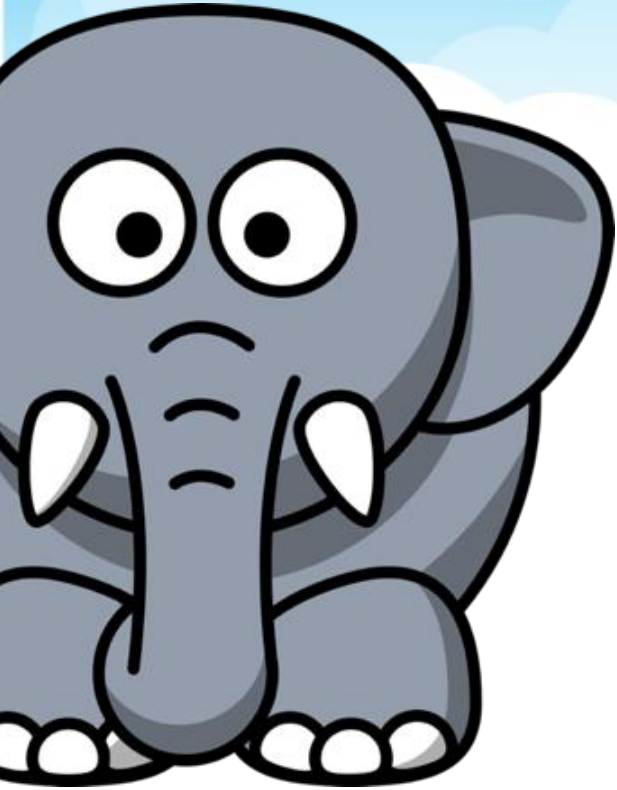




Kidogo

UNLOCKING POTENTIAL THROUGH QUALITY CHILDCARE



Meet Kidogo.

Kidogo is the largest childcare network in Kenya. We use a social franchising approach to improve access to quality, affordable childcare services in low-income communities.

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



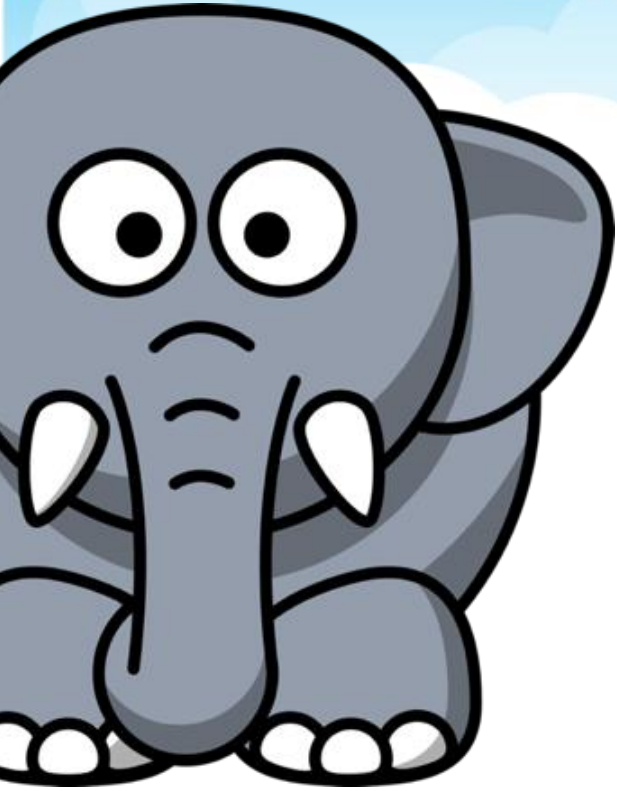
Health, nutrition and WASH



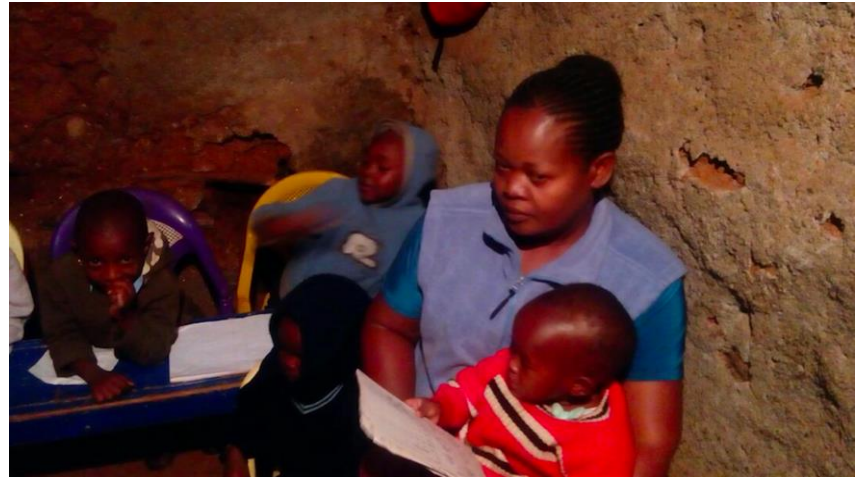
Parent & community engagement



Business & administration



Lessons from Community Based Models



Lessons from a Community -Based Model

- **Adequate Nutrition is a key challenge in the low income communities. Community Health Promoters play a critical role in primary healthcare and linkages.**
- **Funding /Financing Gap - There is limited Childcare funding to support holistic development of the children and also for child care providers to run thriving businesses.**
- **Policy and regulatory environment - E.g Challenges in registration , licencing , minimum quality standards , monitoring of child care centers and referral pathways to child protection cases, home based centers dynamics, caregivers minimum**





Opportunities

- **Support for Simpler and Fairer Regulations .**
- **Data Driven planning to influence policy.**
- **Multi-sectoral approach in co-designing and implementation.**
- **Child care Financing through adequate budget allocation.**
- **Coordination between Multi Level Governments : National and County.**
- **Create a pathway to professionalizing the sector.**



CONTACT US



www.kidogo.co



info@kidogo.co



[linkedin.com/company/kidogo-early-years](https://www.linkedin.com/company/kidogo-early-years)



[kidogoearlyyears](https://www.instagram.com/kidogoearlyyears)



[kidogo_eed](https://twitter.com/kidogo_eed)