



Cuppy Foundation

ANNUAL REPORT — 2025

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A Word From Our Founder



It is a privilege to share the Cuppy Foundation's 2025 philanthropic report with you. It reflects a year defined by determination, generosity and meaningful progress in expanding access to education.

I founded the Cuppy Foundation seven years ago with a simple belief; education changes everything. When you educate a student, you uplift a family, strengthen a community, and help shape a nation. This year, together, we opened doors for young people who might otherwise have been left behind. Beyond practical resources, we provided dignity, opportunity, and renewed hope. We saw confidence grow and communities unite around one clear truth: every child deserves the chance to thrive.

We are advancing this mission in a shifting global landscape. As international aid budgets shrink and priorities change, the impact is felt most sharply by girls in underserved communities. In such moments, philanthropy matters even more. When public funding contracts, private compassion must expand.

This report shows what is possible when generosity is matched with strategy. It also reminds us that progress remains fragile without sustained commitment.

Thank you to everyone who stood with us this year. I hope you feel proud of what we have achieved together and inspired by the work still ahead. The future of education and gender equality will be secured not by chance, but by choice. Thank you for choosing to stand with us.

Cuppy

The King's Trust

In 2025, Cuppy continued to redefine modern philanthropy through her groundbreaking role as the first-ever appointed International Ambassador for The King's Trust. Her appointment marked a powerful new chapter in the Trust's global outreach, reflecting both her passion for youth empowerment and her growing international influence.

Throughout the year, she championed the Trust's Brilliant Breakfast campaign, encouraging communities to gather friends, family, and colleagues for a simple yet powerful act of fundraising. The initiative raised vital funds to help The King's Trust provide free courses, grants, and mentorship; equipping young people facing hardship with the skills to build brighter futures.

In addition to participating in the King's Trust Carol Concert at St Paul's Church, a highlight of the year was attending the 2025 King's Trust Anniversary Reception at Buckingham Palace, celebrating a decade of the Trust's international impact. Cuppy presented the Global Young Achiever Award to 19-year-old Roslyn from St. Lucia.

Seeking stability, Roslyn enrolled in the Team programme in Saint Lucia; a 12-week personal development course delivered by the Royal Saint Lucia Police Force for young people not in work. The experience proved life-changing and soon after completing the course, Roslyn secured her first job! Eager to give back, she also volunteers as a study buddy at her local primary school, supporting grade five students in their education.



Save The Children

In 2025, with support from the Cuppy Foundation, Save the Children delivered critical child protection, education, and adolescent health interventions across Rimi and Sandamu LGAs in Katsina State, and Song LGA in Adamawa State. Our focus this year was sustainability and evidence building, and the findings were sobering: 80% of pupils remained at beginner level in foundational skills, and 26.5% of children lacked awareness of abuse reporting channels.

Beyond funding, Cuppy stayed closely involved throughout the year, contributing in an advisory capacity during board meetings, joining International Women's Day celebrations to champion girls' education and protection, and performing at a carol concert to help mobilise greater awareness and resources for children.

This integrated approach strengthened child participation, improved access to education, and expanded life skills and adolescent sexual and reproductive health sessions.

Please see below the statistics for number of those reached through the Save The Children and Cuppy Foundation programming.



THEMATIC AREA	INDICATOR	TARGET GROUP	REACH / RESULT
EDUCATION	PUPILS PARTICIPATING IN 'TEACHING AT RIGHT LEVEL' CLASSES	ADOLESCENT GIRLS & BOYS	2,888
	TEACHERS TRAINED ON 'TEACHING AT RIGHT LEVEL'	JUNIOR SECONDARY SCHOOL TEACHERS	30
	SCHOOLS SUPPORTED	JUNIOR SECONDARY SCHOOLS	10
	LITERACY AND NUMERACY CLUBS	ADOLESCENTS	400
	NUMBER OF CLUBS	SCHOOLS/COMMUNITIES	10
	NET ENROLMENT INCREASE	LEARNERS	601
	ENROLMENT INCREASE	GIRLS & BOYS	601
CHILD PROTECTION & ASRH	ADOLESCENTS REACHED WITH ASRH AND LIFE SKILL SESSION	BOYS AND GIRLS (10 TO 19 YEARS)	583
	CAREGIVERS/COMMUNITY ENGAGED	ADULTS	89
	VOLUNTEERS/CPC MEMBERS TRAINED	COMMUNITY MEMBERS	63
	CHILD PROTECTION CASES SUPPORTED	CHILDREN	5

Africa Union

Cuppy played an active role in launching the strategic partnership between African Union Peace Fund and Football for Peace, using her platform to champion a bold approach to peacebuilding and youth empowerment through football diplomacy across Africa.



Columbia Business School

Cuppy was invited to speak at Columbia Business School to share her expertise on Africa's evolving creative economy. Drawing on first hand experience she lead the conversation on innovation, cultural entrepreneurship and the business of creativity, spotlighting the continent's growing global influence encouraging future leaders to invest in Africa's creative industries.

Milken Institute

Cuppy's involvement with the Milken Institute are helping shape conversations around the creative economy and Africa's future. By engaging with leaders on how art, culture and innovation can drive economic growth, she continuously highlights the continent's potential as a hub for creative industries.



Global Citizen

In 2025 Cuppy took to the Global Citizen Festival stage in New York City to champion action on displacement, food insecurity and education. Whilst amplifying the link between nutrition, health and learning, Cuppy also shifted the spotlight onto barriers keeping children at a disadvantage, including lack of nutrition and the exclusion of children with disabilities. Her work reaffirmed the need for a level playing field for each and every child.

Cuppy is an active supporter of Sabrina Elba's climate advocacy. As Co-Chair of Global Citizen's European Board, Sabrina worked alongside Cuppy to convene leaders from government, the private sector and philanthropy, to advance climate action ahead of COP30, with a particular focus on scaling renewable energy across Africa.



The Cuppy Africa Hardship Fund

The Cuppy Africa Hardship Fund launched in March 2025 at King's College London, marking a bold step in Cuppy's mission to ensure African graduate students are not pushed out of world class education by sudden financial shocks. The Fund provides vital stipends and emergency support so students can stay enrolled, stay focused, and keep building their futures without interruption.

At the University of Oxford, now in its third year, the Fund continues to stand in the gap for students facing added pressures such as disabilities or caregiving responsibilities. Managed by the African Oxford Initiative, it has supported thirty six scholars with essential help for research costs, living expenses, and family emergencies, protecting their ability to thrive in one of the most demanding academic environments in the world.

At New York University, now in its second year, the Fund prioritises students with African educational backgrounds and supports those in music business programmes, reflecting Cuppy's own academic journey. This targeted support can include emergency accommodation and living expense assistance, helping students avoid withdrawing or compromising their studies when life hits unexpectedly.

Together, these hardship funds are doing more than meeting urgent needs. They are defending potential. They are protecting momentum. And they are strengthening the next generation of African scholars and leaders to rise, succeed, and create transformative impact across the continent and beyond.

Tonye Ebiede, MSc, School of Global Affairs, KCL

"The Cuppy Fund provided timely and meaningful support to cushion the cost for me as a first-time student in London during winter. In particular, the support enabled me to manage housing-related costs and purchase essential winter clothing, which was important for my wellbeing during the colder months."

Kofoworola "Kofo" Owokotomo - Steinhardt MA, Drama Therapy

A Nigeria-based theatre artist, Kofo is committed to using theatre as a tool to foster social development in Nigeria. Kofo graduated with a bachelor's degree in Theatre Arts from the University of Ibadan, Nigeria in 2020. Currently, Kofo is a second-year master's student at NYU Steinhardt, majoring in Drama Therapy. Kofo was the inaugural recipient of the Cuppy Foundation scholarship in August 2024.





Gates Foundation

Cuppy was named a Goalkeeper in 2025 deepening her alignment with the UN 2030 Sustainable Development Goals and placing her advocacy on an even bigger global stage. She is especially recognised for championing Goal Four, Quality Education, and Goal Five, Gender Equality, using her platform to push for wider access to learning and greater opportunity for women and girls.

She strengthened her philanthropic reach through work with the Gates Foundation, hosting and performing as a DJ at its Seattle headquarters to celebrate Africa Day and spotlight the power of Africa led progress. This recognition reflects not only what she believes in, but how consistently she shows up to move the mission forward.



CNN

Entrepreneurs, creatives and global leaders united in London for CNN's Global Perspectives event focused on Africa, featuring voices such as the Prime Minister of the Democratic Republic of the Congo and author Chimamanda Ngozi Adichie, who spoke on centering African perspectives. Cuppy's role as Music Curator brought cultural energy and youth influence to a high-level leadership space, reinforcing Africa's creative power and connecting global decision-makers with contemporary African voices.

Action Child Cancer Africa

Cuppy supported the launch of the Action Child Cancer Africa (ACCA) Foundation, hosted by Lord Paul Boateng, the UK's first Black Cabinet Minister. ACCA improves child cancer survival in Ghana, Sub-Saharan Africa, and the African Diaspora by supporting oncology centres.

Tate Patron Ambassador

Appointed in 2021, Cuppy has used her platform as a Tate Patron Ambassador to help broaden and care for the national art collection, stage major exhibitions, and deliver learning programmes for all ages. Her involvement strengthens opportunities for young children, families and schools to engage with art, reinforcing the power of culture as a tool for education.

Commonwealth

Cuppy was engaged in the Commonwealth Reception welcoming the new Secretary-General Shirley Ayorkor Botchwey as the first female Secretary-General of the Commonwealth of Nations, who has pledged to make climate resilience her defining legacy. DJ for the evening, Cuppy created an atmosphere of unity and celebration, connecting leaders across generations and nations!



Debate Mate X Comic Relief with No.10

Cuppy made a standout impact as a judge for Debate Mate x Comic Relief for Red Nose Day 2025, backing a national debating competition across one hundred and fifty UK secondary schools. As part of Comic Relief's flagship programme, co funded by the Foreign, Commonwealth and Development Office, thousands of young people were encouraged to question, challenge and think deeply about international aid and its real world impact. The Grand Final took place at 10 Downing Street, hosted by Prime Minister Keir Starmer, where Cuppy sat on the judging panel as Cardinal Heenan High School triumphed, reinforcing a powerful message: young voices matter, and speaking up can shape a better world.

DIAFA 2025

Cuppy's recognition at the Distinctive International Arab Festivals Awards (DIAFA) highlights the global impact of her work beyond entertainment. Held annually in Dubai, DIAFA honours distinguished figures selected by an international committee of journalists and media leaders. Cuppy was awarded for services to education and creativity as an African woman, which underscores her influence as a cultural ambassador and philanthropist; elevating African excellence on a prestigious global stage.



WISE Summit / Qatar Foundation

Cuppy made a powerful impact at the World Innovation Summit for Education by using creativity to elevate the global conversation on learning. At this flagship international forum shaping the future of education through collaboration and innovation, she performed and curated a spoken word piece centred on education. Her contribution blended art with advocacy, reinforcing that lasting education reform needs both policy leadership and cultural influence.



United Nations

Cuppy continues to demonstrate unwavering commitment to global advocacy through the Cuppy Fund, leveraging her platform to advance social impact initiatives that align with the United Nations' mission. In 2025 she visited the Ark of Return again, the permanent memorial honoring the victims of slavery and the transatlantic slave trade, underscoring her dedication to historical remembrance and social justice.

As a United Nations Sustainable Development Goals Youth Leader Judge, Cuppy was appointed to the Distinguished Judges Panel for the 2025 Class of Young Leaders for the Sustainable Development Goals (SDGs), helping to identify and support the next generation of global youth changemakers. Through this work, she exemplifies how individual philanthropy and advocacy can intersect with the United Nations' universal platform to address issues that transcend national boundaries and drive lasting change.



UK Government



Cuppy actively supported UK Government led charitable and community initiatives through out the year. Using her platform she intentionally amplified causes that aligned with government plans for cultural recognition and social impact. In 2025 she supported the Black History Month reception at 10 Downing Street hosted by The Right Honourable David Lammy MP, Deputy Prime Minister, Lord Chancellor and Secretary of State for Justice.

Cuppy had always offered her support to David Lammy in his previous role as Foreign Secretary and so was particularly delighted to celebrate the appointment of his new role at such an empowering event. Through her involvement, Cuppy helped spotlight the importance of celebrating Black history and culture within the United Kingdom with emphasis on the opportunities for young black people.

She also supported the Mayor of London's Black History Month programme with Sir Sadiq Khan and backed local community initiatives in Vauxhall alongside Florence Eshalomi MP (Vauxhall and Camberwell Green), further demonstrating her commitment to working alongside government leaders to advance charitable and community-focused causes.



Vauxhall Primary School

Cuppy has been an uplifting presence in the school community, entirely funding the 'Summer Sizzler' BBQ and personally performing to bring students and their families together! Her attendance at Christmas activities including the Christmas Concert, further reflects her genuine commitment to supporting student creativity, making her involvement deeply personal.

Millennium Campus Network

This year Cuppy partnered with the Millennium Campus Network to champion youth leadership, education and the Sustainable Development Goals. Through the Cuppy Foundation, her work aligns closely with MCN's mission, driving impact in education, child welfare and social development.



London Stock Exchange

Cuppy joined other inspiring women at the London Stock Exchange Group's Power of Women Corporate Clink event for International Women's Day, highlighting the urgent need to accelerate progress for women in business and finance. Her presence amplified the conversation around mentorship, inclusivity, and representation, reinforcing the impact of empowering women across industries.



American School of London

Cuppy's journey from ASL student in 2003 to global change maker is a powerful source of inspiration for today's ASL students. Returning to campus as an alumna, she reflected on how her time at ASL sparked her love for creativity and education. By connecting her global achievements back to her early experiences at ASL when she was herself a student, Cuppy reinforces that the values nurtured there; curiosity and courage can empower students to create their own stories and that their passions can evolve into purpose.

