

EMPOWERED MOTHERS, THRIVING CHILDREN COHORT 7

THE LET CEREBRAL PALSY KIDS
LEARN FOUNDATION

PROGRAM OVERVIEW

Week 1

Participants arrivals were between 9.00am and 10.00am. They signed the attendance registers and consent forms for media interviews.

This was followed with a series of video interviews with all the ten selected mothers to understand the nature of their businesses, expectations of, and aspirations after the program.

A 2024 Alumni was available to share her success story in a video interview.

Guest speakers, organisers, and volunteers also shared their success remarks about the program via video interviews.





OPENING REMARKS



The program officially started at 10.00am with the opening remarks by Tobiloba Ajayi and Kikelomo Olatunde elaborating the importance and goals of the event to train and ups-skill 10 mothers on business/financial/digital skills so that they thrive in their various businesses; as well as training of the children with cerebral palsy on Science| Technology| Engineering| Mathematics| Robotics [STEM & Robotics]. Skills so as to improve in their cognitive and motor skills.

They also shared how the vision for the project started in late 2018 and became a reality through its first pilot in 2019 in order to provide essential business development skills especially for low-income mothers with children with cerebral palsy.

ALUMNI FEEDBACK

One alumni from 2024 in the name of Tumininu Balogun at 10.30am shared her experience on how the program had impacted her business and her life including that of her children.



FINANCIAL MANAGEMENT AND BUSINESS PLANNING



The participants watched a video created by Nkem Okocha of Mamamoni Nigeria, a 2017 Alumna of the Mandela Washington Fellowship where she provides simplified knowledge on basic business growth activities such as book-keeping, customer service and relationships, savings, and branding. The session flowed into the financial management session which was facilitated by the Financial Director of the Special Needs Initiative for Growth, Omowonuola Akintunde at 12.00pm. She shared information on accounting, budgeting, and bookkeeping, interest rate calculations, tracking household inflows and outflows.

SMALL BUSINESS MANAGEMENT AND PRICING

Mamamoni at 12.00pm shared an educational and relatable session on Small Businesses Management where she showed business owners facts that can either break or make their businesses.

Tobiloba Ajayi then took the floor to speak on Pricing. It was a practical class that showed the pricing gaps in the current status of their business and how to close those gaps.





CUSTOMER SERVICE

Mr Amdi Salam took a comprehensive session in a pre-recorded video on how to attract, serve, and retain customers in their businesses.

He taught in a relatable way about serving customers with dignity.

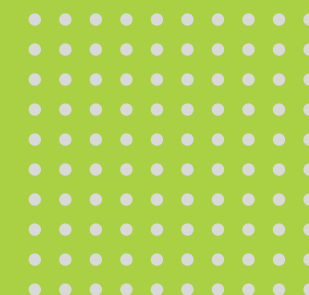


ARRIVAL OF PARTICIPANTS AND REGISTRATION/INTERVIEWS

Week 2

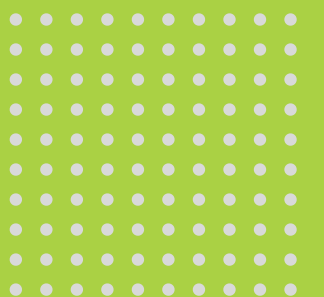
Participants arrivals were between 9.00am to 10.00am. They signed the attendance registers.

This was followed with a series of video interviews with all the ten selected mothers to get their feedback and next steps following their learnings from week 1. Guest speakers, organizers, and volunteers also shared their remarks about the program via video interviews.



RECAP BY ORGANIZERS

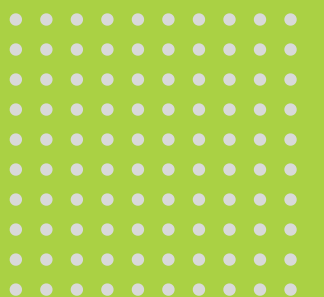
Tobiloba Ajayi kicked off with a brief summary of the previous week and asked how the mothers had been to impact those lessons learnt from last week in their daily business lives



INTRODUCTION TO STEM KITS

Kikelomo Olatunde at 10.15am demonstrated to the parents how to use the STEM kits with their kids both in school and at the goals that should be targeted with each resources.

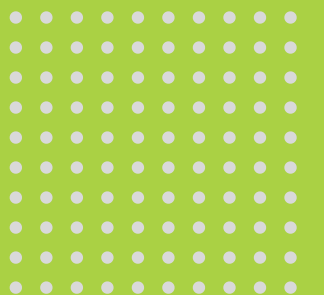
At the end of the demonstration, each parent was given a STEM kits to take home.



PRACTICAL BOOKKEEPING

Wonuola Akintunde started off practical at 11.00am illustrating how the mothers can keep track of inventory, sales, debtors, and expenses.

Mothers were able to take notes and give ideas of how they can make changes in their businesses using what they had just learnt.

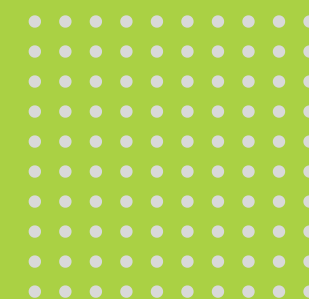




DIGITAL MARKETING

Racheal Inegbedion at 12.00pm started this session with a pre-recorded video illustrating how the mother can make use of social media platforms to showcase their businesses for a larger audience to find and then purchase their goods.

Olusola Adeyefa at the end of the video answered questions the mothers had to tender and offered immediate actionable tips.



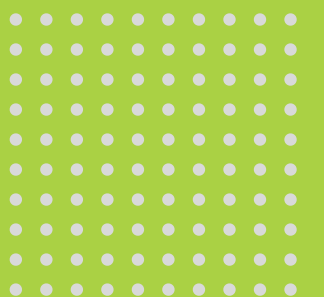
HOW TO PITCH YOUR BUSINESS FOR FUNDING/BUSINESS SESSION



All participants were given a few minutes to reflect on all they had just learned and to conceptualize their business pitches. Seun Sangoleye gave a brief on how the pitching session would go, she mentioned what the judges were looking out for, the timing each participant had, and how the winners are to be selected. Each participant had the opportunity to pitch their businesses before the Panel of Judges made up of Wonuola Akintunde, Olushola Adeyefa, and Seun Sangoleye.

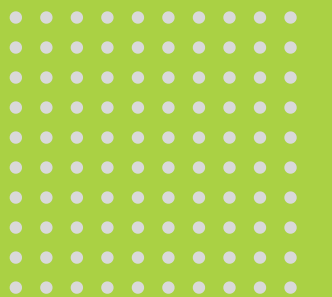
SAVINGS FOR INVESTMENTS

Tobiloba Ajayi started thi session at 4.00pm where mothers learned about the differences between savings and investments, how to differentiate between investments and ponzi schemes, and the different savings plans necessary as a parent of a child with cerebral palsy.



ANNOUNCEMENT OF PITCH RESULTS

The judges deliberated and announced the winners of the competition. The three top performers, Precious Saint Ogun [1st place], Fadipe Idowu Adeosun [2nd place], and Adefemi Joy [3rd place] were awarded enterprise grants. All other participants received support grants, with the children receiving STEM kits to continue learning at home.



Q&A, WRAP UP AND PICTURES

The day wrapped up with Short Interviews
of the mothers, children, and organizers.
Questions were treated.

