

THE LET CEREBRAL PALSY
KIDS LEARN FOUNDATION

PARENTS EMPOWERMENT PROGRAMME REPORT

19th JUNE 2021



PREPARED BY
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PROGRAM OVERVIEW



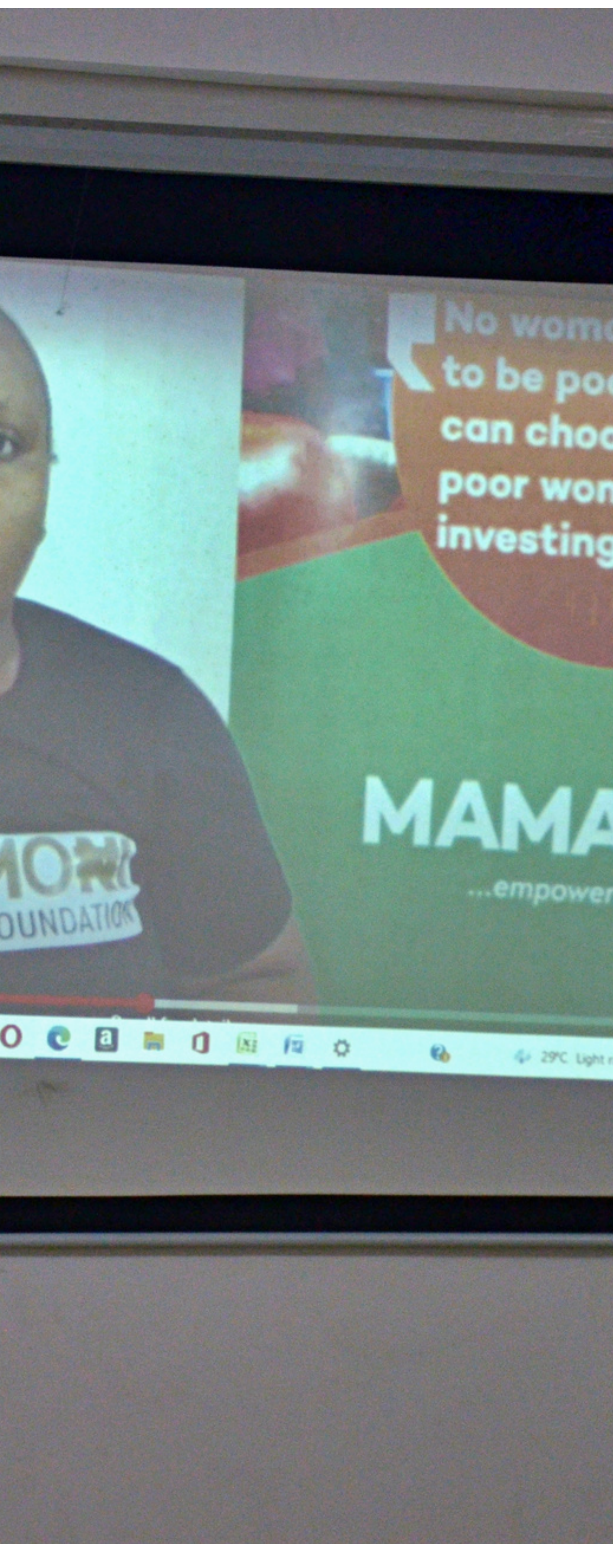
The Small Business Development Programme for mothers raising children with Cerebral Palsy was developed in 2019 and funded in collaboration with The Initiative For National Growth Africa. The project was designed to give mothers of children with Cerebral Palsy who were already running small businesses, the knowledge and tools required to grow their businesses.

The project provides the selected parents with sessions in Small Business Development, Digital Marketing, Financial Literacy, Personal Finance and Developing a Business Pitch.

The project is important because in the course of our work, we have met many mothers who are unable to hold down traditional 9-5 jobs because of the demands of caring for their child with Cerebral Palsy.

Many of them venture into starting small businesses, but these businesses often fail because they lack the right knowledge required to manage and to grow those businesses.

SMALL BUSINESS DEVELOPMENT



The first session was Small Business Development which was facilitated by Mrs Nkem Okocha of MamaMoni Nigeria,

The session focused heavily on the importance of Market Research before starting a business, Keeping adequate records using a stock book, a sales book and an expenses book to keep adequate records.

The session also covered branding and customer service.

She emphasised the importance of good customer service in customer retention and business growth

KEEPING BUSINESS RECORDS AND CUSTOMER SERVICE PRACTICALS



We had two alumnia of the Small Business Support Programme from both 2019 and 2020 come and share the practical ways in which they used the training in their individual businesses.

Mrs Bunmi Alli shared extensively on the power of digital marketing and ensuring excellent customer service irrespective of whatever personal challenges one might be facing.

Mrs Olaitan Akinsola shared widely on Small Business Bookkeeping with the participats using her own sales book as a physical example for the parents on how to keep a detailed sales book.

The participants asked their questions which the alums were glad to answer.

DIGITAL MARKETING



The next session was on Digital Marketing Facilitated by Ms. Rachael Inegbedion of Initiative For National Growth Africa

This session focussed on how to use Social Media to drive Business Growth.

The participants were introduced to how to open Facebook Business Pages and separate these from their personal accounts.

They were also taught how to design basic logos on Canva.

The participants also learned how to register their businesses on Google for more visibility.

PERSONAL FINANCE AND SAVINGS FOR INVESTMENT



The next session covered Personal Finance and Savings For Investments.

This was facilitated by Tobiloba Ajayi of The Let Cerebral Palsy Kids Learn Foundation.

The participants were shown how to fully calculate their business costs so that they can price their goods properly.

They were also encouraged to re-invest 80% of their business net profits into the business to grow it and save the 20% in places where interest can be earned.

They were introduced to the piggyvest app for savings and investment and shown how to set up their accounts.

They were also encouraged to begin to save in stable currencies such as The Dollar savings available on Piggyvest to hedge their savings against losses to inflation.

DEVELOPING A BUSINESS PITCH AND BUSINESS PITCHES



The final part of the day was the session on Developing a Business Pitch which was covered by Mr. Amdi Salam via Zoon.

The essentials of a business pitch was taught and reiterated and at the end of the session, each participant got an opportunity to pitch their business to a panel of Judges.

Each pitch was two minutes long and each participant was able to explain their business to the judges.

At the end of the pitching session Ms Olasupo Omolola in 3rd, Ms Ogunnaike Olayinka came in 2nd, Ms Kajero Omowunmi Came in 1st Place.

All Participants were given small business grants to grow their businesses, but the pitch winners got additional prizes from our partners.

CHILDREN'S ACTIVITIES



While the mothers were learning how to grow their businesses, the children were not let out of the fun and learning.

They spent their time playing sequencing games and making hand prints on cardboard while learning to read among many other activities .

Each parent was also gifted a sequencing puzzle that they could use at home to help their children learn in a fun way.

Ms. Kikelom Olatunde of the Initiative For National Growth Africa was on hand to show the parents how to use the puzzle with their children at home

EVENT STATISTICS



The budget for the event was N300,000. The Initiative For National Growth was the major sponsor but we provided some counterpart funding.

There were a total of 20 Participants at the event .

6 Parents
5 children
6 Volunteers
3 Additional Guests

N75,000 Counterpart Funding

The Let Cerebral Palsy Kids Learn foundation provided funds to cover the cost of the venue, refreshments and transportation stipends to the mothers for the event

OUR PARTNERS

This beautiful event would not have been possible without the continuing support of our partners .

- 1.The Initiative For National Growth Africa
- 2.Ally Hub
- 3.Mamamoni Nigeria
- 4.Sharkbite Foods

