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 2\textsuperscript{nd} birthday!
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, child is safe."

- Kidogo Parent