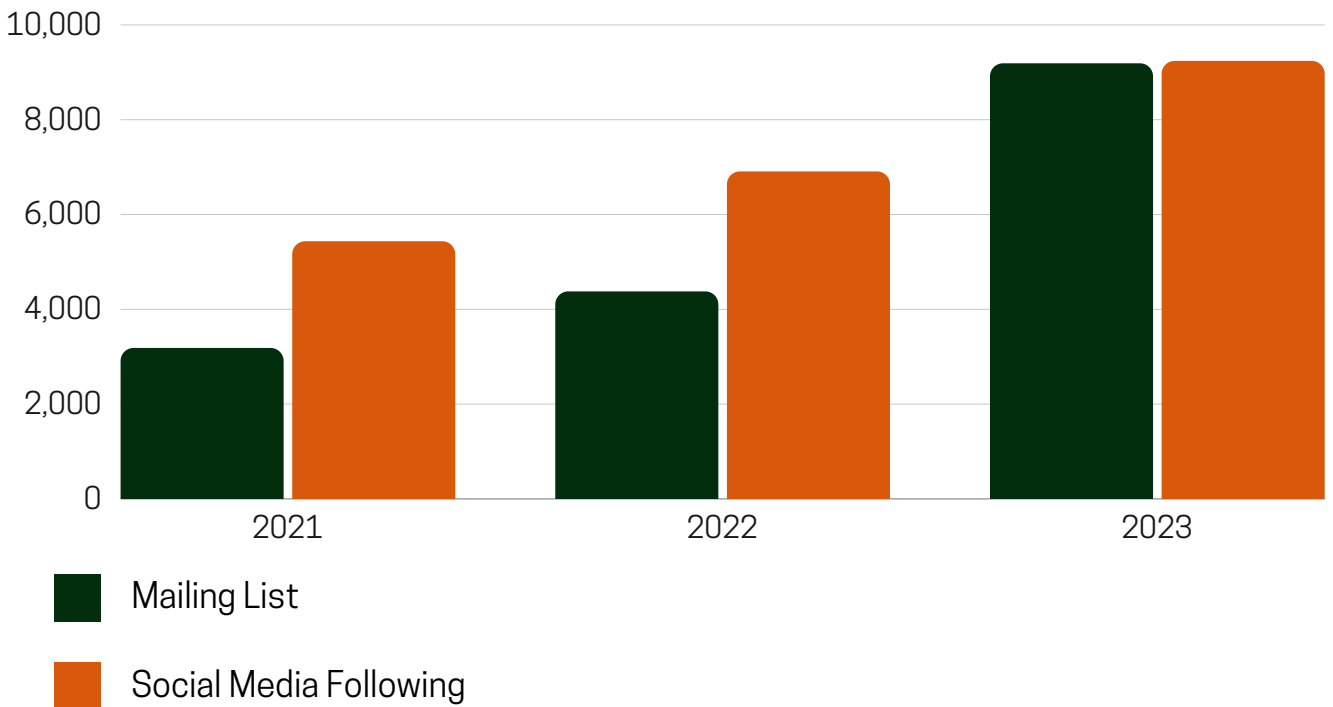
Summary

We've had at least 55 publications on our website annually for the past 3 years, spotlighting the works of African writers and drawing meaningful engagement to them. Collaborating with Roving Heights Bookstore, we provide monthly gift cards to one winner who engages on our website.



OUR YEAR-ON-YEAR IMPACT

DIGITAL ENGAGEMENT



Readers of our publications, including poetry, fiction, nonfiction, interviews, and book reviews, have remained loyal fans across our media platforms. Unlike other literary platforms, we stand out in our assurance of engagement, not just with likes but with comments and feedback for our writers.

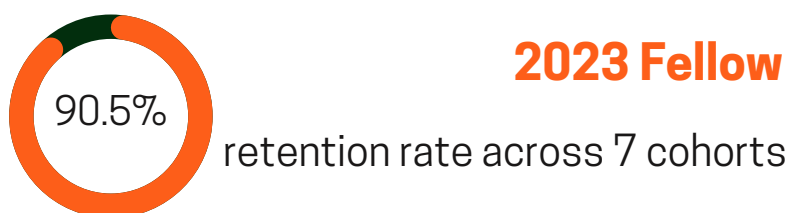
OUR YEAR-ON-YEAR IMPACT

KEY PROGRAMS



Anthony M. Kwavah

The mentorship aspect of the fellowship is the most thoughtful. I've been part of workshops and creative writing classes in university, but I've never had the chance to be guided one-on-one for as long as six weeks. The weekly Zoom calls allowed me to get to know my mentor better, and the readings were selected based on my needs, which were also very helpful.





RETENTION BEYOND

Our work with the writers of the Spring Writing Fellowship is beyond the 6 weeks they spend with their mentors. Our impact is much more, such that fellows return to serve and engage with the advancement programs and other opportunities provided.

ROSELINE MGBODICHINMA ANYA OKORIE

- 2020 Spring Writing Fellowship Mentee
- 2021 Spring Writing Fellowship Mentor
- 2021 Spring Advancement Fellowship Mentee
- 2021 Spring Poetry Contest Judge
- 2021 Spring Women Authors Prize Judge
- 2022 Spring Writing Fellowship Application Reviewer
- 2023 Spring Writing Fellowship Mentor
- 2023 Spring Advantage Program Mentee

IMPACT BEYOND

From 2020 - 2022, through the support of a co-sponsor, Spring established an initiative to increase the visibility of female Nigerian writers by promoting their books. The Spring Women Authors Prize (SWAP) awarded ₦1,000,000 in total to 4 winners.

Cheluchi Onyemelukwe-Onuobia

2020 SWAP Winner

2021 NNLG Prize Winner

Author of The Son of The House



Ukamaka Olisakwe

SWAP 2021 Winner

Author of Ogadinma



Bina Idonije

SWAP 2022 Winner

Author of Bridges Are for Burning



Muti'ah Badruddeen

SWAP 2022 Winner

Author of Rekiya and Z

DESCRIPTION OF OUR CURRENT PROJECTS



We are taking Springg to the next level through collaborative innovation and effective program strategy!

This year, the Springg Board of Directors and team are focused on spreading the news of our impact to raise funds for our core projects. Our overall focus is expanding our projects' audience to Africa through application qualifications, marketing, and collaboration with international literary platforms.

01. FELLOWSHIPS

We conduct an annual Springg Writing Fellowship (SWF), providing 6-weeks of free mentorship to select writers with resources such as airtime, paid access to books, and more. In 2024, our fellowship will be for writers (South African, Nigerian, Ghanaian, and Liberian - ages 16-25) who haven't published a book.

On the other hand, the Springg Advancement Fellowship (SAF) is a comprehensive and FREE MFA application support system designed to empower and guide African writers through the application process. Select participants will begin with free access to Springg's online training platform with a transformative 3-week program where our expert team will provide personalized support to enhance their application materials (resume and essays). Then, fellows will be paired with a dedicated mentor providing 2 weeks of guidance on their writing sample.

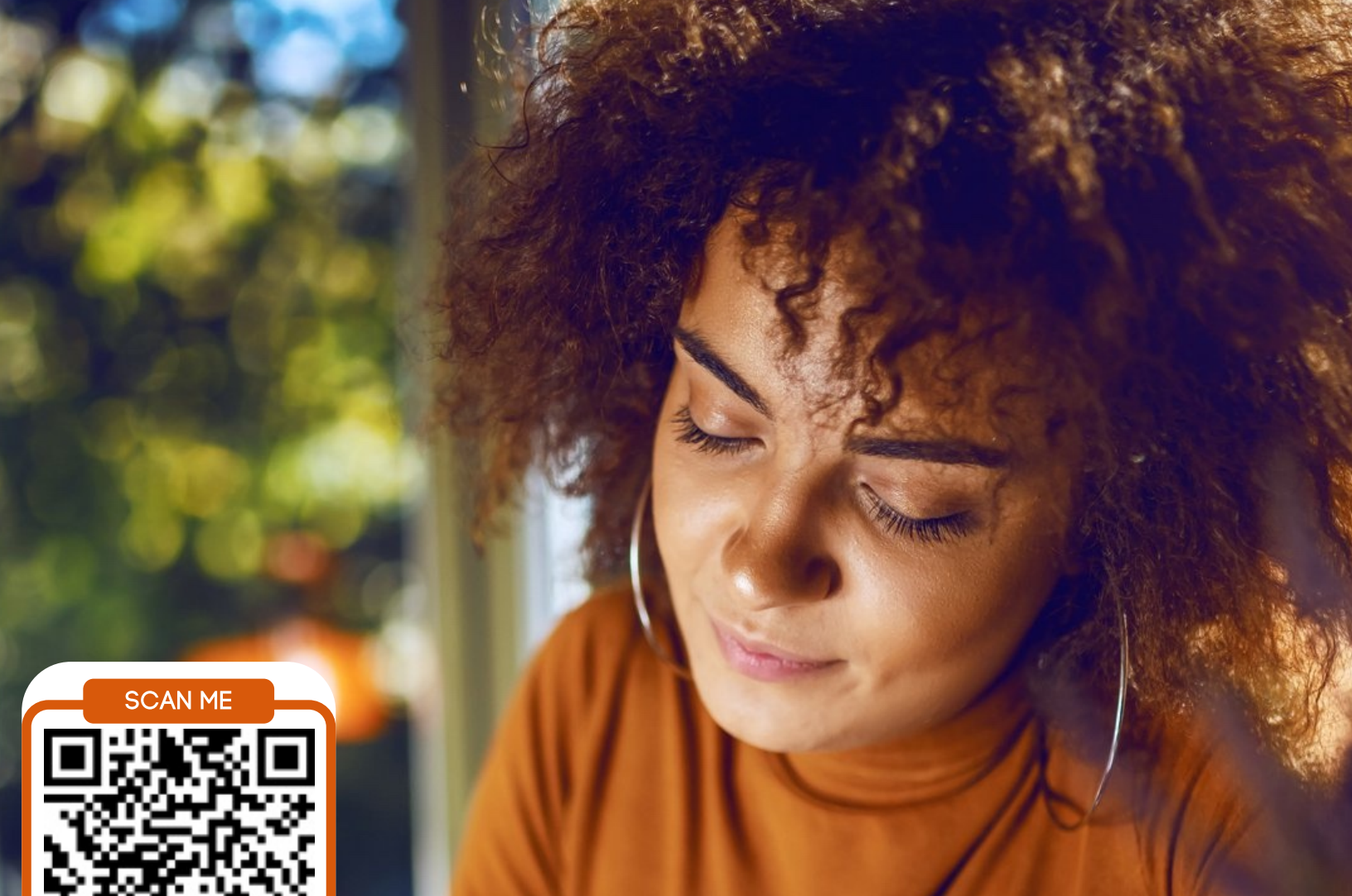
02. PUBLICATIONS

We are thriving with a mailing list of over 9,000 literary enthusiasts and strong engagement, including over 240k page views and almost 3,000 comments demonstrating an active engagement with our writers published monthly on our website.

03. ANNUAL POETRY CONTEST

We run an annual poetry contest with a unique theme to celebrate our anniversary. This poetry contest is in collaboration with Nigerian News Direct's Poetry Column for 2024, spotlighting writers interested in showcasing their work to a large audience.





SCAN ME



Springing into action!

Visit springng.org/donate

Here is how you are making a difference:

\$25 covers 5 Roving Heights gift cards for our monthly giveaway.

\$50 sponsors 2 winners of our annual poetry contest.

\$100 pays for our Spring Writing Fellowship participants' airtime for 2 weeks.

\$125 provides a 6-month intensive internship experience for a developing writer.

\$200 funds the compensation for 55 writers for our monthly publications.

\$500 finances 50% of our annual Writing Fellowship expenses for 75 fellows.





2030 VISION

EXPANSION ACROSS AFRICA

By 2030, Springg will reach more than 25,000 writers across Africa through our social media and newsletters, engaging them with expanded programs and helping them transition to their unique paths within and beyond the literary industry.

Through our fellowships, we have reached writers in Nigeria, South Africa, and Ghana, expanding to Liberia in 2024. We will continue having 75+ fellows annually with progressive expansion across Africa. By 2030, we will have mentored at least 1,000 writers in our fellowships.



PROVIDING ACCESS

Several writers engaging in our work have expressed concern about the limited accessibility of publishing opportunities through digital platforms, e-books, and print books.

As Springg grows, we will establish more expanded and grassroots publishing opportunities for developing writers, leveraging our platform for their community accessibility and global reach.



INCREASING REPRESENTATION

We are creating a shared space for many young African writers to grow the skills needed to start or continue making impact within their communities and beyond. We don't just want to provide solutions; we are developing the next generation of African literature leaders whose intentions, words, and actions will frame and change the literary arts and publishing landscape. We will connect them with intimate gatherings and networking events to co-innovators and sponsors who value their efforts and align with their dreams.

SUPPORT OUR MISSION DONATE TODAY



LET US **CONNECT**



Email

contact@springg.org



Website

www.springg.org



Social Media

[@Springglm](https://www.instagram.com/Springglm)

SCAN TO DONATE

SCAN ME



Or visit springg.org/donate

We are open to donations, collaborations, and partnerships that support our mission and expansion. For more inquiries or to speak with a member of our team, please email contact@springg.org.