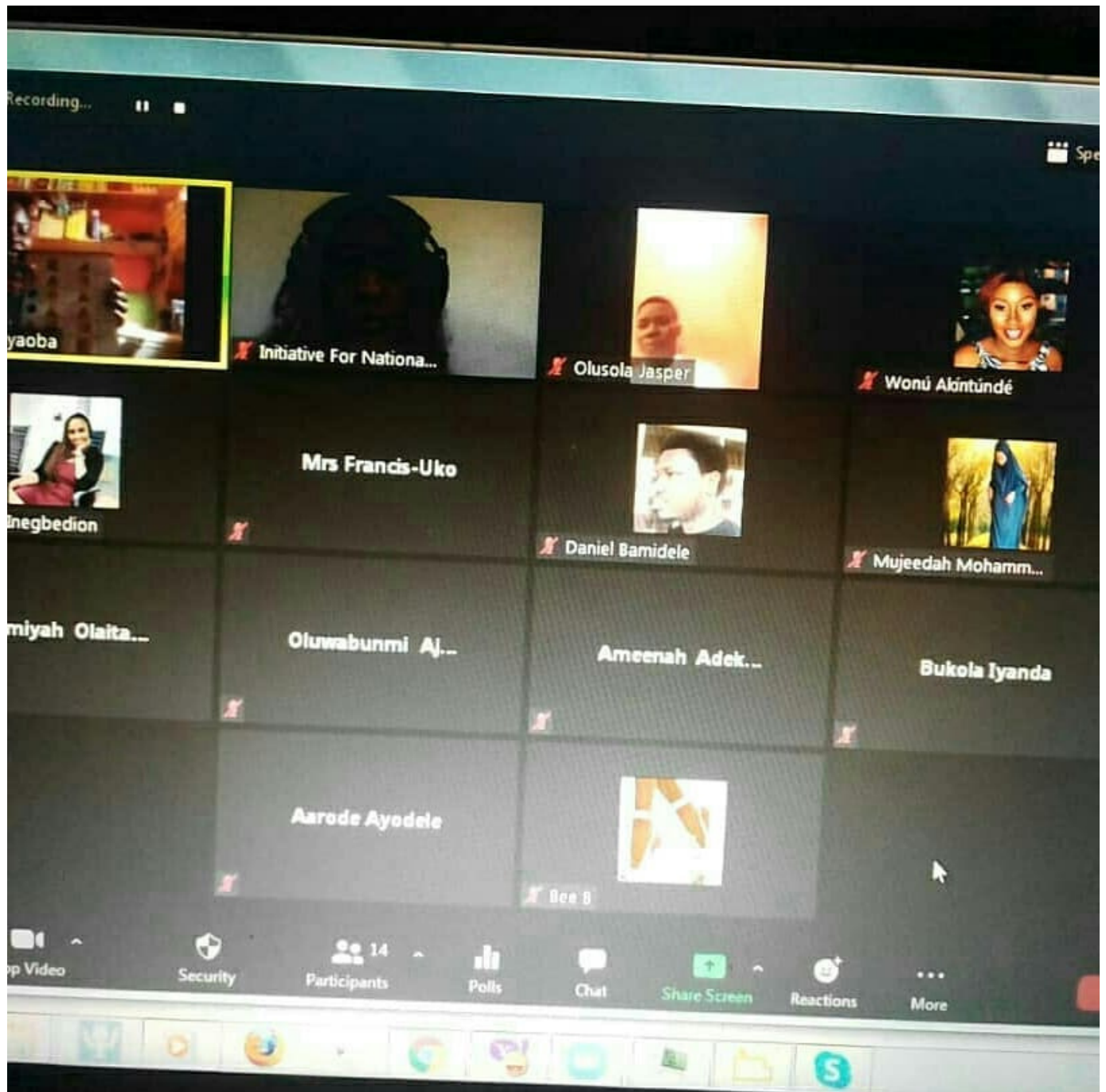


The Let Cerebral Palsy Kids Learn Foundation

Small Business Management Parents Empowerment Programme

August 2020



Empowered Mothers, Thriving Children Cohort 2

A sustainable national project to alleviate poverty, promote economic opportunities and provide educational intervention specifically for mothers with cerebral palsy children and their cerebral palsy children across Nigeria.

Date: 29th of August 2020. | **Venue:** [zoom Technologies](#) | **Time:** 10am prompt.

Key activities: ● Financial Literacy Training ● Digital Marketing Training
● Business Support Services ● Mentorship and Educational Support

Project Overview

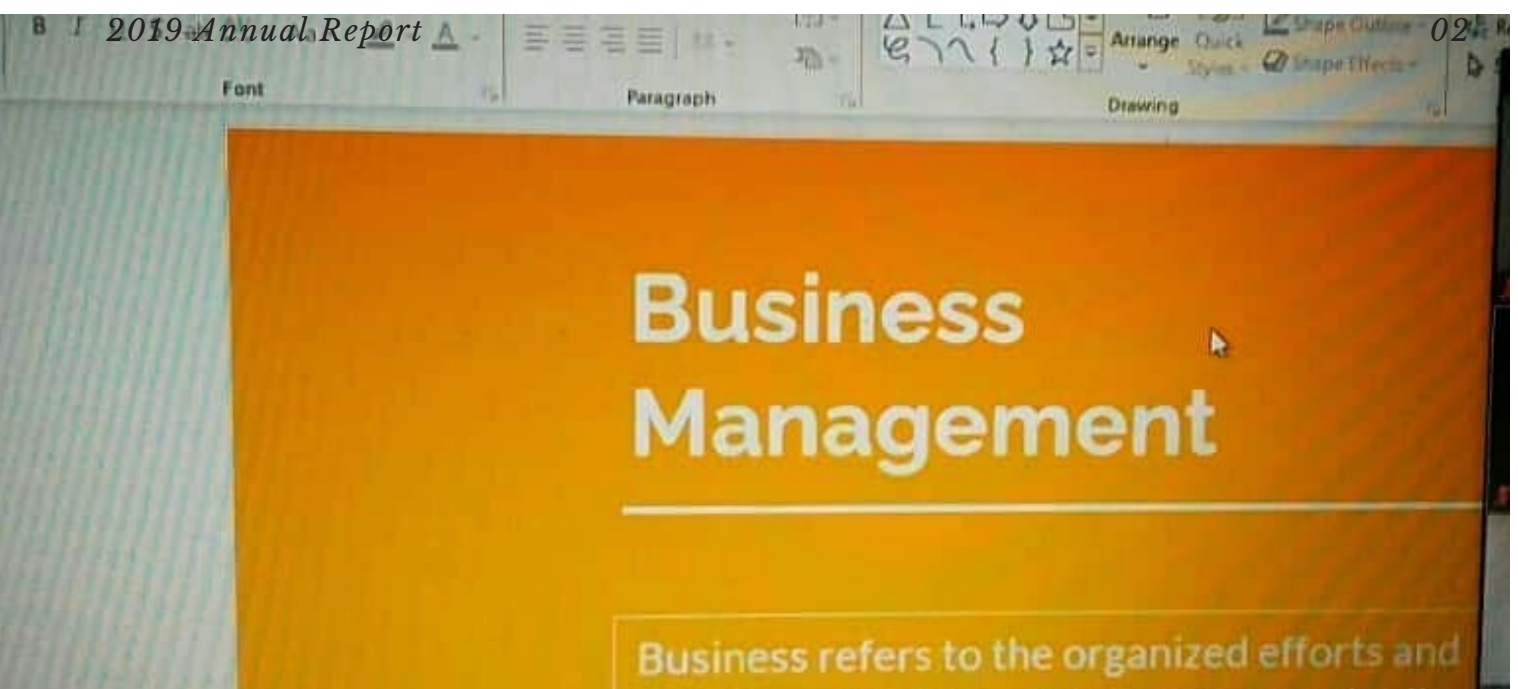
The Financial Literacy and Small Business Development Training For Parents raising Children with Cerebral Palsy was developed and funded in collaboration with the Initiative For National Growth Africa.

The project was designed to provide low income parents of children with Cerebral palsy who were already running small businesses with the tools to grow their Businesses.

The project provided the selected parents with training sessions in Small Business Development, Digital Literacy, Financial Literacy and Personal Finance and developing a Small Business Pitch.

The Project was imperative, because in the course of our work, we have met so many parents who want to provide for their children, but are unable to work traditional 9-5 jobs because of the demands of caring for their children with Cerebral Palsy.

A lot of them are forced to start small business to provide for their children but they usually lack the Business Development Skills for the businesses to thrive and grow.



Small Business Development

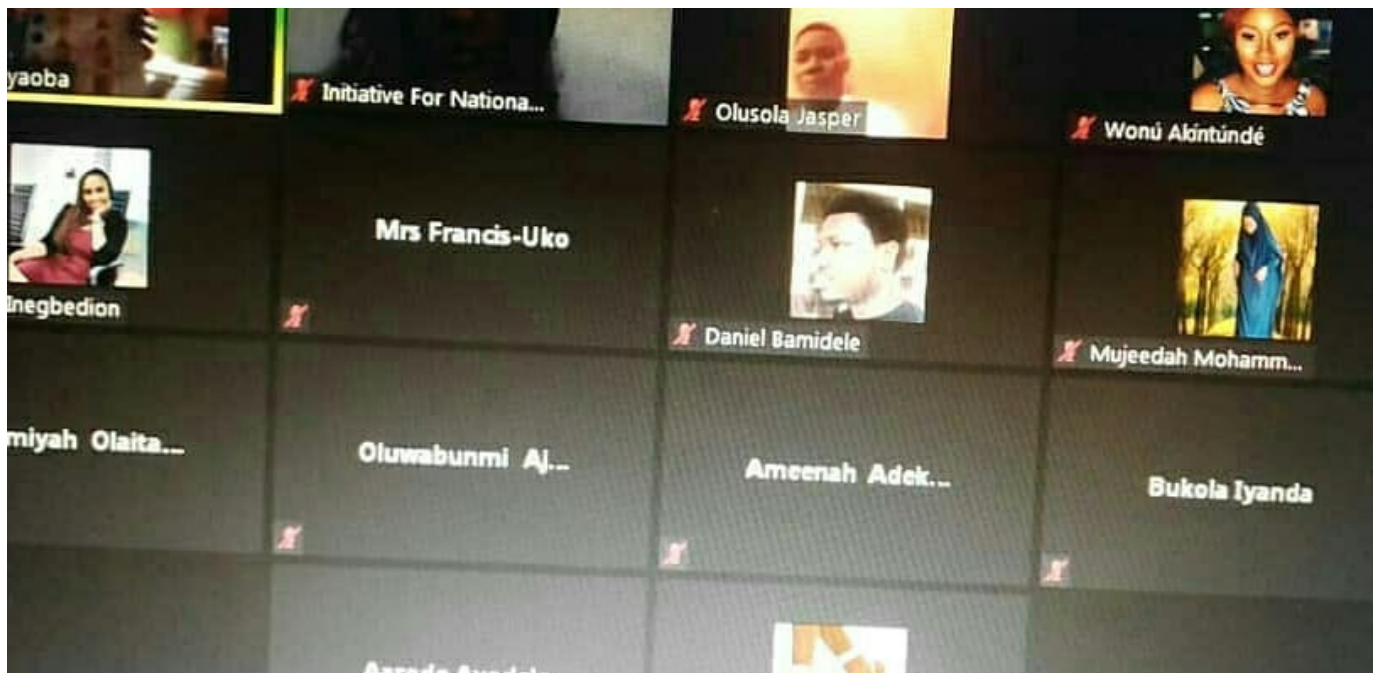
The day started with a keynote address by Doom Mavis Ikyaator, a representative of The Pollination Project, the lead funder for the project

The project held online this year as a result of the COVID19 Pandemic

This gave way to the first session on Small Business Development which was facilitated by Ms, Biola Odunaiya a business management consultant.

She taught the participants Small Business BookKeeping, Branding Customer Service and the importance of market research.

She spent time explaining how to find value added complimentary services that they can provide in their businesses to ensure that they stand out from the competition.



Digital Marketing

The Second Session was on Digital Marketing and this was facilitated by Rachael Inegbedion of the Initiative For National Growth Africa.

The session focused on how to leverage social media for business growth. The participants were taught how to use WhatsApp for Business, Open and leverage Facebook pages and how to build Instagram business profiles for their businesses and separate it from their personal accounts.

Empowered Mothers, Thriving Children Cohort 2

Organized by



Initiative For National Growth Africa
in collaboration with
The Let Cerebral Palsy Kids Learn Foundation



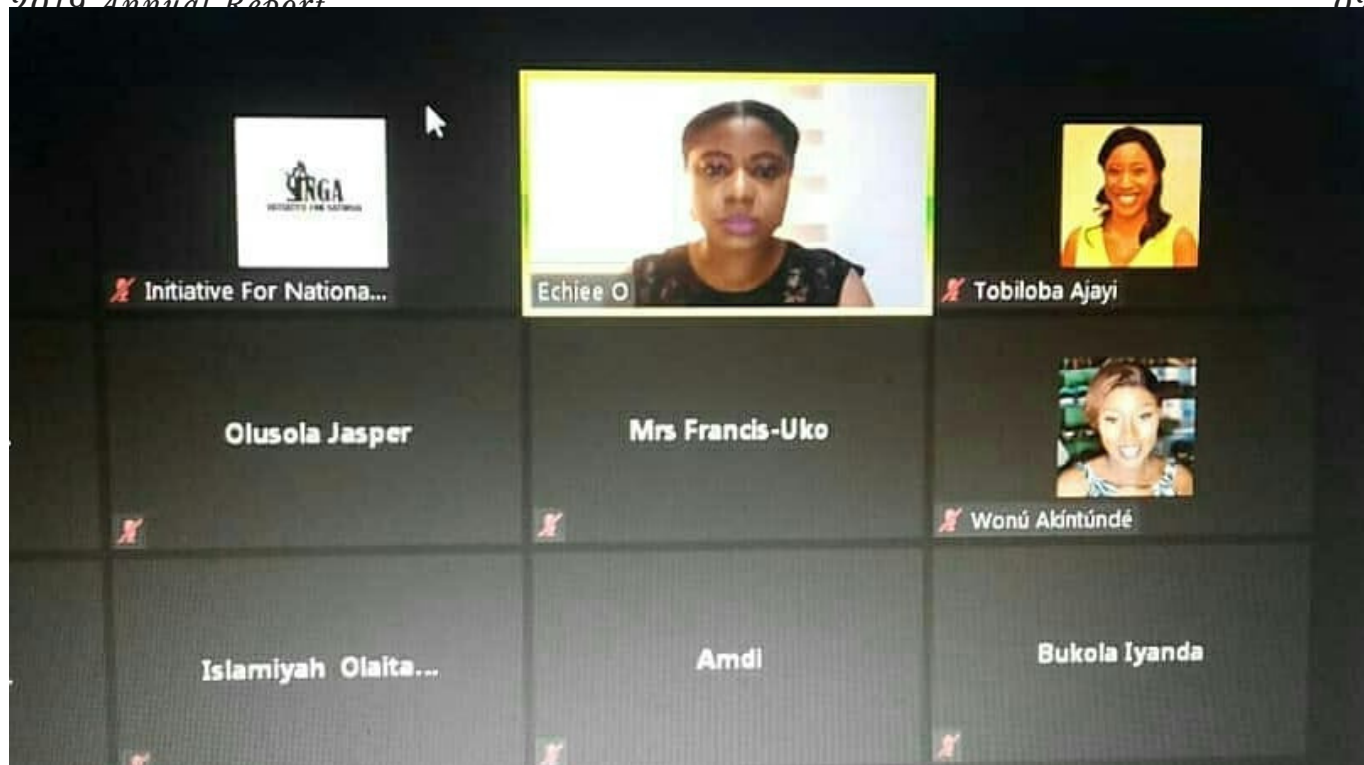
MEET OUR SPECIAL MOTHERS

 Mujeedah Folake Mohammed	 Motunrayo Olusola Jasper	 Oluchi Francis Uko	 Aarode Ayodele	 Oluwabunmi Ajayi
 Adeniji Talbat	 Akinsola Olaitan	 Adekoya Ameenah	 Bukola Iyanda	 Olaitan Toyosi

Date: 29th of August 2020. Venue: **zoom** Technologies Time: 10am prompt.

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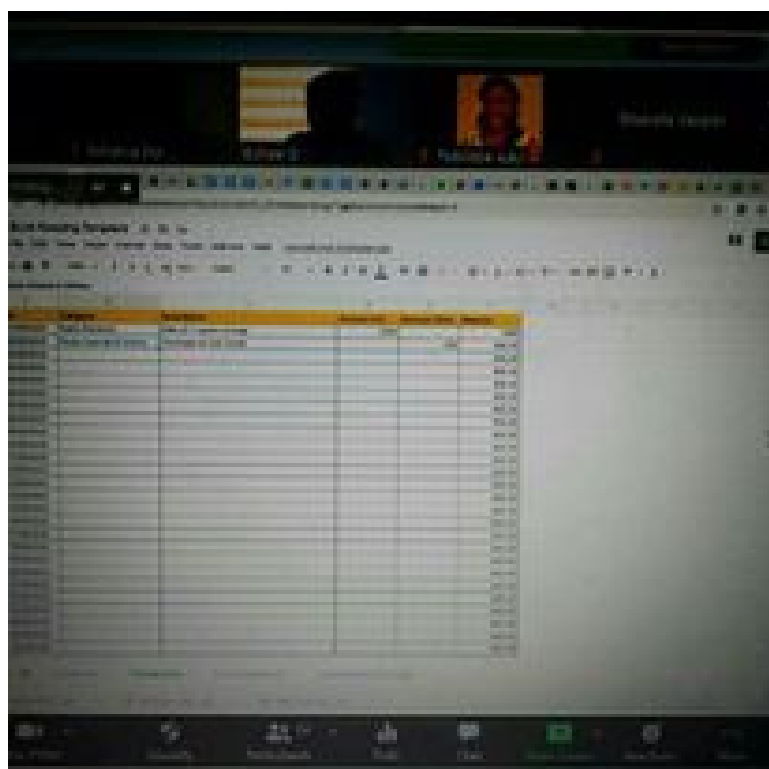


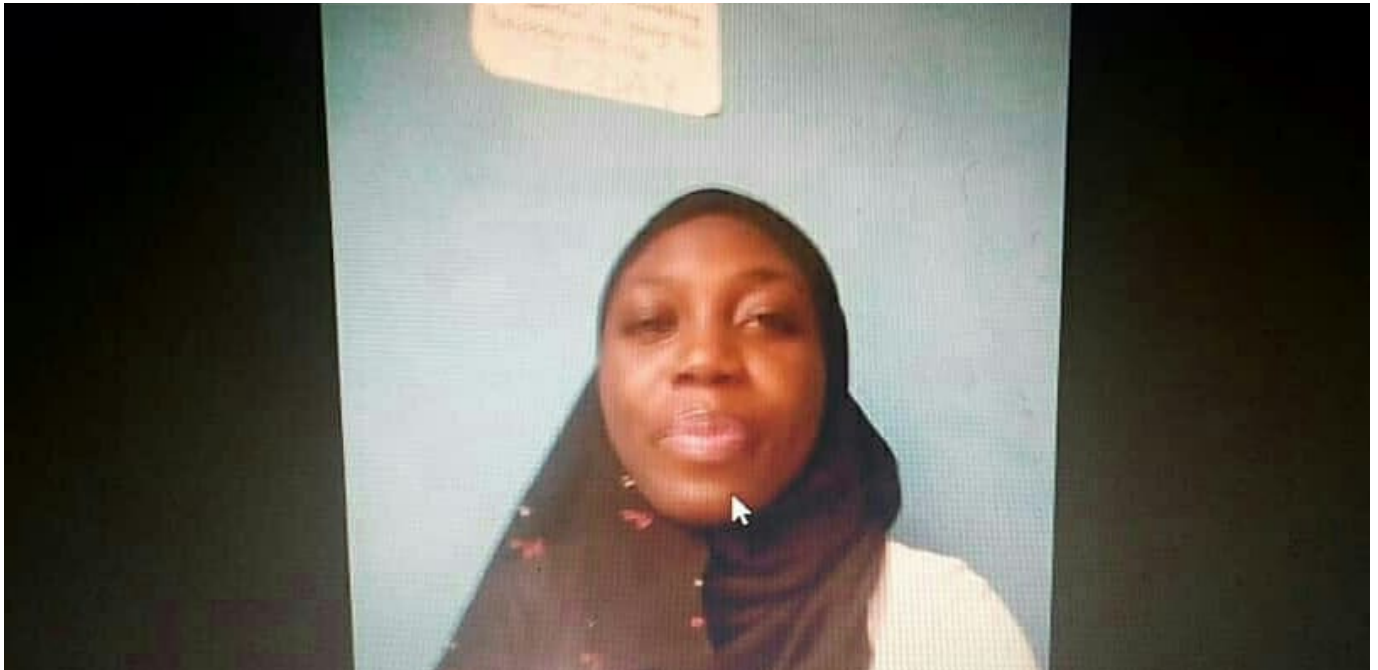
Financial Literacy, Budgeting And Savings

The Third Session focused on Personal Finance, Budgeting and Saving For Investment and it was facilitated by Ms. Echika Obijiakwu

The Third Session focused on showing the parents how to draw up personal budgets, separate needs from wants, set saving goals and how to save for investment. The participants were introduced to tools like 'The Money Manager App and PiggyVest.

Ms. Echika also touched on how to use the free wave app to simplify and digitize the book keeping process. She also provided participants with an already excel template





Business Pitches

The last part of the day were the Business Pitches. The participants were given the opportunity to tell a panel of judges why they should win seed grants for their businesses and what they would do with the funds.

The pitching essentials were typed in the chat box and each person was given 5 minutes to tell the panel what their business was, how much they had invested in running the business so far, how much they had made in profits and why they should get additional seed money,

From the pitches, 8 of the participants had existing business that were in different states of liquidity.

Two of the participants from the last edition was brought in to share how the programme has changed their businesses and how they have been implementing the lessons they have learned

At the end of the pitching session, Mrs. Adekoya Ameenah came first place with the best pitch, Akinsola Olaitan came second Place and Oluwabunmi Ajayi came 3rd place.

All the participants got seed grants for their business, but the top 3 winners got additional gift items from our various partners.



Children Activities

While the mothers were learning about Small Business Development, Digital Marketing, Personal Finance and pitching for Business grants, the children were busy having fun.

Each child was gifted a jigsaw math age appropriate puzzle to work with to improve cognition while having fun, As part of the programme for the day, volunteers taught the parents how to assemble the jigsaw puzzles with their children and encouraged them to spend some time playing with the puzzle with their children



Event Statistics

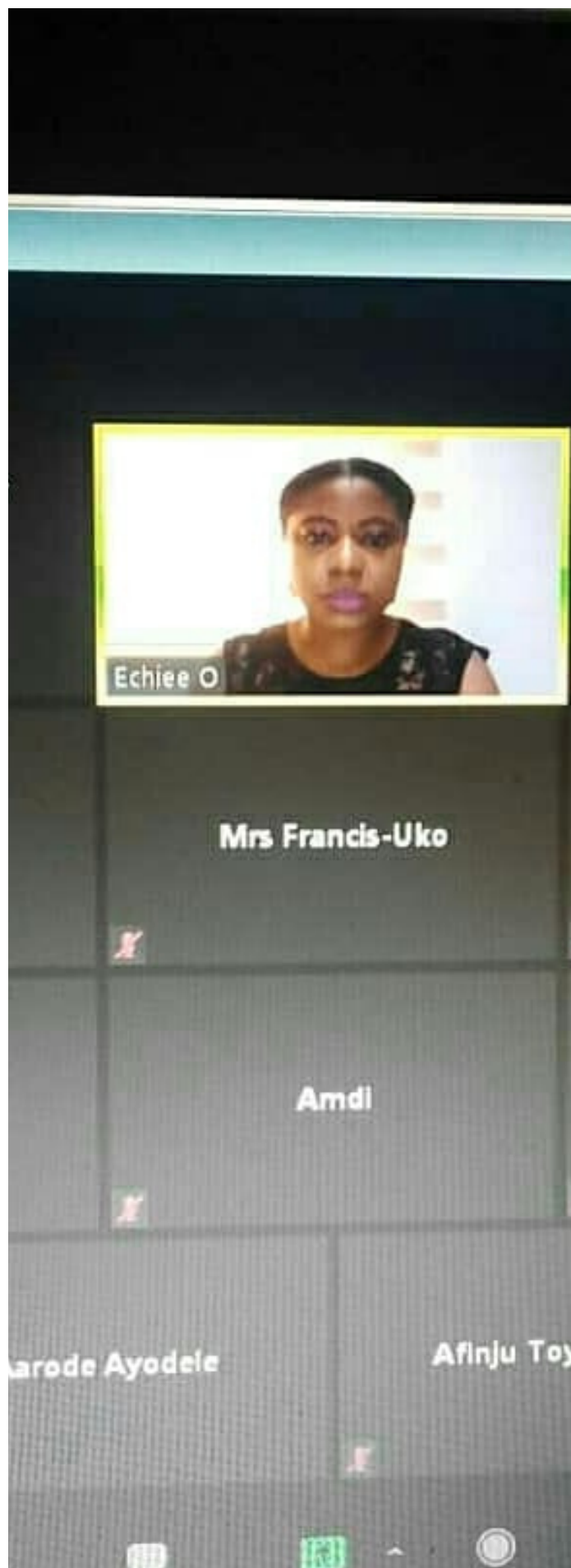
The budget for the event was N150,000. The Initiative For National Growth Africa was the sponsoring organization, but we provided some counterpart funding.

**10 Parents, 10 Kids, 5
5 ADDITIONAL GUESTS**

There were a total of 30 people
present at the event.

N40,000
COUNTERPART FUNDING

The Cerebral Palsy Kids Learn Foundation provided counterpart funding to cover the cost of venue, refreshments and writing materials for the project.





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Our Partners

This amazing event would not have been possible without the combined support of our amazing partners. We truly appreciate them.

Our Corporate Partners:

- 1, The Pollination Project
- 2.The Initiative For National Growth Africa
- 3.Futprint
4. SharkBite Foods
- 5.Sifax Group
6. .Mwanga Limited