

THE LET CEREBRAL PALSY KIDS LEARN FOUNDATION



2023

EMPOWERED PARENT, THRIVING CHILDREN COHORT 5 REPORT

Saturday, July 8, 2023

www.letcpkidslearn.com



The Let Cerebral Palsy Kids
Learn Foundation

Promoting inclusive mainstream education for children with cerebral palsy

PROGRAM OVERVIEW



The Empowered Parent, Thriving Children project was developed in 2019 in collaboration with Initiative for Growth Africa, with the aim of empowering low-income mothers of children with Cerebral Palsy with grants, skills and knowledge needed to grow their businesses.

The project provides the selected mothers with Small Business Development Skills such as Digital Marketing, Personal Finance, Business Pitching, Customer Acquisition, Retention and Service.

This project is crucial because, in the course of our work, we discovered mothers of children with cerebral palsy are usually unable to hold down a traditional 9-5 job because the demands that comes with raising a child with Cerebral Palsy.

This eventually forces them to venture into a business, but these businesses often fail because they lack the right knowledge required to manage and to grow them.

The project also aims to enhance the educational outcomes of their children through STEM and Robotics Learning.



ARRIVALS, INTERVIEWS AND OPENING REMARKS



The mothers and their children began arriving by 8:30am. They signed the attendance register and consent forms after which it was followed by an interview session with the ten selected mothers to understand why they applied and their expectations from the training.

The program officially commenced around 10:00am with a short introduction by Tobiloba Ajayi of The Let Cerebral Palsy Kids Learn Foundation about the importance and goal of the training and congratulated the mothers.

Kikelomo Olatunde of Initiative for National Growth Africa also welcomed the mothers and stated that the screening process was a tough one, therefore, they should make good use of the opportunity. She also stated that their kids will be in safe hands, learning how to increase their functionality with fun toys while the mothers were learning.

This was followed by the mothers introduction and their businesses.

TRAINING SESSIONS BEGINS



SMALL BUSINESS BOOKKEEPING AND PRICING

The participants watched a training session on financial literacy by Nkem Okocha of Mamamoni Nigeria, where she taught business growth skills such as Bookkeeping, Customer services and retention, Branding and Financial Discipline.

She emphasized on the importance of financial discipline in order to sustain a business and right packaging for increased sales. She delivered her training in a relatable and concise way.

This was followed by Tobiloba Ajayi's session on Pricing where she taught how to price the right way. She also analyzed each mothers business costs and pointed out their errors with pricing. This exercise was eye-opening to the mothers as they realized the things they've been doing wrong. She emphasized the dangers behind not pricing the right way, one of such is running at a loss.

TRAINING SESSIONS CONTINUES



DIGITAL MARKETING

Racheal Inegbedion of The Initiative for National Growth Africa joined virtually. She taught the mothers strategies on how to leverage their social media platforms for business growth. She took them through how to open and optimize Facebook, Instagram and Whatsapp business for business growth.

Tobi also assisted with helping the mothers navigate through the pages. She explained the concept of cataloging in whatsapp business and usage of words for their business growth.

Racheal emphasized that using social media for business growth is not rocket science and the people admired online started somewhere, therefore they have to do the same-start from somewhere.

FUN LEARNING WITH STEM KITS



While the mothers were learning how to grow their businesses, our trainers were teaching the kids how to utilize STEM and Robotics Kits in fun ways for an improved creativity and functionality.

Kikelomo Olatunde of the Initiative For National Growth Africa demonstrated its usage to the mothers, explained the importance to the child's brain and shared tips on how to help their child consistently use the Kits in fun ways.

She reiterated that the parents should make learning fun for their kids with these STEM Kits and at the end of the event, the mothers were gifted the Kits to continue the use at home with their children.

LEARNING CONTINUES



CUSTOMER ACQUISITION- SERVICE AND RETENTION

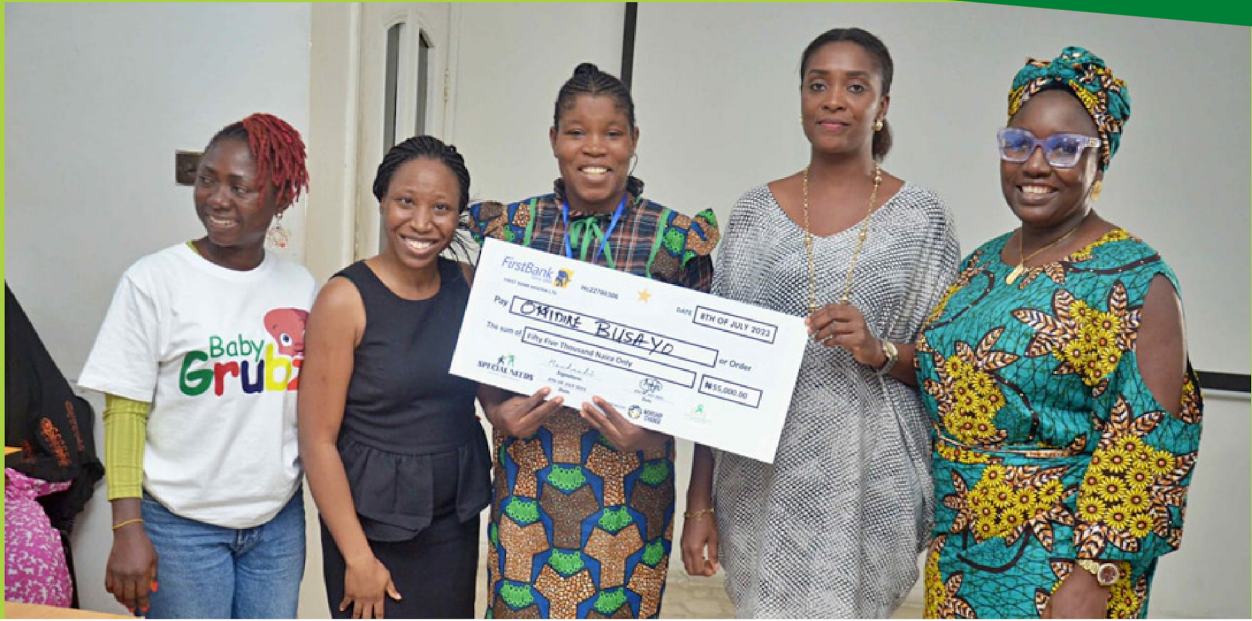
While the mothers were having lunch, Amdi Salam joined virtually and taught comprehensively on how to attract and retain customers, the etiquettes of customer interaction and services. He reiterated that It takes 5 times more cost and work to get a new customer than to keep an old one and admonished the mothers to relate to their customers with the best of manners. He ended by giving the mothers assignments that are targeted at helping them retain their old customers and acquire new ones.

BUSINESS PITCHING

Seun Sangoleye of Baby Grubz Nigeria taught the fundamentals of business pitching. She explained the important elements of pitching, the do's and don'ts emphasizing the importance of knowing your numbers and telling compelling stories to give you high chances of winning grants.

She went practical by pitching her business to the mothers in less than three minutes. All participants were given some minutes to reflect on what they learnt and work on their business pitching after which, each participant had an opportunity to pitch their business for two minutes before a panel of judges that consisted of Seun Sangoleye, Funmi Ayoola and Funmi Adebajo.

LEARNING CONTINUES



SAVINGS FOR INVESTMENT

While the judges were judging the mothers pitches, Tobiloba Ajayi was teaching the mothers how to save for Investment. She exposed the mothers to simple ways to save and invest so the mothers can grow their business and cater for the needs of their children. She also took the mothers through how to differentiate between a proper investment and a ponzi scheme

ANNOUNCEMENT OF PITCH RESULTS

The judges came in to announce the winners of the pitch, Fayemi Julliet being in the third place, was awarded with forty-five thousand naira, Chidinma Chucku in the second place was awarded with fifty thousand naira and Omidire Busayo in the first place, was awarded with fifty-five thousand naira.

This session was followed by an information session of the Lagos Health Insurance Scheme information(LHIS), a government scheme that provides accessible, affordable, and universal health care services to all Lagosians. The mothers were given forms to register for it so they can gain access to discounted health cost.

CLOSING REMARK/ PRESENTATION



The event ended with a closing remark by Funmi Adebajo, one of our guest speakers as she encouraged the mothers to keep learning how to grow their businesses. After which there were group pictures and interview sessions with the mothers on their testimony about the training and how they hope to implement all they've learnt.

APPRECIATION TO OUR SPONSOR AND PARTNERS



We are exceedingly grateful to our Sponsor, Worship for Change for believing in this dream. Worship for Change is a registered non-profit organisation dedicated to supporting vulnerable orphans and children with special needs through the power of music. The organization utilizes concerts and gospel music as a means to raise awareness and generate assistance for organizations that cater to the unique needs of these individuals.

We are honoured to have being a grant recipient of their grants in October 2022 in recognition and appreciation of the our impact on the lives children with cerebral palsy and their parents. Thank you once again, Worship for Change.

We also extend our sincere appreciation to our partners, Initiative for National Growth, Africa, Ally Hub, Seun Sangoleye and Funmi Adebajo for their unflinching support in throughout this training

ATTENDANCE



**There was a total of 41 Individuals
who attended the event.**

10 Mothers

10 Children with cerebral palsy

5 Other Children without cerebral palsy

8 Volunteers

2 Staff

2 Additional Guests

4 Speakers