



kidogo

Childcare in Kenya

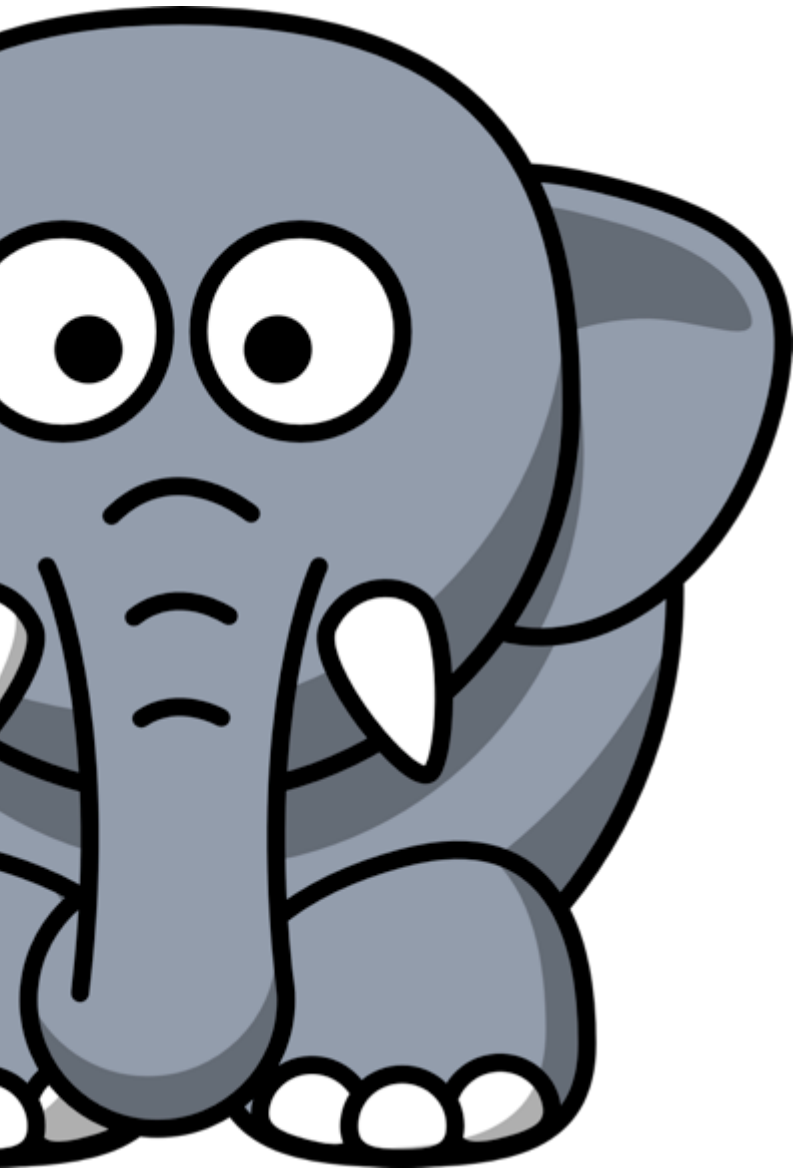
Birdshall House Conference – Dec 10th, 2019



Problem

Working mothers in urban slums
lack quality, affordable childcare





Meet Kidogo.

Kidogo is a Social Enterprise that improves access to quality, affordable, **Early Childhood Care & Education** in low-income communities

Solution

A franchised network of
community-owned
childcare centres

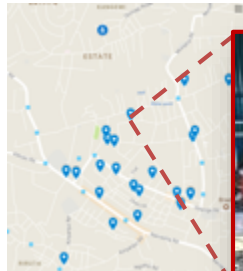


The Kidogo Model

Social-franchising with local Mamapreneurs

1

Map & Recruit



2

Train & Equip



3

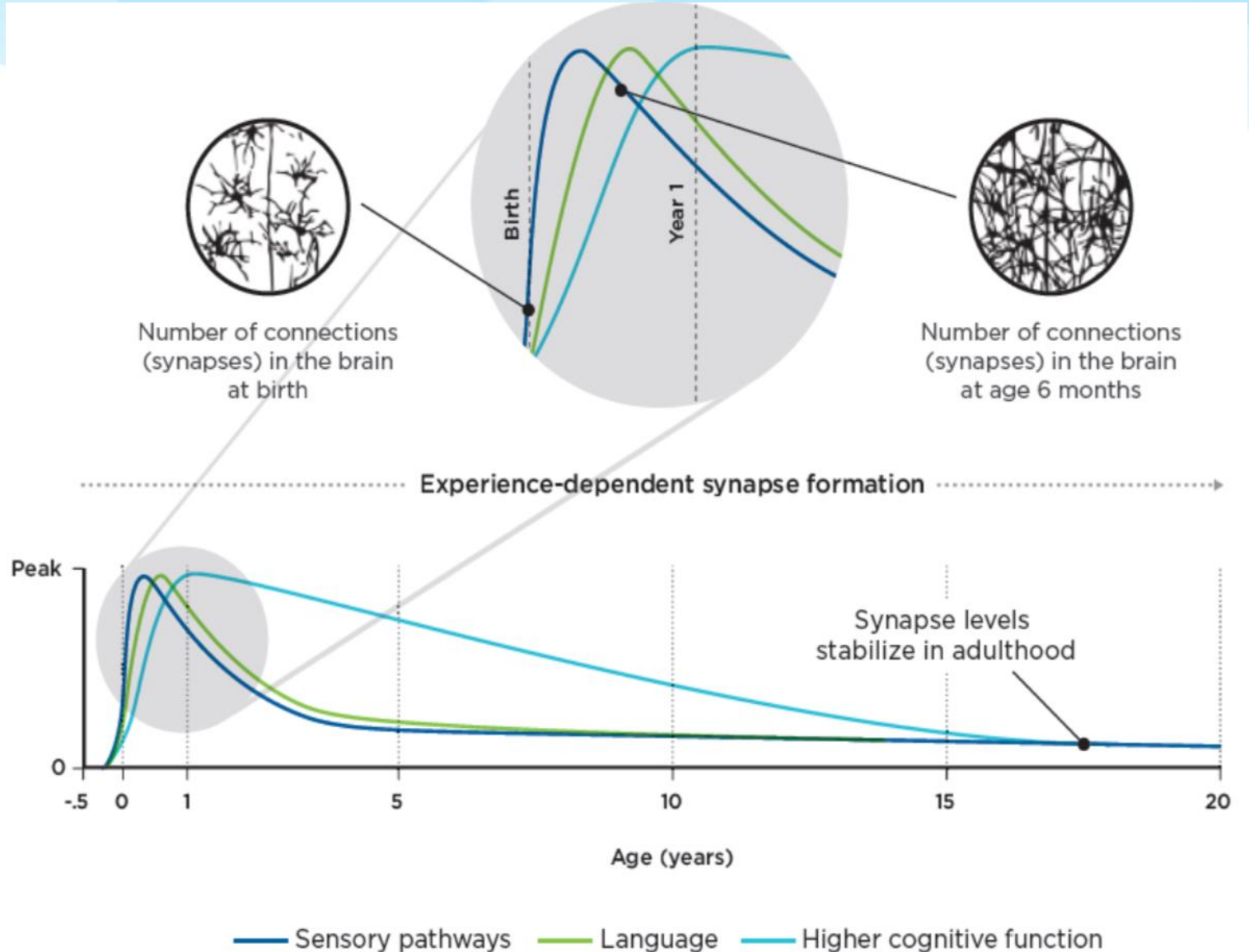
Quality Assurance



Network of Quality Centres

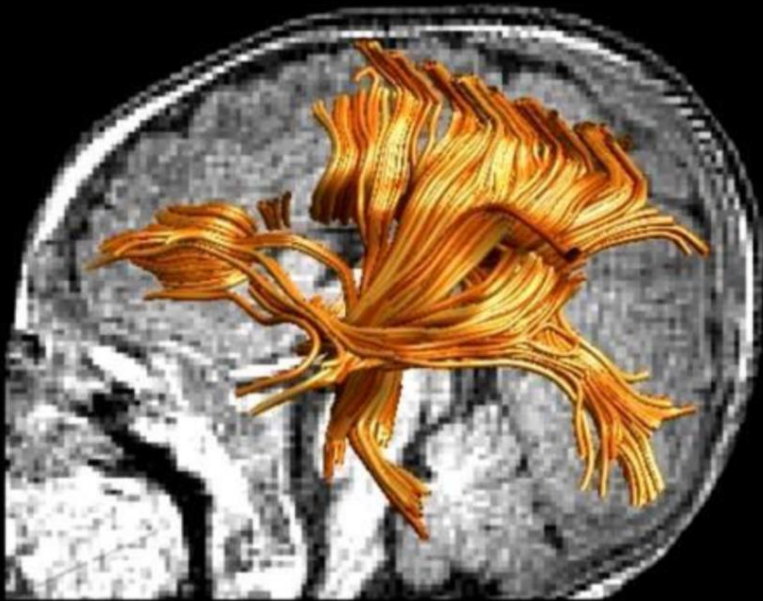


During Early Childhood the brain develops faster than at any other time in a child's life...

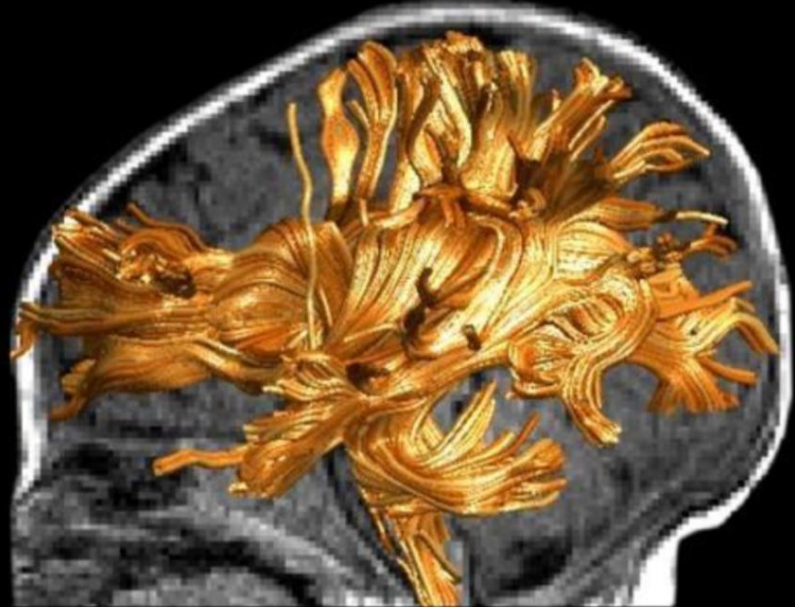


... in particular, in the first 1000 days of life

Need to start early – even before a child's 2nd birthday!



CHILD WITH STUNTED BRAIN DEVELOPMENT



HEALTHY, CARED FOR CHILD

The Kidogo Way™



Our holistic approach promotes the healthy growth & development of children age 0-5 years:



Safe, Stimulating Environment



Play-Based Curriculum



Nurturing Caregivers



Health, WASH & Nutrition



Parent Engagement



85+

Mamapreneurs

~2000

Kids / day

5M+

Hours of quality care

Childcare is a win-win-win

Good for Children



Good for Mothers



Good for Economies



Impact on adolescent girls



Kidogo Centre Opening (Jan 2015)
9-year old Faith carries her brother Martin



Oct 2019
13-year old Faith attends Martin's pre-school graduation



*“I can now work with **peace of mind** because my **child is safe.**” - Kidogo Parent*



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