TOBI ADEYEMI FOUNDATION

Message from the Chair, Seyi Obakin

It was three years ago in September 2012 when this foundation was launched to support and enable disadvantaged children and young people who have already shown some potential, get a first class education. It was all inspired by Tobi Adeyemi who, with his generous heart, recognised that he had opportunities that many others didn't have and already had a dream to enable those without similar opportunities fulfil their own potential and possibilities.

I like those words – potential and possibilities. They are exactly what the Tobi Adeyemi Foundation is about. When we all reflect on how far we have come and where we have come from, we find that along the way someone, somewhere, believed in us and helped to fan the flames of our potential and our possibilities. We also realise that, often, it is that fanning that carried us through large periods and possibly thus far. This Foundation is committed to being that someone for some young people.

I am hugely honoured to Chair the Board of Trustees of the Tobi Adeyemi Foundation, working with a group of committed and amazing people. Out of very busy lives, the foundation's trustees are giving their resources in various ways to help fan the flames of potential and possibilities in some young people, and I thank them.

Gradually, the Tobi Adeyemi Foundation is changing lives and by having the opportunity to lead it as Chair, it is changing mine too. So I feel most privileged to play a part in it. But none of its work would be possible without the foundation's supporters. It would not be possible without you playing golf to raise funds. It would not be possible without you running marathons. It would not be possible without you wearing silly clothes. It certainly would not be possible

without you eating dinners! Thank you for your consistent, enduring and encouraging support.

This year, our first two scholars completed their Advanced Level education in the most flying of colours. With a string of A*s and A grades, one of them has started this month at Imperial College and the other plans to go to a

medical school after a gap year. We are, justifiably, proud of their achievements. Achievements that would not be possible without your consistent, enduring and encouraging support. So I can say, with all confidence, that you are, with us, fanning the flames of potential and possibilities for young people.

In May, we held our second Tobi Adeyemi Foundation Golf classic, which you can read more about in this newsletter. And, on 17th October 2015, we will welcome Karen Blackett OBE to the Tobi Adeyemi Foundation lectern for our third annual fundraising dinner and lecture. She is an extra-ordinary and kind person who, earlier this year, was voted the most influential black person in the United Kingdom. Karen is also an accomplished and much sought-after speaker whom I am very much looking forward to hearing.

Thank you so much for your support and your gift of changing young people's lives through the Tobi Adeyemi Foundation.

Message from Tobi's Parents

Welcome to this edition of the Tobi Adeyemi Foundation newsletter. As we write this, we are preparing for the 3rd Tobi Adeyemi Foundation Fundraising Dinner & Lecture event. We are excited to have as our guest lecturer Karen Blackett OBE. She follows in the tradition of public figures who, are excelling and serving as inspiration to so many of us.

We are delighted that our Tobi scholars are doing well. Our first two scholars have won places into universities. One scholar is going on to study Mathematics and Computer science and this very much reminds us of Tobi.

It is now over 4 and half years since the fateful event of Tobi's death and life continues to throw up challenges. All things being equal Tobi would have graduated this year at the age of 20 and turned 21 in August. This year has been exceptionally difficult watching and hearing about his contemporaries graduating and celebrating another milestone in their journeys. However, we must continue to accept what cannot be changed, continue trying our best to carry on and derive satisfaction that the Tobi Adeyemi Foundation is contributing in a small way to the lives of some young people.

We know that the success of the foundation has been largely due to the work and commitment of our board of trustees and supporters; and we are very grateful. We are also grateful for the kindness of many of you who have kept us in your lives.

We hope our supporters who attend the coming event have a wonderful evening and enjoy the words of our guest speaker. Please spread the word about the foundation and invite others to future fundraising events. We look forward to meeting our current and new supporters at our future fundraising events. By supporting the foundation you are helping

a young person who may well have missed out on a wonderful opportunity to get ahead in life. This is definitely what our son would have wanted. The foundation thanks you and so do we.

Adegbenga & Abimbola Adeyemi

Why am I passionate about the Tobi Adeyemi Foundation (TAF)?

The first reason why I am passionate about the foundation is the friendship I have found with Gbenga Adeyemi through our love of the game of golf. Unfortunately, I actually never got to meet Tobi but heard a great deal about him from his very proud dad during our frequent rounds of golf together.

I heard how talented he was in sports, music and academics but most of all I heard a lot about a very young man who had already developed a wise head on his shoulders. I heard about a young man who was acutely aware that he was privileged to be born into a family that was able to send him to one of the best schools and was very grateful for the opportunity. I heard of a young man that was also aware that there were loads of people that were probably as talented as he was but were not fortunate enough to be born into such a family that could give them the same opportunities he had. I heard of a young man that was determined to do the best he could and one day be able to give back opportunities to such people. Suddenly, I heard that this wise, bright, talented and

selfless young man was no more with us.

From that day on, I vowed that even though he is no longer with us, his passion and vision to give opportunities to less privileged people is worth supporting and this is why the TAF is very close to my family's heart.

Femi Adesanya

Even the rain couldn't keep us down!

On behalf of the Lion Herts Team, I would like to say a big thank you for hosting us today *(TAF 2nd annual golf classic May 2015).* It was great to be part of a great charity and we enjoyed the golf. The rain failed to dampen our spirit.

Please extend our greetings to your wife and the team as a whole. May the Lord continue to bless this charity.

Kenny Adejolu

Who is Karen Blackett?

This snapshot of Karen was a combination of profiles published in The Independent and The Telegraph in November and December 2014. Karen has also been profiled in Media Guardian, The Evening Standard and The Sunday Times Business section.

You grew up in Reading, which you've described as "Mini Barbados". That makes it sound quite glamorous...

Back in the Sixties, Reading was full of the recruiters from the Caribbean. You had a lot of people move over to join the Royal Berkshire Hospital, including my mum who was a nurse. I grew up surrounded by lots of people from Barbados and other West Indian islands as well.

Do you have fond memories of school?

School was good. I was good at sport and when you can win trophies for your school that transcends any issues that you might get in terms of race. Kids can be cruel, but I and my sister were popular because we were sort of an ambassador for the school. I have very fond memories.

Were you always ambitious when you were younger?

I think there was always a competitive streak and that I had to push myself. That was the influence of my dad who always said "You've got to be the best at everything and try twice as hard". Whether it manifested itself into sitting at the top of the tree of ambition, I don't know. But I was always concerned with doing the very best at whatever I was doing, be it schoolwork or hobbies. So it's about the competitive part of my DNA, I suppose.

Often, advertisers focus on children. Your son, Isaac, is almost five. Do you ever find him coming to you saying he wants the new Xbox game?

He's a bit young. He's only just started school, and he knows that mummy's job is to put out the ads in the breaks. He sort of sees things on TV, and I know what he likes, and I know he wants anything to do with Star Wars, anything to do with any form of Marvel superheroes. He is obsessed with the Star Wars Disney cartoon. But that's about it for now: I limit how much he watches in terms of screen time because I want him to learn to read and enjoy reading.

You've just been named the most powerful black Briton. Do you have any bugbears about race representation in ads in the UK?

Bugbears, no. I do think the UK is a fantastic fruit salad of people. Whether you are trying to get a soap powder or a car in front of somebody, that's everybody in the UK that falls into your target audience. When you look at the purchasing power of Britain and the growth of certain populations, it makes total business sense to be targeting them. You ignore the purchasing power of women and ethnic audiences at your own peril. The brands that have been successful at representing different groups have future-proofed their business. And there are brands that are doing it well.

How has the media industry changed in relation to race since you first joined it?

When I started my media career, the industry was predominantly made up of white, middle-class men. Twenty years later, little has changed, among senior management, at least. I still think it's odd that I'm the only senior black woman in the advertising industry. I was at a Marketing Society event earlier this year, where Justin King was honoured as a Fellow. In the room there were a handful of women and two people of colour. I was one of them.

Do you have a favourite advert of all time?

From when I was growing up in the Seventies there are three that I remember distinctively. R White's Lemonade, just because I remember the guy coming down the stairs in his striped pyjamas and I remember the song really distinctively. The Milky Bar kid because I was always a little bit perturbed as to why he was so Aryan. And then Coca-Cola's I'd Like To Teach The World to Sing. Since I have become a mum, it's anything with a child in it. Some of the Cow & Gate ads I love, where it's the baby creating a band in a studio session and all the kids are playing different instruments. And the Evian roller Seventies babies, I love. Those are the ones which now, emotively, I really notice.

Biography

After a working-class upbringing in Reading, Karen Blackett, began her media career in 1993 at CIA MediaNetwork working across a range of direct response accounts, which included NatWest, Time Life, Barclaycard and Prudential. She continued her career by joining Zenith Media in 1995 as a Senior Communications Planner and Buyer working on the prestigious BT account. Karen was then head-hunted by The Media Business Group.

In October 1999 Karen was promoted to the Board of Directors of the newly merged MediaCom and The Media Business Group Board and became the Marketing Director of MediaCom in January 2003. In 2003 and 2005, she was voted by Management Today as one of 35 Most Powerful Women Under 35 in the UK.

In 2008, Karen became MediaCom's Chief Operations Director for EMEA. After 3 years strengthening the EMEA network, during which time MediaCom moved from the 5th to 3rd largest EMEA network media agency, she was promoted to CEO of the UK Office in January 2011, running over £1.2bn of media billings and over 1,100 people. MediaCom UK is the largest media agency in the UK with a range of diverse clients, such as Sky, Tesco, GSK, Coca Cola, CRUK, Centrepoint, Audi, DFS and the Met. Police and offices in London, Manchester, Birmingham, Leeds, Edinburgh and Dublin. In 2014 MediaCom was voted Agency of The Year by industry magazine Campaign, for an unprecedented second time in a row.

Karen lives in London with her son Isaac and has homes in Barbados and the Cotswolds.

The light at the end of the tunnel

I support The Tobi Adeyemi Foundation as I believe it's the definition of the light at the end of the tunnel.

Knowing Tobi personally and the heart that he had, I can't think of a more befitting way to honour his memory. It also gives the opportunity for young disadvantaged people to take the baton from Tobi and run their race towards their dreams and ambitions, similar to his. I believe in the importance of being a voice and using it wisely. Giving to the foundation is an opportunity to extend our God-given blessings and give hope to those that deserve it.

Korede Renee Morris

Changing the world for the better

Tobi was remarkable in many ways, but among his academic and sporting achievements, it was his huge heart for the well-being of others that I find most astonishing - especially in one so young. I knew Tobi through the church he attended, Sutton Christian Centre, where I am one of the leaders in the children's work. He made an impression on all who got to know him, adults and children alike. Were he still with us today, he would be working on changing the world for the better.

It is my absolute delight to run in the Brighton Marathon in support of the TAF. Although I'm certainly no Mo Farah, it was Mr Watkinson, a PE teacher, who saw the potential in a young Mo and who gave him the help he needed to truly excel. The TAF does the same for the young students that it helps, by giving those gifted academically the help they need to fulfil their potential. For that reason, I can't think of a more worthy cause for which to run!

Ric Adams

A truly worthy cause

The Nigerian UK Golfing Association (NUGA) is a society of UK resident Nigerian golfers formed in 2004. The objectives of the association are to play and promote the game of golf, support charity and develop friendship among its members. In eleven years, NUGA has successfully organised over one hundred golf events and supported numerous charities including the Tobi Adeyemi Foundation.

NUGA believes in and supports the Tobi Adeyemi foundation because it a truly worthy cause which provides education grants to enable otherwise financially disadvantaged children and young people with good academic potential to obtain first class education. Furthermore, the foundation has a good governance structure and leadership.

For more information about NUGA and the charities it supports, please visit the association's website at www.nugagolf.com

NUGA Captain, Mr. Olumuyiwa Obileye

Your education, your inheritance

I am grateful to my friends, the Adeyemis' for the privilege of contributing to the newsletter.

The Tobi Adeyemi Foundation is a fantastic charity, which I've supported from its inception. It is unique in that it is Tobi's vision and provides talented young people with the opportunity to fulfil their academic potential by receiving the best possible education. It recognises and nurtures these young people into our future leaders.

Tobi was a fantastic young man. I miss his very traditional style of greeting his aunties and uncles, as he was not embarrassed to do the full Nigerian prostration wherever he was. He was always smiling. My daughters described him as always having his nose in a book.

Writing this piece was a good reflective exercise and enabled me to think about the reasons why my family and I support the charity. My father used to say, "your education is your inheritance, and I don't have any money to leave for you". As a young girl, I initially thought it was just something he said to get me to work harder at school. As I grew older and noted the number of children he sponsored, I began to get a better understanding of what he

meant. However, I didn't fully understand it until much later in life and I still reflect on this legacy he gave his children and many more.

Tobi knew at a very early age the importance of good education and wanted to help as many less privileged young people as possible. During his few years, he did not just live life, he experienced life. He shared his vision with his parents at a young age. He recognised the need to mentor and support young children. He had a vision to excel and to establish a foundation to help the less privileged. This foundation is Tobi's legacy, his contribution to our society, his dream to provide for others and to give young people the best possible opportunity to excel. I am privileged to be able to help realise his vision, to encourage many young people and help them realise their full potential.

Gbenga and Bimbola, I congratulate you on being so inspirational and for staying strong. May God almighty continue to bless and strengthen you.

Mrs Bola Sotubo

Do something

Tobi's sudden death was bewildering - an unfathomable tragedy. Even now, years later, although it is no longer raw, it still stirs strong emotions thinking about it. Being able to support the Foundation helps meet a need to be able to do something in response - not to make sense of it all or to make it alright - but just to do something. It is a pleasure - a selfish one - to be able to support the Tobi Adeyemi Foundation.

Tobi was remarkable in many ways. The fact that he was so talented, clever and well liked is just lovely. But the fact that he already had an awareness of how fortunate he was, and how he could share what he had in order to help others, showed maturity beyond his years. Supporting the Foundation means that we can help put into effect something that Tobi himself had started. In a sense, our conscience has been pricked by Tobi's - we too are aware of how fortunate we are. What a joy it is to hear news of the 'Tobi scholars' and the opportunities that they now have in life - all because of Tobi!

Richard Langley

Education – the most powerful weapon

Tobi was my brother in every aspect of the word and what a brother he was! He was compassionate and wise beyond his years and he had a real passion for change, for positive development, and it came through in everything he did, from practicing his basketball jump shot to our late night FIFA sessions where he would never give up hope of beating me. In one such FIFA session he turned and said *"it would be interesting to hear what people say about us if we died tomorrow, then you would know what they truly thought of you"* and then we went on to speak about how we should leave a legacy behind for people to remember us by. A few days later, he was gone.

I heard what people truly thought of him, of the intelligent, talented and kind-hearted young man that he was. And now this foundation is his legacy. The foundation is the embodiment of his passion as it strives to bring change and positive development into the lives of disadvantaged young people.

Tobi and I both understood that we were fortunate to receive the education that we did and he had a real desire to make sure that people from all backgrounds could also share in this gift. Education is the most powerful weapon with which one can change the world and, I support the foundation because the work it does, Tobi's legacy, will change the world. Well done to uncle, auntie and the trustees for the sterling work you are doing.

Dara Obakin

We will only be remembered by what we have done

As humans, we so easily take life for granted and presume we've got more

control of our time than we really do. In the words of a favourite hymn, *"Fading away, like the stars in the morning losing their light in the glorious sun. Thus would we pass from this earth and its toiling, only remembered by what we have done".* There is so much need out in the world, and it is easy to lose hope as we think our little contribution will not account for much. However, we can all play a little part in changing the world, a little at a time, by sowing into the lives of the younger generation.

It is an inspiration that Gbenga and Bimbola Adeyemi are putting in place a lasting legacy and providing opportunities for us all to do something to help the less privileged students. Their very act of setting up the Tobi Adeyemi Foundation is an encouragement to me and reminder that we will *"only remembered by what we have done".*

Mrs. Lolade Onabolu

The last two ……

2014 Annual fundraising dinner lecture

Too many times, a follow on event fails to live up to the previous one. Our first annual dinner lecture in 2013 was so successful there was every risk that the 2014 lecture may not live up to it. No one can say that. Around 120 supporters gathered at Epsom Race Course for our 2nd annual dinner lecture on 11th October 2014 and raised a net sum of nearly £5,800. The evening started with our usual opening hour of welcome and networking drinks, a delicious full course meal and a truly inspiring lecture by Ken Olisa OBE.

Like Victor before him, Ken was brilliant. He spoke of the huge difference that the generosity of strangers can make in the world that we live in. First, he recalled how his headmaster in junior school had prepared him in various ways for the future to come, including how to enjoy caviar. Then he recounted how, after losing his meagre belongings and textbooks to car thief, a storeowner and a complete stranger offered him a discounted suit including a Christmas job. Next he spoke of how serendipity brought him in contact with Norman Knight, one of Boston's biggest philanthropists in the 1980s. Norman Knight went on to help him in various ways, including becoming his mentor and great friend.

His conclusion? We are all strangers to other people and we have a sacred obligation to help others. Furthermore, we should keep our eye on what contribution history will view us as having made when we are gone. We should *'do well, do good'*.

2015 Tobi Adeyemi Foundation Golf Classic

The Foundation is extremely grateful to 29 golfers, who enthusiastically set off in typical English inclement weather, to do justice to the challenging Surrey National Golf club, Caterham, Surrey. Majority of golfers completed the 18 holes, whilst some wisely decided to take advantage of the club house facilities and relax with friends.

Our thanks also go to the non- golfers who were present for the dinner, prize presentations, raffle draw and auction. The President of Nigerian United Kingdom Golfing Association (NUGA), Mr. Tony Sokan, presented

prizes to the winners of division 1 and 2 categories of competition, as well as longest drive, nearest to the pin and lowest gross. Some of the winners of the evening included Mr. Kenny Adejolu, Mr. Femi Adesanya, Pastor Omasan Oritsesan, Mr. Simon Oladunni, Mr. Abo Adeoye and Pastor Olu Fasanya.

The Foundation also thanks the management of Surrey National Golf club for their support and generous donation of several auction prizes.

All our generous participants helped raise a net sum of nearly £2,200 for the Foundation. The foundation is grateful to all who supported the Golf Classic and made the event a greater success than the first. We hope to welcome more golfers and non-golfers back to Surrey National next year for the 3rd Tobi Adeyemi Foundation Golf Classic.

Upcoming events

Spring 2016 - The 3rd Tobi Adeyemi Foundation Golf Classic will happen on a golf course near you. Please register your interest by sending an email to info@tobiadeyemifoundation.org or letting one of the trustees know.

TOBI ADEYEMI FOUNDATION

Autumn 2016 – the 4th annual fundraising lecture and dinner for the Tobi Adeyemi Foundation will be held at a venue and date to be announced. Early registration of interest would be very much appreciated.

Maintaining Mental Well being

Mental health is an integral and essential component of health. The World Health Organisation constitution states: "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

Mental health is a state of well-being in which an individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and is able to make a contribution to his or her community.

Mental health and well-being are fundamental to our collective and individual ability as humans to think, emote, interact with each other, earn a living and enjoy life. It is therefore important to actively promote, protect and restore mental health.

Impact of Mental health disorders

About one in four people will experience a mental health problem at some point in their life.

Mental disorders increase the risk of getting ill from other diseases such as cardiovascular disease, diabetes, and vice-versa.

Mental health problems account for 22.8% of health conditions in the UK, whilst cardiovascular disease is 16.2% and cancer 15.9%

The life expectancy of people with mental health problems is dramatically lower than average. Men with mental health problem die 11 years earlier than average and women die a decade earlier.

Around 20% of the world's children and adolescents have mental disorders or problems

Factors affecting mental health

Multiple factors determine the level of mental health one enjoys at any point of time.

These include the following:

Social factors, especially persistent socio-economic pressures such as poverty, low levels of education, stressful work conditions, unhealthy lifestyle, physical ill health**,** gender discrimination and social exclusion.

Psychological and personality factors.

Biological factors leading to imbalances in chemicals in the brain.

What can you do to improve & maintain your mental well-being?

According to the Mental Health experts anyone can make simple changes that have a huge impact on their mental health and wellbeing. Some of the practical ways to take care of yourself and get the most from life are as follows:-

- Accept who you are and understand that we are all different.

- Talk about your feelings - when you are facing a difficult situation talk to someone you know and trust. They may be able to offer advice or help you see a different perspective of the problem. Even if they can't help, often just talking something through and feeling that there is someone to listen and understand you can make you feel much better.

- Build healthy relationships including staying in touch with friends and family.

- Ask for help when required.

- Maintain a healthy lifestyle by doing the following:

    - Eat balance diet - there are strong links between what we eat and how we feel.
    - Exercise regularly - exercise releases chemicals in your brain that make you feel good. Regular exercise can boost your self-esteem and help you concentrate, sleep, look and feel better. Exercise also keeps the brain and your other vital organs healthy.
    - Maintain good sleeping patterns.
    - Drink alcohol sensibly.
    - Take breaks - A change of pace or a change of scene is good for your mental health.

- Do something you enjoy.

- Do something for someone else.

- Set yourself a challenge that you can realistically achieve.

- Keeping track of your moods, what affects your moods and take steps to avoid or change the situations that have a negative impact on you.

No-one can give you wellbeing. You need to take action.

Dr. Abimbola Adeyemi, Consultant Paediatrician

Dr. Ify Okocha, Consultant Psychiatrist

HOW YOU CAN HELP

You can help by donating, organising an event or just encouraging us.

DONATE

By *'JustGiving'*: You can donate securely and directly to the Tobi Adeyemi Foundation by using the secure JustGiving service. Our page is at: **www.justgiving.com/tobiadeyemifoundation**.

By *Standing Order*: You can donate by giving regularly - making monthly donations. A Standing Order form can be downloaded from the TAF website via the 'How you can help' page.

By *Cheque*: You can donate by cheque made payable to the 'Tobi Adeyemi Foundation'. Please mail to: The Tobi Adeyemi Foundation, 3 Vicarage Close, Kingswood, Surrey, KT20 6QF, United Kingdom.

ORGANISE

You can set up your own event or fundraiser on JustGiving for the Tobi Adeyemi Foundation, again by visiting:
www.justgiving.com/tobiadeyemifoundation.

ENCOURAGE

Sign up for regular updates and send us your comments. If you haven't done so, please 'like' our Facebook page, found at: **facebook.com/tobiadeyemifoundation**

The Trustees of Tobi Adeyemi Foundation and the Adeyemi family thank you for any support you can give to the Foundation in Tobi's memory.

APPLYING TO THE TOBI ADEYEMI FOUNDATION

If you are a young person of age 19 or below, have outstanding academic, sporting, musical, artistic or all- round potential and, require financial support in order to continue your education, the Tobi Adeyemi Foundation may be able to help.

You will need to complete an application form, which you can download at **tobiadeyemifoundation.org/eligibility**. You will find it helpful to read the Foundation's grant-making policy, which you will find on the same web pages. Good luck!

www.tobiadeyemifoundation.org

Tobi Adeyemi Foundation is a Registered Charity no: 1144191

Some faces from our 2014 annual fundraising dinner lecture