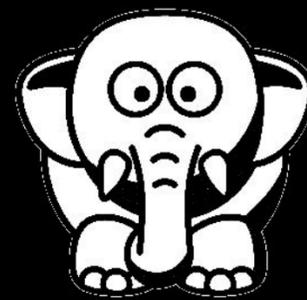


Increasing Mamapreneur Income & Maintaining Quality at Childcare Centers

TKS The
Knowledge
Society

x



kidogo

Executive Summary

KIDOGO
RECOMMENDATION

Problem

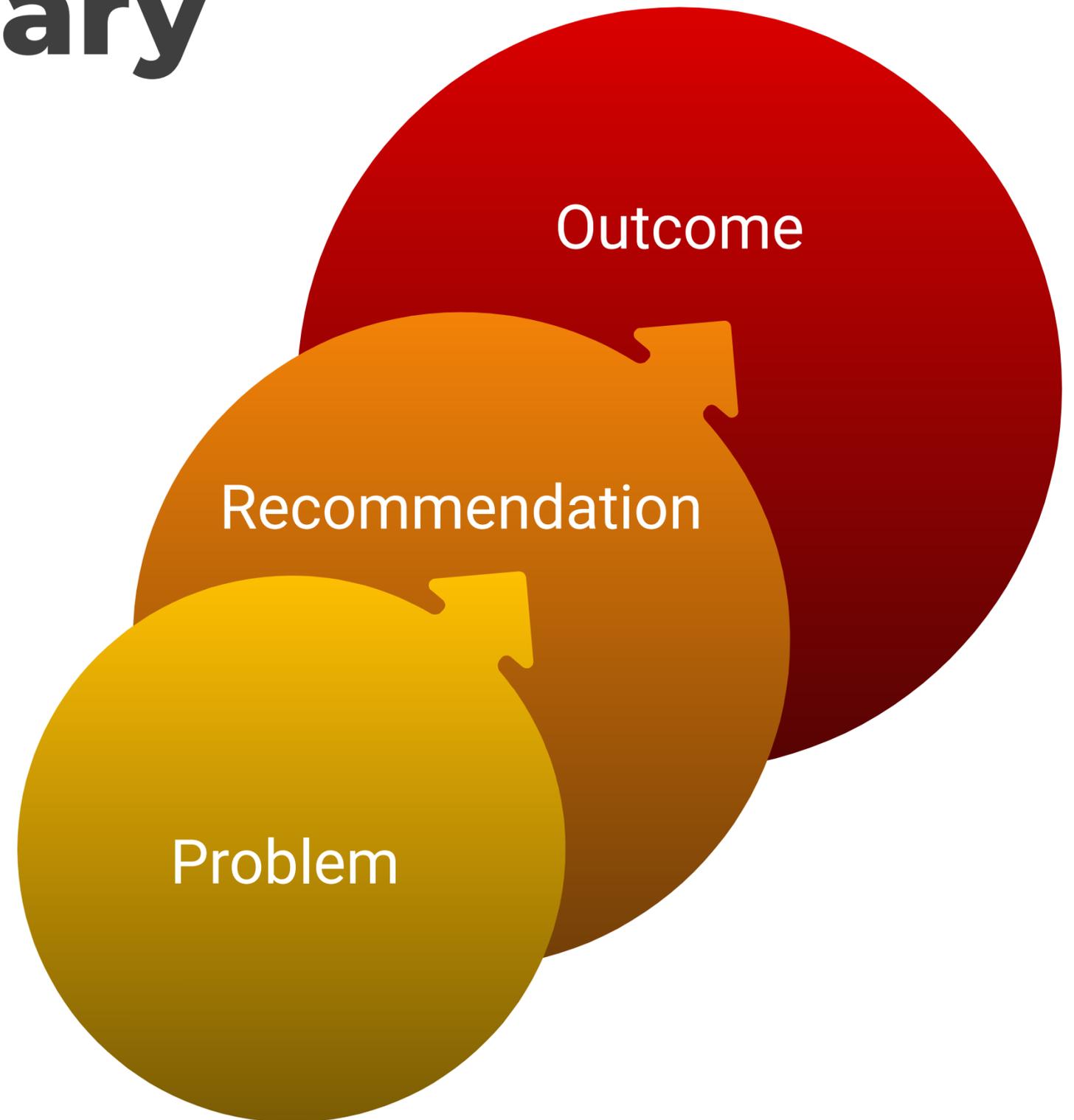
Mamapreneurs can only break even and earn a salary for themselves if they have 12-15 kids per caregiver.

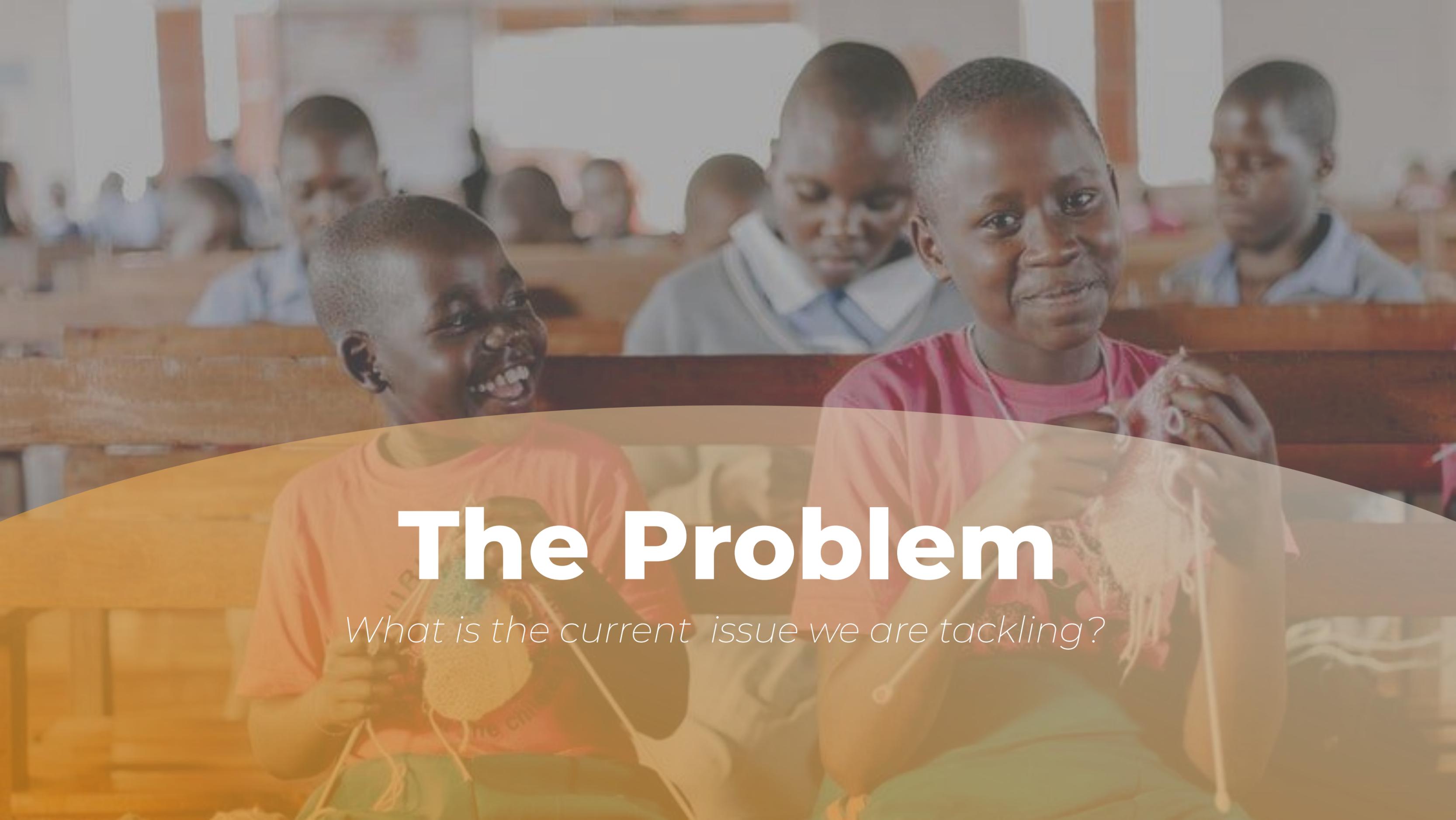
Recommendation

An ambassador program can be initialized to pair students from middle school to high school with a mamapreneur and help them alongside to sell and market handmade greeting cards overseas.

Outcome

We propose that mamapreneurs can make an additional profit of \$126 while improving the quality of childcare centres by selling a minimum of 60 greeting cards for \$3.39 every month.





The Problem

What is the current issue we are tackling?

Status Quo

Mamapreneurs make \$24 USD under the minimum wage per month (centre-based), while taking care of 10-15 kids.

Taking care of more kids generates more profit for the mamapreneurs, but decreases the quality of childcare centres.

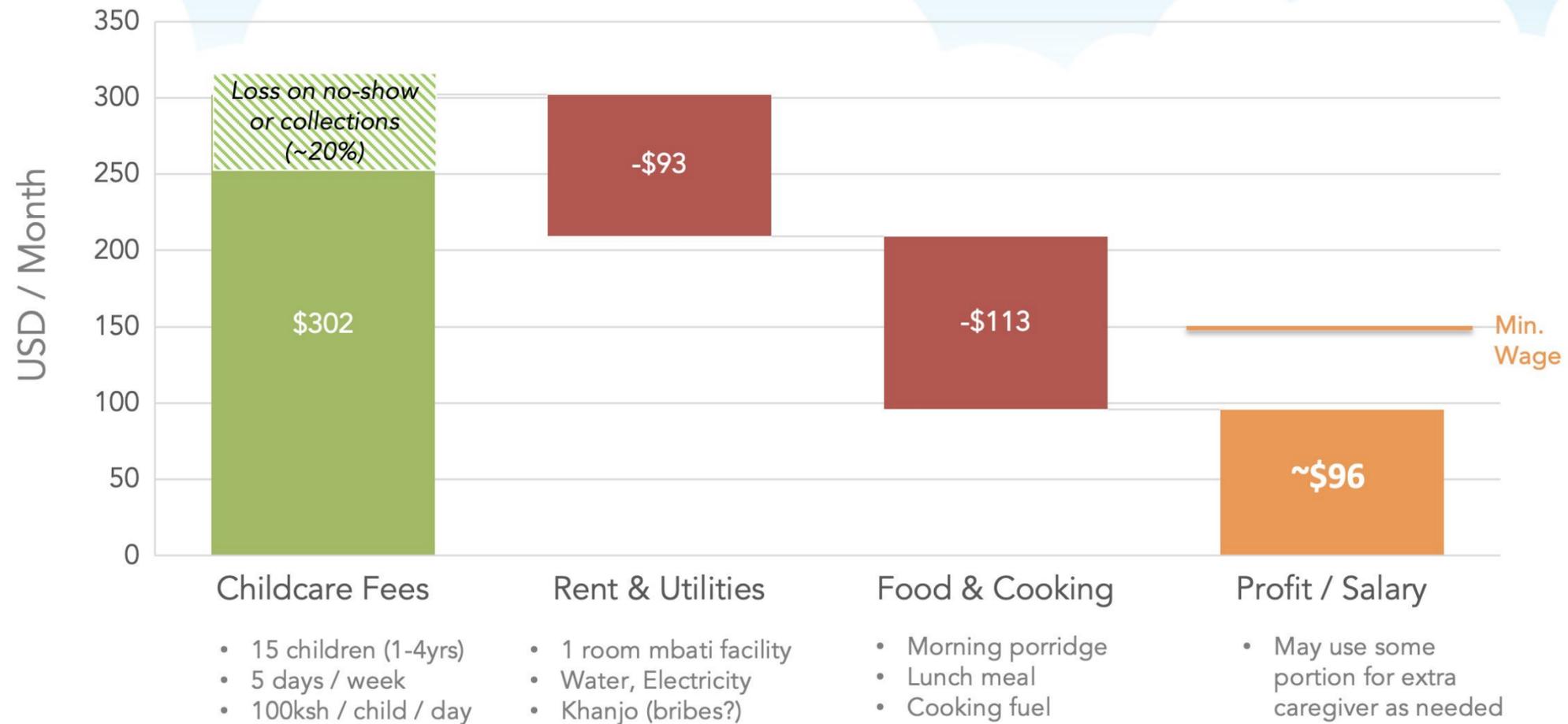
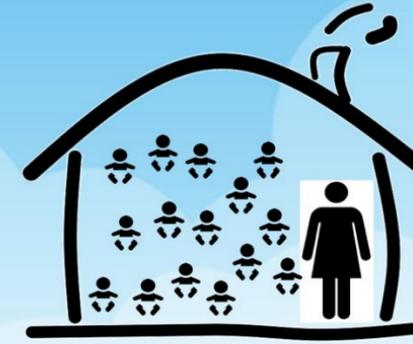
Ideally, mamapreneurs should be taking care of 8 kids. If the mamapreneurs are to make a minimum wage and take care of 8 kids, they would need to be making \$126 USD more per month.

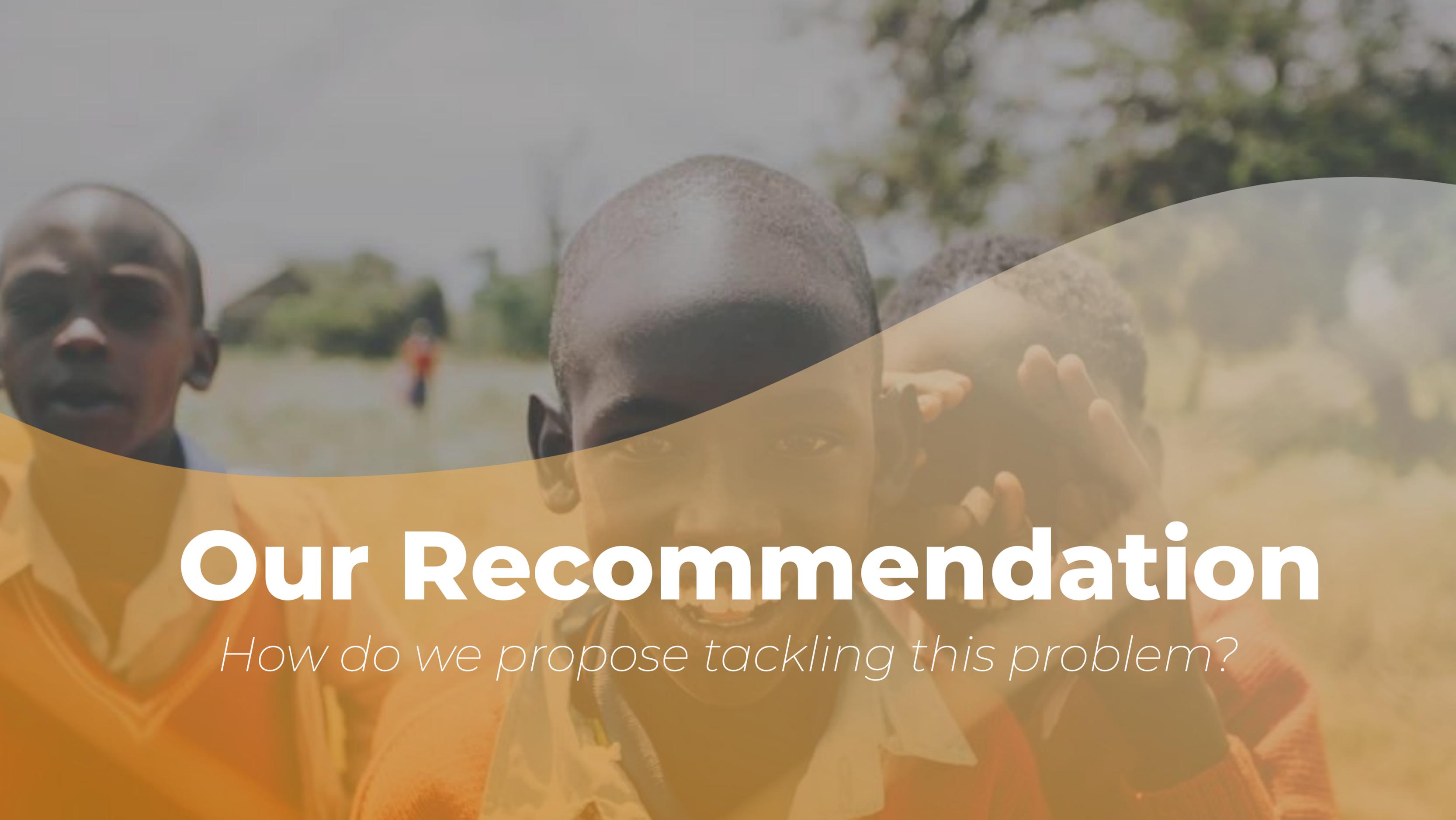
We must reduce child-caregiver ratio while maintaining quality of care and making a profit.



Financial Model

Example: Average Centre-Based





Our Recommendation

How do we propose tackling this problem?

Overview

In order to decrease the number of children per caregiver, mamapreneurs would need to make more money per child. We realize that Kidogo's marketing infrastructure can be improved and that there is an opportunity for mamapreneurs to run their own side business.

! Mamapreneurs will incorporate their business by making the greeting cards with children during a regular school day.

1

Mamapreneurs run their own business of making **handmade greeting cards** with children and **have it sold overseas at stores and online.**

2

An **ambassador program** will pair a student with a mamapreneur and monitor the number of cards one sells through an app.

3

Kidogo staff may visit school's to market the organization and sell a variety of **different types of greeting cards at middle and high schools.**

Case Study: Selling Rafikis at Me to We

Me to We is a Canadian charity that has sold almost 5,000,000 rafikis to help support artisans in Kenya. The rafikis are created by women in their free time, and cost \$10 apiece. We have identified two factors which make Me to We unique and helps them sell more rafikis

- 1) Good online marketing
Me to We has sold so many rafikis due to their amazing online marketing strategies. Me to We advertises their company on various social media platforms, such as Youtube and on Instagram, and also posts frequently about their new initiatives.
- 2) Personal Message
The Me to We website contains lots of details about the artisan that created it, which makes it much more personal, and makes customers more inclined to buy it

Me to We has sold over 4,796,271 rafikis to support women in Kenya



How It Works:

1

Mamapreneurs start their greeting card businesses by making the cards with children for a personal touch at home-based centres. The materials for the greeting cards will be supplied by Crayola and Elmers school glue, where Mamapreneurs invest their revenue into expenses such as supplies to make the greeting cards. Mamapreneurs have the option of hand-making a variety of different types of greeting cards such as Birthday, Mother's Day and Graduation cards.

2

Middle school and highschool students can apply to become ambassadors. If recruited, the student will get paired up with a mamapreneur through an app and monitored on how many cards they sell. Kidogo can go to schools and present its organization's goals as well as have ambassadors sell greetings cards at school events. This will help raise money for the Mamapreneurs to start their greeting card business and be involved in the investment program.

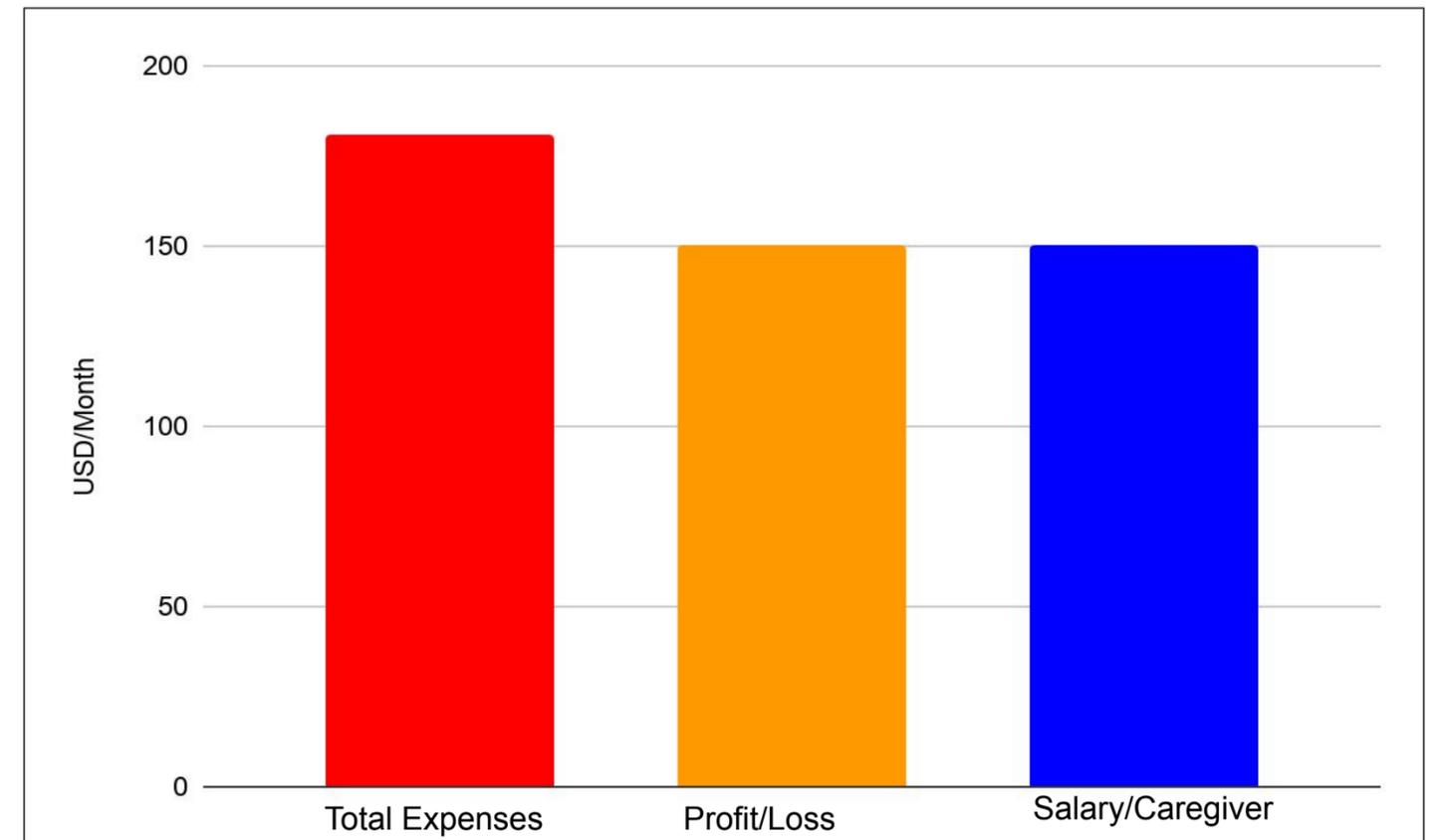
3

Ambassadors promote homemade greeting cards and in return is generated as income for mamapreneurs. Caregivers can re-invest their earnings towards supplies they may need such as basic cardstock (\$13.04/standard pack) and markers (\$4.87/standard pack).

Current Situation



Proposed Solution



By selling 60 cards/month (making 3 cards/day), mamapreneurs will generate a total revenue of \$331.4 (including childcare fees based on 8 children) and \$181 in expenses (rent, utilities, markers, cardstock, royalties), which results in a profit of \$150.

Company Influence

Charities like UNICEF have initiatives that are similar to the proposed greeting card income source.

UNICEF

During holiday times, UNICEF sells greeting cards in order to raise money for specific funds. These cards have proven effective, as when they are handed out, they carry the UNICEF name and story, encouraging others to purchase more cards to spread change. These cards are being sold at Hallmark, IKEA, and online where they could be purchased for bulk order. The cards also empower and support local Canadian artists.

Kidogo

Kidogo cards will be a similar idea compared to UNICEF, but with a few major differences, Kidogo cards will feature homemade artwork that will generate revenue for working mamapreneurs. This will help caregivers generate more income to have better quality daycare with fewer children per mamapreneur.



Impact

What are the outcomes of our solution?

Financial Impact



Caregivers

With our suggested idea of making and selling homemade greeting cards, mamapreneurs can attain \$126 more in profit, being paid a salary of \$150/month. They can learn to reinvest the money into their expenses and develop confidence in their entrepreneurial skills.





Social Impact

★ **Ambassadors**

By having mamapreneurs run a side business and have an ambassador program to market their handmade greeting cards overseas, it will enable the world to **learn** and join on in Kidogo's mission. Middle schools and highschools are a great place to sell the greeting cards. It will shine a **new perspective** and **inform others** on the current problems caregivers are facing in Kenya

Implementation



Our Action Plan

01

Students

By collaborating with schools and having students involved, you can market Kidogo's missions through a bigger lens

02

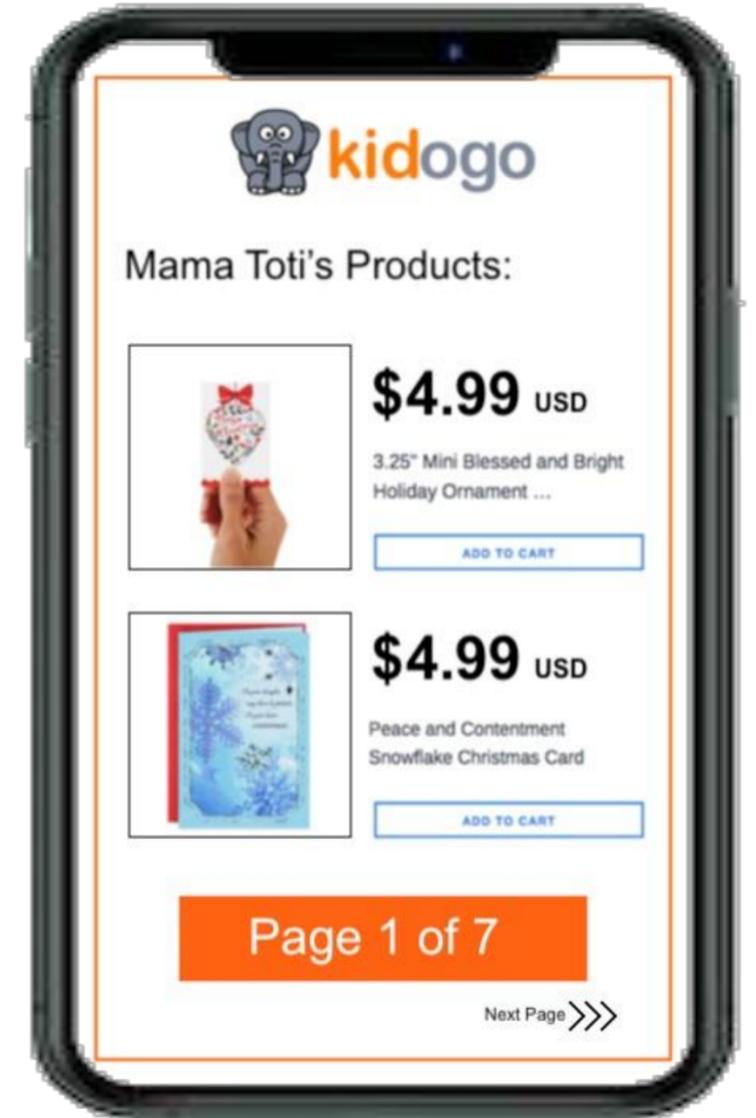
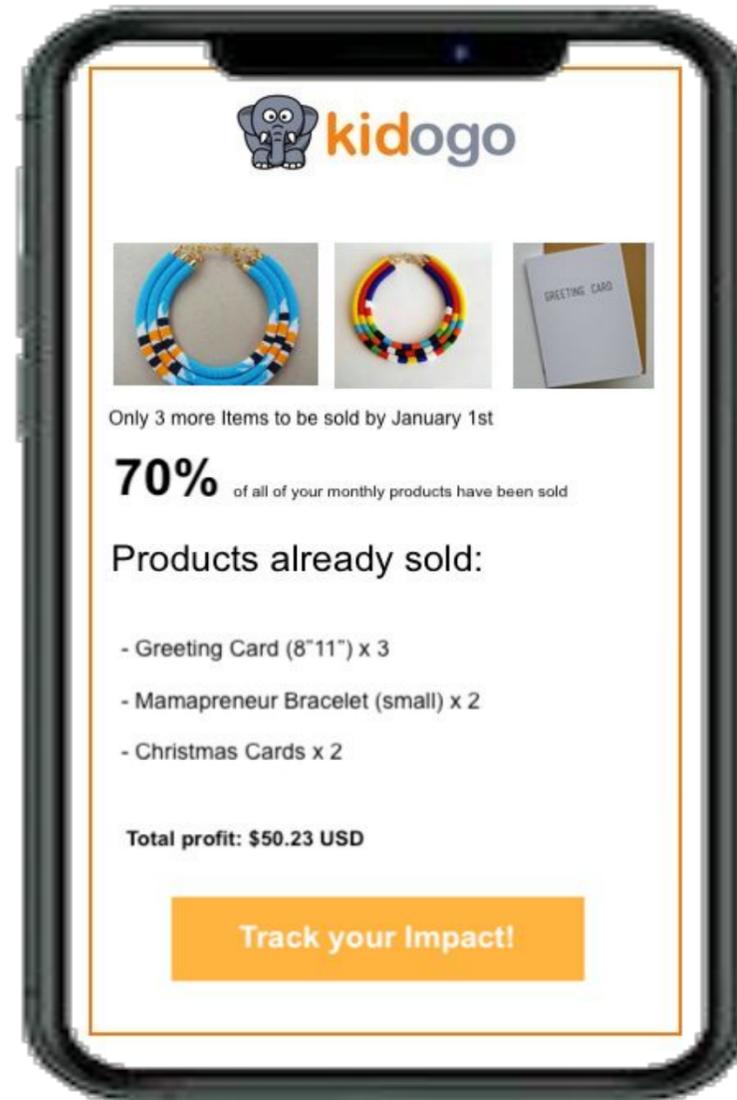
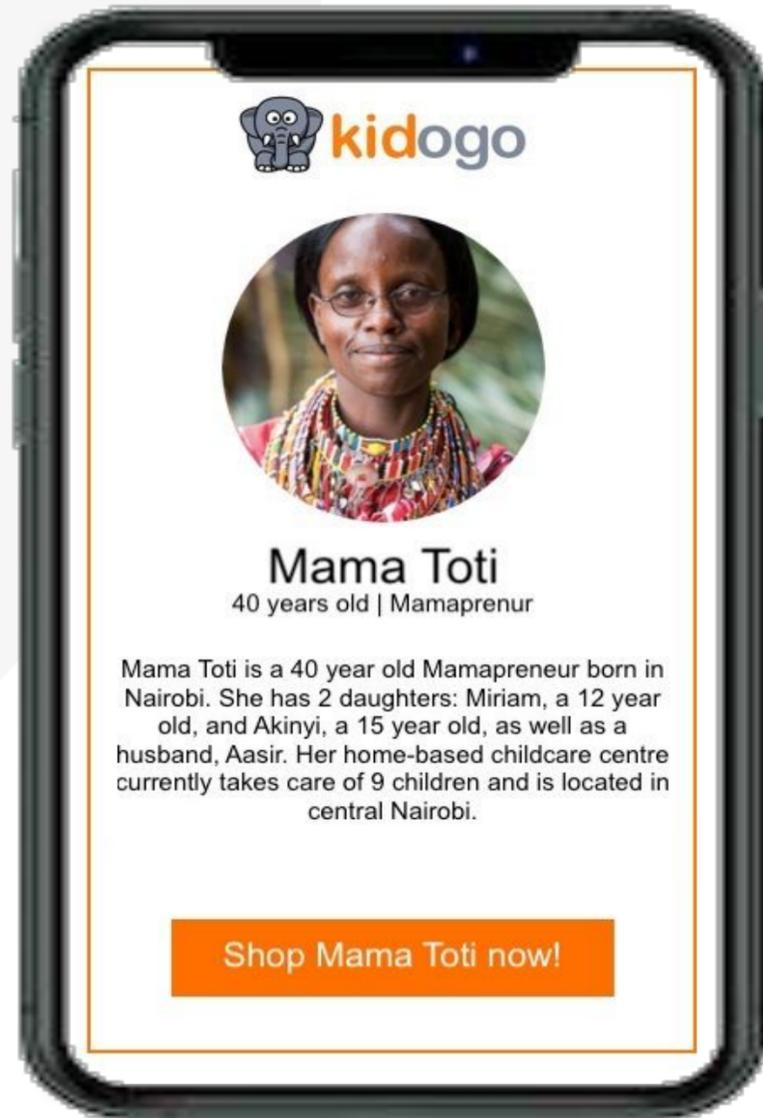
Sponsorships

By reaching out to companies such as Crayola and Elmers, you can help reduce supply expenses for mamapreneurs.

03

Promote

Inform people around the world about Kidogo's goals by having them learn about what differentiates Kidogo from other organizations.



Kidogo Ambassador App

We propose an app that can pair up an ambassador and mamapreneur as well as be used to set deadlines and monitor how many greeting cards an ambassador sells.

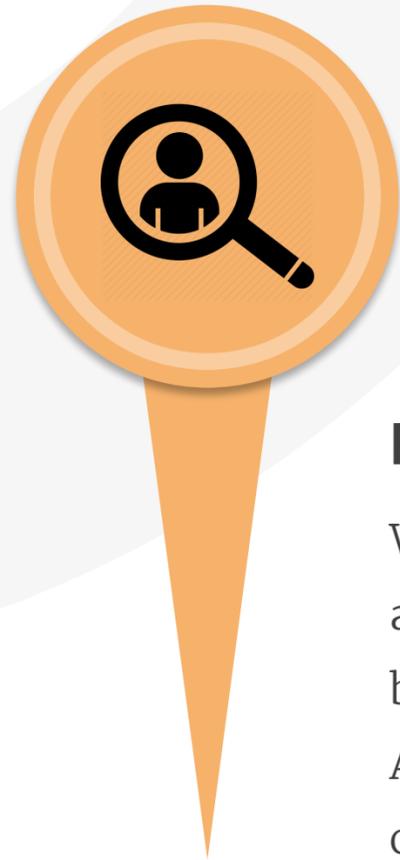
This app will also provide access to training videos once ambassadors are recruited.

The background image shows a slum area with several people. In the foreground, a young boy in a blue and white striped shirt is walking away from the camera. To his right, another boy is kneeling on the ground, looking down. In the middle ground, a man in a grey hoodie is walking towards the left. To the right, a woman in a colorful striped shirt is standing, and a young boy in a blue hoodie and green beanie is standing with his back to the camera. A dog is visible on the far right. The background consists of several multi-story buildings, some with balconies and laundry hanging out. The overall scene is a depiction of a densely populated, low-income urban area.

Next Steps

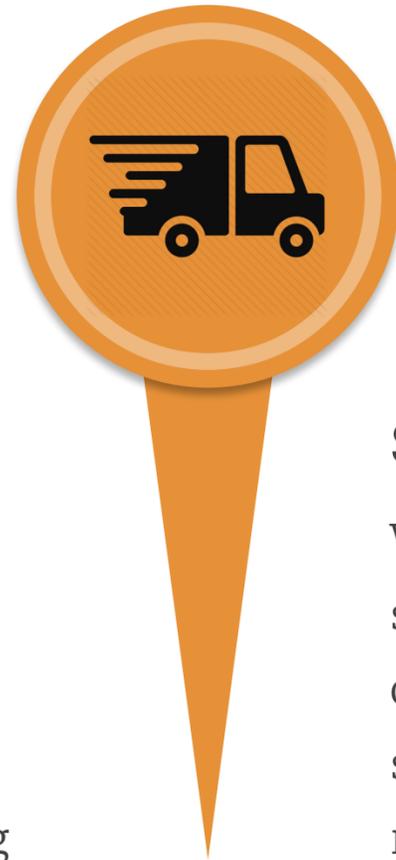
*What needs to be
done from here on
out*

Things To Consider



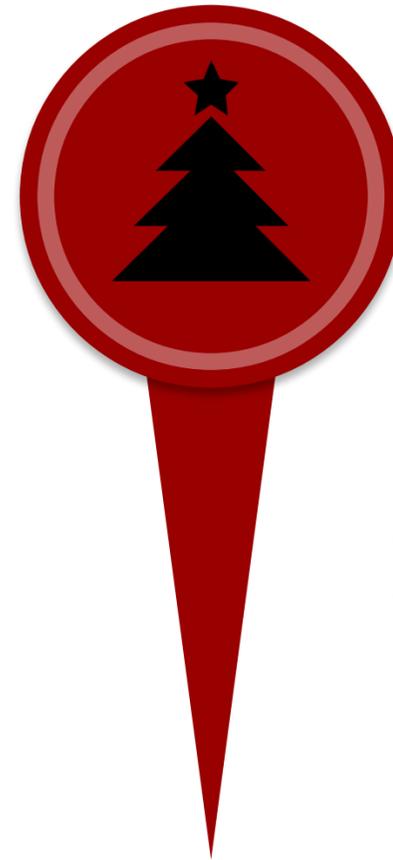
Recruiting

When recruiting ambassadors, a criteria can be used to make decisions. As well, it is important to consider additional training fees for ambassadors.



Shipping

We haven't factored in shipping costs for greeting cards, how supplies will be sent to caregivers and how revenue would be received.



Holidays

Caregivers may or may not have more time to make greeting cards when there is no school. They can make more or less depending on holidays.

Who to Contact:



 Rich Wuerthele,
President & CEO of
Crayola



 Roxanne Joyal, CEO
of Me to We

On A More Personal Note

On behalf of our team, we would like to express our gratitude to Kidogo for having us contribute our ideas in ways to increase the mamapreneurs' incomes at Kidogo.

We'd like to thank you for graciously allowing us and The Knowledge Society to help tackle this problem with you. We're super excited to see how you'll impact the future of the children in Kenya.

Thank you!

Carina, Julian, Mira, and Tanya



Carina D'Souza



Mira Bhattacharya



Julian Di Felice



Tanya Yousofi

