

1. The Basics

Social Enterprise Name (10 words)

Abigail Ministries – A New Village For 12 Destitute Families in Kenya

Sector:

- Education and Health
- Environment and Energy
- Human Rights and Gender
- Information and Communication Technology
- Infrastructure and Governance
- Small Business and Social Development

What is the stage of development of your social enterprise?

- New Idea Pilot Start up Expanding Mature

2. Objectives

A total of \$ 39,055 capital funding is needed over 12 months, from 01/02/2010 to 31/01/2011

Of the total amount of funding needed for this project, what amount is being sought through GlobalGiving \$33,000

These funds will be used to achieve the following objectives:

1. Construct 10 to 12 watertight dwellings (with a piece of land for crops) for families who presently survive in collapsing homes or are being evicted
2. Provide separate kitchens and rainwater collecting systems for those homes. Furniture and bedding as required
3. Provide a communal hygienic toilet block

3. Elevator Pitch

Elevator Pitch (150 words)

Imagine that an investor steps into an elevator with you. What key points about your project could you tell this investor in a 10-floor elevator ride to capture his attention?

DID YOU KNOW ABOUT THESE HOPELESS SITUATION?: In Kenya many families now live in rapidly deteriorating home structures. Most that leak rain through roofs/walls and the buildings could collapse at any time. For some, water comes through the floor and beds (mattresses on the floor) get soaked many times a year. Others who have squatted in similar properties for decades are now being evicted following the post election violence in early 2008.

CAN WE MAKE A DIFFERENCE – YES WE CAN!

DO YOU KNOW WHAT OUR HELPFUL RESPONSE CAN BE?: Last year we set up 4 families with new homes complete as planned for 2010, this next year lets go for 10 to 12 as the extra land already funded.

We want to bring help to the hopeless – will YOU join us in this project?

A total of \$39,000 will solve this problem and give security from the weather and selfish man's greed. Owned by the group they will live rent free.

4. Social Impact

Problem Statement (100 words)

What issue is your social enterprise is trying to address? Why is it a problem? How will your social enterprise mitigate this problem? How important is it to your beneficiaries to resolve this problem?

Housing conditions. Built of scrap materials and mud over decades, deteriorating fast and the wet does get in. Few Kenyans care so it is up to those who do to step in and provide homes which are then rent free.

Consider coming home one night to see a letter X on your door or wall. That is your eviction notice! Many Kenyans were displaced after the post election riots and open land which many have built on and lived for decades is - knocked down.

Most families headed by grandma as the other adults have died of AIDS.

No solution; and they are homeless in a land of no benefit systems.

What will the social impact of your enterprise's activities be on the beneficiaries?
(Please list the number of people along with the way that they will be affected by your project)

1. 10 to 12 families of 5 to 8 each will be accommodated in homes
2. The group who live on the site will have free use of the homes for their family as long as they need it and abide by simple rules on behavior.
3. No fear of the house falling or being knocked down
4. Sanitation and access from harvested rain; some water without walking 2km
5. Dignity and a sense of well being – burdens lifted
6. Funds need to be promised by end Dec 2010 so that works can start Feb 2010 and be completed subject to funding within 12 months

5. Market and Services/Products

Beneficiaries (50 words)

Who is your client or beneficiary? Describe their main characteristics (demographic, geographic, etc.)?

10 to 12 families headed in the main by widowed Grandmas aged 40 to 60 looking after their grandchildren.

This is in a semi rural area – 25 miles outside Nairobi

Separately we are providing some employment in a Training and Business Centre

6. Competition and Risks

Competitor (200 words)

Who are your three main competitors? How do their services/products differ from yours? How will you compete against them in the future?

There is no competition as the land is owned and we have rights to build houses on this plot

Risks (50 words)

What types of risks do you and your organization face? Try to distinguish between different types of risks (macroeconomic risk, political risk, implementation risk).

Risks are minimal and relate purely to both the availability of Cement and the price of timber.

The only likely impact is some delay but this would still have the project complete within the 12 months of the project as the build phase is only some 15 weeks

7. Team

Experience (100 words)

What are the relevant experiences, skills and qualifications of the key team members? Have you successfully implemented similar projects in the past?

Our Charity funded 4 homes in 2008/9 and the completion and costs were almost exactly on the button.

The local people managing this project have also built a 160 bed children's orphanage. No project management costs.

They have also built a Training and Business Centre for our charity, exactly to our design and on budget

8. Funding and Investments

Funding Model (check all that apply):

Fee-for Service

Product Sales

Service Sales

Cause-related Marketing/Sponsorship

Contract Services to Vested Parties

Grants and donations

Unrelated Business Income

Other

Explain Other (50 words)

Investments

How much money have you raised for your social enterprise so far?

\$ 3,000

From which sources? (Check all that apply)

Types of Sources	
<input checked="" type="checkbox"/> individuals:	<input type="checkbox"/> operating grants:
<input type="checkbox"/> foundations:	<input type="checkbox"/> program grants:
<input type="checkbox"/> corporations:	<input type="checkbox"/> in-kind support:
<input type="checkbox"/> governments:	<input type="checkbox"/> general grants:
<input type="checkbox"/> multilateral:	<input type="checkbox"/> commercial loans (market rate interest):
<input type="checkbox"/> soft loans/program related investments (low interest/subsidized loans):	<input checked="" type="checkbox"/> other: Church Fellowships

9. Financials

Financials (250 words)

How will your social enterprise generate revenue to achieve financial sustainability?

This is NOT a revenue generating project

Give historic figures for 1-2 years and projects.

	Year 1	Year 2	Year 3	Year 4	Year 5
Year					
Expenses	37,055	2000			
Revenue					
+/-					

What is the financial structure of your social enterprise? How will it change in the coming years?

Expenses	Year 1	Year 2	Year 3	Year 4	Year 5
Overhead	0	0	0		
Salaries	0	0	0		
Social Program	28050	2000	0		
Capacity Building	0	0	0		
Indirect Cost Recovery	0	0	0		
Income					
Earned income	0	0	0		
PO funding or match	5000	1000	0		
Grants	0	0	0		
In-kind support	0	0	0		
Soft loans	0	0	0		
Investment funds	0	0	0		
Subtotal	33000	3000	0		
Facilitation Cost**	2805	200	0		
Total	30855	2200	0		