

*General Report After 3
Months*

**M & E Session
With Mothers Of
Special Needs
Children**



*EMPOWERED MOTHERS, THRIVING CHILDREN COHORT 3
CONDUCTED IN June 18th 2021.*


ATEBE EUNICE IMIRE



Eunice is into shoemaking, where she sources local and affordable materials to make customised sandals and slippers for her customers. Her selling rate goes for 5000 Naira which is 12.15\$. This rate covers delivery cost to any part of Lagos state Nigeria. If a customer orders outside Lagos, there is an increase in rate. Her cost of production is about 2400 Naira/5.83\$ and her profit goes for 2600 Naira/6.32\$

Grant: Eunice used the small enterprise grants provided to her to purchase soles. A sole goes for 800 Naira/ 1.94\$ but ever since June 2021, the price of a sole in the market now goes for 1300 Naira/3.16\$. She has been able to purchase items such as Carbon papers, MACO, Linen and other aspects for our production.

Digital skills : Eunice opened a Facebook Page called Eunicestore from the training of this program. She has also leveraged on Google My Business to optimise her business visibility. Find [LINK HERE](#)



PROGRAM: Eunice has been able to make wise financial decisions about her business by saving immediately after her sales for the past 3 months. Though she has used Piggy Vest to save her monies after sales, she has been able to keep a sound track record leveraging on the bookkeeping class she derived from the program.

What she wishes to learn in her mentorship : Eunice wants to continue leveraging Instagram to make sales.

STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her daughter with Cerebral palsy has sight problems, but she has been able to flex her fine motor skills with the STEM sequencing tool kit that we provided for her. Also this has helped to broaden her child's creativity and imagination

Possibility to Invest In Her Again: YES



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Eunice Stores Lagos



updated their profile picture.

Jun 19 • 🌐




CREATE POST



ANIETOR AUGUSTA



Having children just puts
the whole world into perspective
everything else just disappears.
Kate Winslet



Augusta has been selling soft mineral drinks and bags of sachet water since January 2021. She has a sale of 2,600 naira/6.32\$ from 2,300 Naira/5.59\$ which is her cost price. Ultimately, 300 Naira/0.73\$ is her profit.

Grant: With her grant, she bought twelve crates of soft mineral drinks and five bags of water and made 500 Naira/1\$ for profit.

Digital skills : she stated that her smart phone has been faulty and has not been able to repair it. She had also gotten acquainted with Facebook page before her phone got back.

PROGRAM: she enjoyed the financial advisory class by Mama Mon, She now keeps sound financial records manually with a small book. Her customer relationship has improved.

What she wishes to learn in her mentorship : she wants to learn how to save effectively and add to her business growth

STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her Daughter enjoys the sequencing STEM Tool kit. She aids her by helping her manipulate her grip so that she can hold the sequencing, adjust it and arrange it.

Possibility to Invest In Her Again: Maybe

TOPE OYEDELE



The LetCPKids Learn Project

...promoting inclusive mainstream education for children with Cerebral palsy.

Counseling

School Readiness Assessments

Mainstream Education Placement Support

Referral Services

Inclusive Education Support For Schools



VISION

A Nigeria where children with Cerebral palsy are offered inclusive mainstream education as a first option as a right and not as the exception that currently exists

☎ 08103930113 ✉ letcpkidslearn@gmail.com
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VISION


Provider of total empowerment tools for children with special needs thus enabling them to be integrated, live healthier lifestyles, become productive and lastly become productive members of the African society at large.

MISSION

Implement capacity based trainings and strategies for health providers of children living with disabilities within communities within Nigeria and thereby providing opportunities, skill and talent development that promote a framework for quality growth and development of the children with disabilities. We ensure Entrepreneurship, Community Development and Health approach for Persons living with disabilities.

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Tope Oyedele sells fresh tomatoes and peppers in a local market in Lagos. By the time we evaluated her, she was on errands to treat her son with a local medicine. Currently, the rate of tomatoes and peppers have gone high in terms of supplies from the farmers due to inflation in the country. Before now, she buys a basket of tomatoes and pepper for 12,500 Naira/30.38\$ but apparently, she has to purchase at 17,000 Naira/41.31\$ to 20,000 Naira/48.60\$ in order to sell at a more expensive rate, making it difficult to sell as she used to.

Tope is a primary school holder with little or no educational background and so we had to carry her along in the Nigeria Local Dialect called Yoruba Language and Pidgin English in order to communicate effectively with her before the project, during and after the project.

Grant: she used her grant to get purchase a basket of tomatoes and peppers

Digital skills : Her sister, who is an aide to her and part of the capacity building sessions puts her through facebook page and other digital marketing sessions - based on the key learnings that she got from us.

PROGRAM: The program has taught Tope to save more often, to keep sound financial records with a simple book and biro(not having to use excel sheets)

What she wishes to learn in her mentorship : She wants to hone her content writing skills, pitching skills and financial literacy skills.


STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her son enjoys the STEM Kit Sequencing we provided for her and it has helped him improve his communication skills.

Possibility to Invest In Her Again: Yes



KAJERO OMOWUNMI





Kajero sells stockfish, coconut oil and shea butter. Her customer retention has significantly improved since the project. She was able to leverage on her key learnings to boost her confidence and convince customers to see the benefits of buying her products at affordable rates. Currently she enjoys using PiggyVest where she invests a hundred naira automated each day. Her profit on one stockfish is 300Naira/0.73\$.

Grant: she divided her grants into half where she invested half on stockfish and other half on shea butter.

Digital skills : She uses her Facebook page created during the project to advertise her business. She also used Instagram and canva to create content and captions for her business. She is gradually leveraging Google my Business too.

PROGRAM: The program has helped Kajero to improve business by communicating effectively with her customers and convincing them daily on why they need to buy from her in bulk. She used to be very shy and would get discouraged if a customer objects or rejects a purchase from her ;but after the program she built her courage and perfected her negotiation skills through the Business pitch classes we provided for her. She is not effective in bookkeeping and enjoys saving everyday using PiggyVest.

What she wishes to learn in her mentorship : Her goal is to establish a continuity plan to retain her present customers, gain more customers over the remaining months of 2021. She would also like to leverage on media messaging such as Facebook, YouTube etc to grow her business organically

STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her child is enjoying this device and is so familiar with memorising and colours as a result of it.

Possibility to Invest In Her Again: YES

3:19 PM

4G 92 B/s

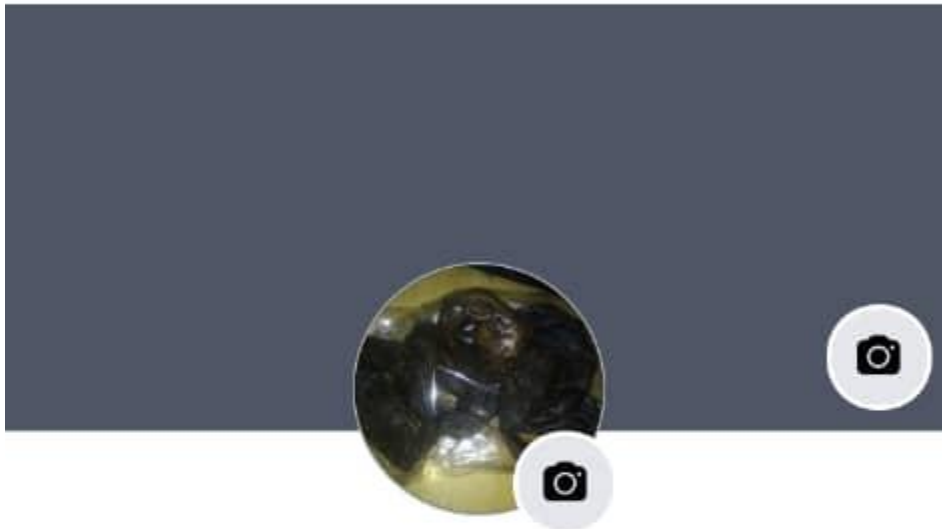
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Double A stores

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OGUNNAIKE OLAYINKA



Ogunnaike makes food for events such as Birthday Parties, Anniversaries, Weddings etc and she also sells products such as Tapioca with Coconut Flavour. Although she still struggles with increasing visibility of her business due to her Child's immobility at eleven years, going forward, she is determined to make it all cost. Through constant bookkeeping practice since the project ended, she identified that her profit margin is low because her supplies are so expensive to attain for her customers. At the moment she has been able to break even but not make profit.

Grant: with the grant project, She was able to purchase an extra cooler for her food so that her customers eat very hot food.

Digital skills : She complained that due to the fact that she doesn't have a helper at home, and she is the only one taking care of her 11 years old daughter with Cerebral palsy, this has affected her greatly in connecting her business online and so most of her customers are repeat customers. She is currently grooming someone in social media campaigning to assist her



whereby she takes photos of her business products and services and the persons uploads them on social media handles,

PROGRAM: The program boosted her confidence whereby she can decide to say NO to customers who do not align with her vision or goals for her business. She enjoyed the digital marketing class, bookkeeping and business pitch sessions. This has helped her to have investments in agro funding and mutual funds as well.

What she wishes to learn in her mentorship : Her goal is to continue to learn how to attract new customers.


STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her child has begun using it. And it has really helped to improve her cognitive flexibility.

Possibility to Invest In Her Again: YES



OLASUPO LAWAL-OMOLOLA





She deals in skin products, makes cream, body spray and potions with organic and natural products to help people avoid damage to their skin cells, prevent bleaching and other harmful skin practices. Her smart phone has been damaged and so she uses her partner's phone to do Whatsapp marketing and sometimes posts on other people's spaces to gain visibility and traction.

Grant: she put the grants into buying more products for her business such as olive oil, coconut oil, shea butter, cam wood and carrot oil which she uses for her skin care product production.

Digital skills : She has a Facebook page and uses her whatsapp status to market her products and services. She intends to open her Google My Business Page and Instagram Page.

PROGRAM: . The program has taught her to diversify and currently, she has upskilled after our project into learning how to make bleached palm oil which can be preserved for 6 months+ . She also knows how to prepare Nigerian Beans Pepper which could be used for a long time without much preservation or fear of getting spoilt. She has also enrolled her child into a special school and is currently undergoing training on how to establish her own special needs creche school where children with special needs in her community can come to learn , play and interact with other children while their parents are away at work. This vision came up due to the fact that her daughter had been rejected by several maids who saw her as unfit to take care of her. Her goal is for her to make the special needs school a main business and the product sale as her secondary business within the next few months. Learning how to pitch her business during the project opened her eyes to what was needed to improve her business.

What she wishes to learn in her mentorship : Accessing Grants for business growth

STEM MATCH BOX FOR HER CHILD'S EDUCATIONAL INTERVENTION: Her daughter started using the ToolBox to identify objects and tag along with colours. This is also good for his memory. Also, her daughter who is aged 3 years is supported by her to gradually improve fine motor skills during the course of her learning.

Possibility to Invest In Her Again: YES



PRESS BRIEF LINKS

<https://thenationonlineng.net/civil-society-organisations-give-grants-to-special-kids-mothers/>

<https://guardian.ng/news/nigeria/foundations-empower-mothers-of-children-with-special-needs/>



Conclusion

Based on this analysis, evaluation shows that 6 of mothers have actively demonstrated their capability to obtain any further resources that will enable them not only improve their business outcomes but also enable them provide social and economic support for their families.

