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 up-skilling “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 Mampreneurs

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