



Kidogo

UNLOCKING POTENTIAL THROUGH QUALITY CHILDCARE

Problem

Working mothers in urban slums
lack quality, affordable childcare



Kidogo's Social Franchising Solution

Kidogo has developed a social franchise model based on upskilling "Mamapreneurs" to address the problem of low and unequal access to childcare in low-income communities.



Mapping & Selection

Kidogo recruits women running informal, poor-quality daycares within their local community.



Training & Mentoring

Kidogo takes these women through a 3-month Quality Improvement Programme (QIP) that includes monthly training & coaching on topics in Early Childhood Development and entrepreneurship.



Conversion to Franchisee

Those that reach our quality standards are invited to become franchisees (Mamapreneurs). They receive a basic facility renovation, branding and access to the Mamapreneur App.



Franchisee Support

Mamapreneurs receive ongoing mentorship, coaching and quality assurance.



KIDOGO WAY

Kidogo's solution is driven by the Kidogo Way: our proprietary childcare approach based on the Nurturing Care Framework.



Safe & stimulating environments



Nurturing caregivers



Play-based activities



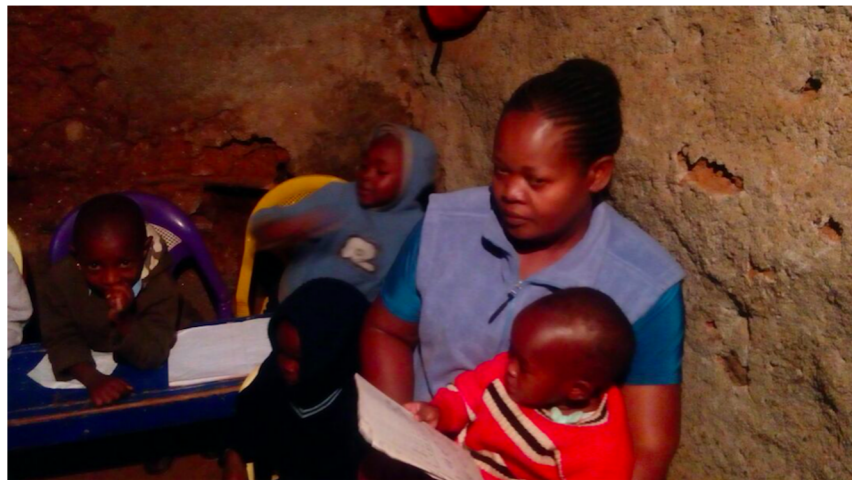
Health, nutrition and WASH



Parent & community engagement



Business & administration





Our Impact: Win-Win-Win

Good for Children



Quality early childhood care & education transforms the trajectory of young children's lives

- 31% reduction in stunting
- 14% reduction in wasting
- 80% meeting developmental milestones

Good for Mamapreneurs



Kidogo helps women to start, grow & sustain their own micro-businesses to earn a dignified livelihood.

- All centres profitable: Increase in revenue of up to 2.5x after 1 year
- Increase in self-esteem & respect in community

Good for Mothers



Accessible & affordable childcare unlocks the economic potential of mothers & improves productivity

- Report "peace of mind" at work
- Net Promoter Score: 84 (excellent)
- Shift in childcare decision-making towards quality drivers

Scale



150 Kids
2 Centres
2014

630 Kids
24 Mamapreneurs
2018

4027 Kids
196 Mamapreneurs
2020

16,206 Kids
763 Mamapreneurs
2022

Kidogo has 33% market share in each of the 33 communities/8 counties where we operate.

100,000 Kids
6,500 Mamapreneurs
North Star:
2030





Summary of Impact

Child Development: Ages and Stages Tool (ASQ) showed that **80% of children in Kidogo centres are developmentally on track**. Children in Kidogo's centres excel at gross motor skills, communication, personal social and problem solving.

Aga Khan External Study: **Kidogo children had better development across all areas compared to non-Kidogo children**, including a 9% differential in executive function and a 44% differential in emotional regulation.

External School Transition Study: From independent consultant Samuel Ngaruiya, Ph.D. Learners who joined Grade 1 from **Kidogo outperformed their peers** in the ability to recognise numbers and tell the position of an object in a sequence and demonstrated better social-emotional competence compared to their peers from other ECD centres.

Aga Khan External Study: Exposure to quality care at Kidogo **increased parental demand for quality** early childhood care and ECE.



Mamapreneur Voices

"I didn't know I had a title, and a professional weighty title at that. I thought of myself as just a woman who cares for children. **I was given a title by Kidogo; I am a caregiver and I have a very important role in society.** I am like the second parent to the children under my care and should provide the best care I can to them."

"At an individual level, the training has helped build my confidence because now I know and I am sure of what I am doing. I am able to ensure everything is done well so that I can get more clients. What I liked most about the training is it has helped me become the way I am now; I am able to talk more about my centre and advertise it. **Now I have confidence that I can grow my business, from a daycare to a kindergarten next term and eventually to a primary school.**

"Kidogo training was the best thing that happened to me because it is about the child's best interest. **I am trained in ECDE but this training went above and beyond that.** I am now socializing with children, record keeping and doing guidance and counseling for children to help them through challenges."

"My husband is also very happy about the progress I've made. When I graduated, he told everyone back in the village and some came to celebrate with us! He had lost his job for 5 months and **it's my business that paid our house rent and fed my family.** I couldn't have managed that from the teaching job I previously had. So yes, Kidogo has been amazing and I want to keep learning and being part of this great network."

Partnerships



Government Partnerships



Collaborating with the government to set up childcare centres in government spaces and advising the government on childcare policy.

In Action: Kidogo partnered with Vocational Training Centres in Kisumu County. Because of Kidogo, young mothers are able to learn, dropouts have decreased and young children receive quality childcare.

Employer Supported Childcare



Working with employers to provide quality, affordable childcare to employees and recognizing that childcare is essential to women's economic empowerment.

In Action: Kidogo partnered with The Women's Bakery Rwanda (TWB) to set up a daycare for TWB employees.

Research / Technical Advice



Collaborating with researchers to learn more about the benefits of Kidogo and providing technical advice to organisations.

In Action: APHRC will conduct research on the effectiveness of Kidogo's model and how it improves women labour outcomes in Nakuru.

Pilot with Government Vocational Centres



COVID-19 lockdowns and school closures led to an increase in youth pregnancies – an **estimated 11% increase**.

Many young mothers can attend a VTC – but with no childcare option they have two choices: **bring their child to school with them - which has led to classroom distractions and increased dropouts, or leave their child in an unsafe daycare environment – hindering the young child's development.**



Kidogo Signed an MoU with the government (Kisumu county) to provide childcare to 3 Vocational Training Centres (VTCs). 60 children and their young mothers benefited from the pilot – with mothers being from 18 – 25 years old and children from 7 weeks – 3 years old.

At the end of Q4 2021, we **handed over operations of the centre to the VTC**. Centres have continued to run under the government.



Government VTC Findings

- **95% of student mothers** reported that they had **enrolled their children** in these childcare centres.
- 38% of new students said the childcare centre was a decision factor in enrolling in the VTC and VTCs reported a 33-50% increase in enrolment of young mothers.
- All 3 pilot centres reported that **they've not experienced any drop outs among young mothers**.
- Pilot VTCs have noted higher attendance rates, improved performance and decrease in shame/embarrassment among young mothers

*"I saw that the daycare is a good place for my child. I can also study knowing my child is close and safe",
-student from Ahero VTC*

"I was struggling to study with the child in class and couldn't concentrate. With the daycare, I don't have to bring him to class", student from Akado VTC



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