

SARAUNIYA INTERNATIONAL DEVELOPMENT ORGANIZATION (SIDO)

CONCEPT NOTE

BACKGROUND

Historically, the Fulbe Kingdom of Ashanti Ghana is a patriarchal tribe, and throughout the kingdom's history there has never been a Queen appointed to the throne. When HRM King Osman bin Ahmed The Laamiido of Fulbe of Ashanti ascended to the throne in 2017, he was determined to modernize the Kingdom and bring it to the forefront with new ideas and ways of doing things. It is for this reason that in 2019 he appointed Ameenata Koita to The Sarauniya of Fulbe of Ashanti Throne. Together they lead the Fulbe Kingdom of Ashanti. It is under this backdrop that this organization was formed.

The Sarauniya International Development Organization (SIDO) is a pioneering organization committed to catalyzing positive change in traditionally underserved and underutilized communities across Africa and her Diaspora. Rooted in the belief that every individual possesses the promise of potential to actualize their life goals, SIDO is dedicated to empowering women, youth, and children through comprehensive social and economic interventions. We have two divisions, one based in Ghana which serves the African Continent, and one based in the United States of America which serves the African Diaspora globally. Together, they form SIDO.

Vision:

SIDO envisions vibrant and resilient communities where women, youth, and children are equipped with the necessary resources, skills, and opportunities to thrive and contribute meaningfully to society.

Mission:

Our mission is to develop and implement innovative programs aimed at fostering social and economic development in underserved communities, with a focus on health, business, education, and economic empowerment.

Objectives and Purposes:

SIDO has been established with the following objectives and purposes:

- **Facilitate Self-Sufficiency in Women:** SIDO aims to break the cycle of poverty by facilitating self-sufficiency in women. Through targeted interventions, we empower women with the skills, knowledge, and resources they need to become economically independent and self-reliant.
- **Cultural Education:** We recognize the importance of preserving and promoting cultural values, traditions, and norms. SIDO develops programs that teach cultural heritage, fostering a sense of pride and identity within communities.
- **Address Issues of the Girl/Child:** SIDO is committed to addressing the multifaceted challenges faced by girls and children, including access to education, healthcare, entrepreneurship opportunities, and building self-esteem. By addressing these issues comprehensively, we strive to create a conducive environment for their holistic development.
- **Grow Critical Thinkers:** SIDO endeavors to grow the next generation of critical thinkers who can successfully compete on a global stage. Through education, mentorship, and experiential learning, we nurture young minds to think creatively, analytically, and ethically, preparing them for leadership roles in an interconnected world.

Key Focus Areas:

- **Health:** SIDO recognizes the fundamental importance of health in enabling individuals to reach their full potential. Through targeted interventions, we aim to improve access to healthcare services, promote preventative measures, and address health disparities within our target communities.
- **Education:** Education is a cornerstone of empowerment. SIDO is committed to expanding access to quality education for women, youth, and children, ensuring they have the knowledge and skills needed to pursue their aspirations and contribute to sustainable development.
- **Economic Empowerment:** SIDO believes in the transformative power of economic empowerment. We strive to create opportunities for entrepreneurship, vocational training, and financial literacy, enabling individuals to generate income, build assets, and achieve economic independence.

- **Business Development:** Entrepreneurship is a catalyst for economic growth and community development. SIDO supports aspiring entrepreneurs with training, mentorship, and access to resources, fostering the growth of sustainable businesses that drive positive change.

Approach:

SIDO adopts a holistic approach to development, recognizing the interconnectedness of social, economic, and cultural factors. Our programs are designed to be participatory, inclusive, and culturally sensitive, empowering communities to take ownership of their development journey.

Collaboration:

SIDO values partnerships and collaboration as essential drivers of impact. We work closely with governments, NGOs, civil society organizations, and other stakeholders to leverage resources, expertise, and networks, maximizing the reach and effectiveness of our interventions.

Conclusion:

At SIDO, we are driven by a deep sense of purpose and a commitment to creating lasting change. By empowering women, youth, and children in underserved communities across the African Diaspora, we are not only fulfilling their potential but also building a more equitable and prosperous future for all.

Thank you for considering our concept note. We look forward to the opportunity to collaborate and make a meaningful difference together.

Sincerely,

HRM Queen Ameenata Koita

Sarauniya of Fulbe of Ashanti

The Sarauniya International Development Organization (SIDO)