



# PROJECT PROPOSAL: CARECRAFT ETHIOPIA

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## Introduction

With the Global Giving Crowdfunding Campaign, CareEpilepsy will work during 2018-2019 CareEpilepsy Ethiopia, a UK and Ethiopia registered Non-Governmental Organization that tackles epilepsy in Ethiopia by establishing sustainable projects with a focus on no or low income families living with epilepsy. As the fund provider, CareEpilepsy will be responsible for the development, implementation, and maintenance of CareCraft, a two year program designed to promote holistic economic and social empowerment for women with epilepsy through craft making, business training, and health care awareness raising.

## Background and Statement of Need

According to the Federal Ministry of Health, nearly 1 million Ethiopians are currently affected by epilepsy although it is likely that updated studies would show the numbers to be considerably higher. Epilepsy is estimated to be one of the most prevalent non-communicable diseases that affects low income countries twice as much as high income countries (Newton & Garcia, 2012). Despite the pervasiveness, due to the burden of other diseases, epilepsy receives little attention and minimal funding from the Ethiopian government resulting in inadequate treatment and limited medication. It is estimated that less than 13% of the patients are treated with anti-epileptic drugs that cost \$5.00 per patient annually. Due to social stigma associated with epilepsy as the “devil’s disease,” patients like Fatima, 22, struggle to stay healthy and find acceptance. Fatima says, “I like myself but people don’t like me. I like people who like me. No one wants to touch or kiss me, not even my family.” Fatima wishes to become a self-supporting member of the society. Although stigma excludes both men and women from employment and communal activities, women like Fatima suffer more.

In the past, projects such as Southampton-Ethiopia Chronic Disease Partnership have focused on training hospital personnel to expand epilepsy treatment programs, but none focus on improving patients’ holistic wellbeing, especially that of women. CareCraft is a social venture that is designed to address the financial, social, and medical needs of women living with epilepsy by training them in traditional arts and crafts making and securing market for their goods. For the pilot, CareCraft will work with women who are outpatients at Amanuel Mental Hospital that treats 3000 women living with epilepsy annually.

## Methodology

CareEpilepsy Ethiopia will coordinate the launch of CareCraft so that women will achieve financial independence and improved wellbeing by:

1. Participating in an orientation to learn about the organization, the staff, and about one another, which will help minimize barriers to effective participation.
2. Receiving one-on-one counseling and participating in peer support groups facilitated by CareEpilepsy Ethiopia.
3. Receiving training by local artisans to produce quality arts and crafts.
4. Being employed at CareCraft and earning a fair base salary in addition to an incentive commission proportional to their individual production rates for a two year period.

5. Producing quality arts and crafts that reflect the 85 colorful ethnicities of Ethiopia. CareCraft will secure wholesale and retail markets.
6. Receiving training by Practical International, a leadership and business training company, in planning budgets, opening bank accounts, and dedicating a percentage of their income to savings.
7. Learning about nutritious eating habits. CareCraft will subsidize a community dining hall where women will be responsible for producing affordable and healthy meals while maintaining the space, on a rotating basis.
8. Receiving training in entrepreneurial and job search skills in preparation for securing a financially stable future.
9. Working in groups to start cooperatives and receiving mentorship after completing the two year program.

Simultaneously, CareCraft will raise public awareness by hosting biannual exhibitions and panel discussions in high schools and religious organizations to showcase the women's arts and crafts to foster appreciation and demystify the stigma against people living with epilepsy.

## Evaluation of Impact

- Survey**
- Time 1: In June 2018, CareCraft will conduct a survey, modeled after Demographics and Health Surveys, to collect baseline data from 60 women living with epilepsy.
  - By August 2018, 30 of these women will be recruited by CareCraft.
  - Time 2: In September 2018, CareCraft will survey the 60 women. The 30 women working with CareCraft will be more skilled in artistry compared to the baseline data and the other 30 women.
  - Time 3: In September 2019, CareCraft will survey the 60 women. The women graduating from CareCraft will be expert artisans with improved wellbeing.
  - Time 4: In September 2019, CareCraft will survey the 60 women. The women that graduated from CareCraft will have become financially independent and model members of the community.
- Interview**
- A formal interview of each cohort of women in CareCraft will be conducted at Time 1 and Time 4 to collect a baseline data and hear the women's reflection.
  - An informal interview of the women in CareCraft will be conducted throughout the program.
- Observation**
- A CareCraft staff member will attend each training to observe the training environment and recognize effective methods while identifying rooms for improvement

## Sustainability

- Since Ethiopia is the capitol of the African Union and has been named the World's Best Tourism Destination in 2017, the market for traditional arts and crafts has been ever expanding, especially in Addis Ababa (population 3.2 million.) CareCraft will market its inventory to generate profit and become financially sustainable as a social venture.
- For marketing, CareCraft will work within the established networks of CareEpilepsy and Youth for Ethiopia, a youth empowerment program that works with three schools.
- CareCraft is also in communication with *Accessorize*, a London based jewelry chain and *Koricha*, a DC based importer of African artifacts, to secure export markets for its inventory.
- For free access to educational platforms, CareCraft will partner with Youth For Ethiopia.

- For the first year, CareCraft will recruit ten women every quarter while recruiting 20 every semester in the following years and prioritizing training in the most profitable markets.
- After two years, the top five artisans could become paid trainers, retaining talent while creating a cost effective business model.
- CareCraft alumni can become mentors to new recruits sustaining their relations.
- After 2020, CareCraft will have modified its pilot model and will have opened branches in Bench Maji Zone and Jimma cities where CareEpilepsy has developed partnership with government officials.
- In order to create a transparent framework for CareCraft to develop and sustain, CareEpilepsy Ethiopia plan to be the coordinator and mentor a successor.

## Project Timeline

Period	Activity
June – August 2018	<ul style="list-style-type: none"> <li>• Select 10 women with epilepsy from Amanuel Mental Hospital</li> <li>• Hire trainers</li> <li>• Finalize a training manual focused on skills and wellbeing</li> <li>• Find, rent and prepare the workshop area</li> <li>• Purchase equipment and production kits</li> <li>• Collect baseline data from 60 women</li> </ul>
August 2018	<ul style="list-style-type: none"> <li>• Orientation and training for the ten selected women</li> </ul>
Starting September 2018	<ul style="list-style-type: none"> <li>• Production and rehabilitation with the ten trainees</li> </ul>
March 2019	<ul style="list-style-type: none"> <li>• Exhibition at Ethio-Parents' High School</li> </ul>
March 2019	<ul style="list-style-type: none"> <li>• Recruit 10 more women from Amanuel Mental Hospital</li> </ul>
June 2019	<ul style="list-style-type: none"> <li>• Recruit 10 more women from Amanuel Mental Hospital</li> </ul>
July 2019	<ul style="list-style-type: none"> <li>• Exhibition at El-Bethel High School</li> </ul>
September 2019	<ul style="list-style-type: none"> <li>• Recruit 20 more women from Amanuel Mental Hospital</li> </ul>
November 2019	<ul style="list-style-type: none"> <li>• Exhibition at Medhanialem High School</li> </ul>
December 2019	<ul style="list-style-type: none"> <li>• Recruit 20 more women from Amanuel Mental Hospital</li> </ul>
March 2020	<ul style="list-style-type: none"> <li>• Exhibition at the second branch of Ethio-Parents' High School</li> </ul>

**Note:** By the end of the second year, CareCraft will have employed 60 women. This is a realistic estimate since this model is adopted from the successful *Muya Ethiopia*, an arts and crafts export company in Addis Ababa with 200 employees, *Hope for Children*, an Australian NGO that empowers vulnerable communities in Ethiopia, and *Will for God*, a local NGO that trained women in crafts and employed them for a year.

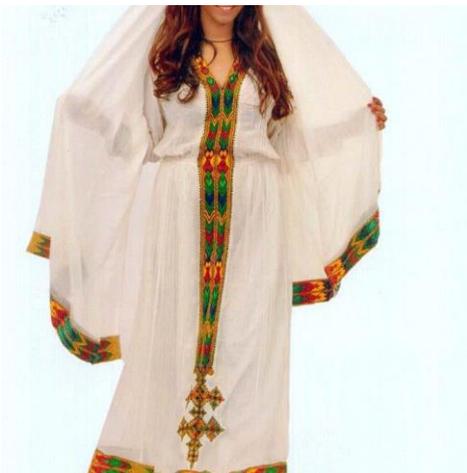
## Sample Products



Baskets



Table Runners



Traditional Dress



Lamp



Clay products



Other products

<b>CareCraft Project Cost</b>		
	<b>2018</b>	<b>2019</b>
<b>OPERATING COSTS</b>		
Center Utilities (water, electricity etc.)	800.00	960.00
Office Supplies and other expenses (photocopies, reprints)	240.00	240.00
Communication Facilities (telephone, fax and internet)	960.00	960.00
<b>TOTAL OPERATING COST</b>	<b>2,000.00</b>	<b>2,160.00</b>
<b>DIRECT PROGRAM EXPENSES</b>		
<b>Machineries and kits</b>		
Weaving complete machine and needles (2 pairs)	660.00	0.00
weaving kit (threads (made out of cotton, sewing, dye, containers) to make bags, table mats, scarfs, rugs **** Monday to Saturday half day each individual takes 3 times a week training program running on rota bases e.g. monthly	1,200.00	1,100.00
Professional candle making kit (dye, scented candle oil, beeswax, mould accessories thread	1,400.00	1,100.00
Jewellery/ bead making kit (beads, threads, needles, hooks, box	900.00	1,200.00
painting and drawing (canvas, paints, brush, frame)	700.00	1,200.00
Basket weaving kit (from Willow, Reed, Cane, laces, scissors, dye, nose-pliers to pinch the reed, rapping iron for willow and ruler)	900.00	1,200.00
Clay and moulding kit (clay, modelling tools and moulds, dyes, pottery banding wheel, designing materials, drying and firing)	1,200.00	1,000.00
<b>TOTAL MACHINERIES AND KITS COST</b>	<b>6,960.00</b>	<b>6,800.00</b>
<b>Center Premises</b>		
CareCraft Centre Space Rental and insurance	7,000.00	7,000.00
Van rental (transportation for delivery of products)	300.00	400.00
Financial Support to women living with epilepsy for transportation to the centre until they start earning their own money	60.00	80.00
lunch - subsidies (cooked on site and staff on voluntary basis from the women from the center in rota	1,700.00	1,900.00
<b>TOTAL CENTER PREMISE COST</b>	<b>9,060.00</b>	<b>9,380.00</b>
<b>Program Staff</b>		
Rehabilitation program officer/counsellor (full time paid position)	3,600.00	3,600.00
Assistant program coordinator (volunteer)	0.00	0.00
Social worker (part-time paid position)	600.00	600.00
Weaving trainer (paid position plus volunteers)	720.00	720.00
Candle making trainer (paid position plus volunteers)	600.00	600.00
Jewellery/ bead making trainer (paid position plus volunteers)	480.00	480.00
painting and drawing trainer (volunteers)	0.00	0.00
Clay trainer (paid position as well as volunteers)	660.00	660.00
guard (volunteering basis from the women from the center in rota)	0.00	0.00
domestics (volunteering basis from the women from the center in rota)	0.00	0.00
<b>Total Program Staff cost</b>	<b>6,660.00</b>	<b>6,660.00</b>
Miscellaneous	320.00	200.00

<b>Total Direct Program Expenses</b>	23,000.00	22,840.00
<b>GRAND TOTAL COST IN USD</b>	<b>25,000.00</b>	<b>25,000.00</b>

**CareCraft's Yearly Proposed Budget for 2018-2019**

	2018	2019
<b>TOTAL OPERATING COST</b>	2,000.00	2,160.00
<b>TOTAL PROGRAMME EXPENSES</b>	23,000.00	22,840.00
<b>TOTAL COST in USD</b>	<b>25,000.00</b>	<b>25,000.00</b>

## **Works Cited**

Newton CR and Garcia HH (2012) Epilepsy 2. Epilepsy in poor regions of the world. Lancet 380: 1193-1201

Federal Democratic Republic of Ethiopia Ministry of Health, "National Mental Health Strategy" 2012/13-2015/16.