

Township Foundation Education Centre
Summary of Business Plan 2021

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BUSINESS OVERVIEW

OUR VISION


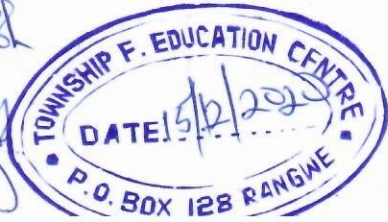
To transform the society through a holistic form of education involving; spiritual, mental and physical, that will see the Centre grow into a beacon of change and hope.

OUR MISSION

To bring hope and lifeline to a hopeless and vulnerable Kenyan child, to mold, build and nurture him/her to fit into the normal society life so as to equally compete for opportunities with not only other Kenyan children but world over.

THE SERVICES WE OFFER

1. We offer free tuition services: Desks, books, stationery, uniforms and classrooms to vulnerable and less fortunate children in the society.
2. We promote child protection by offering HealthCare, boarding and counseling services to children who are at risk of child abuse especially girls, orphaned and those from FGM practicing communities.
3. We give free sanitary pads to girls in the school and community.
4. Farming from which we support our Children, give manual work in our farms to the less fortunate in the society.
5. We do free feeding program to the children.
6. We aim to support our students in secondary schools after grade 8
7. We wish to promote computer literacy in the school and community by putting up and stocking a computer lab
8. Hope to offer library services to the children and community through a well- furnished library in the school

9. We also aim to offer adequate, clean and safe water in for the school and community and proper lavatory facilities for school.

MARKET ANALYSIS

TARGET MARKET

We get our children from the surrounding communities, and majority from the region where we operate, majorly orphans, destitute and vulnerable.
 We also get children from administrative officers who are seeking help from children who have run from hardships at home.
 We also target the children who are either infected or affected by HIV/AIDS and protect the prone ones from being infected by offering safe haven in boarding at the school.
 We also get children who have fallen prey to early pregnancies and dropped from school.

THE PROBLEM BEING SOLVED

1. We try to eradicate poverty in our communities by educating as many children as possible who will in turn fetch for their parents, guardians and siblings in future.
2. We also try to prevent early pregnancies, forced early marriages and stigma that come with early menses on girls who can't afford pads.
3. We enlighten the society on modern small scale farming to help solve frequent food shortages and insecurity.
4. We protect the young and vulnerable girls from HIV/AIDS by keeping them in boarding and trying to provide the basics despite the challenge of facilities

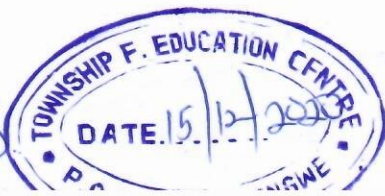
OUR COMPETITORS

Most Schools around us charge school fees and don't offer free services so we often get overwhelmed by the large numbers of children who need help.

OUR COMPETITIVE ADVANTAGE

Our main advantage is that we offer free quality services to our children, we also blend well with the hosting community because we

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give them manual works our farms and even doing cleaning within the school compound thus supporting them too.
We Support most our programs from personal loans.

MARKETING AND SALES PLAN

<p>MARKETING CHANELS AND MATERIALS</p>	<p>We market ourselves through parents, administration officers and children tell good stories at home and in their villages. We often do fliers, brochures on the services we offer.</p>
<p>PRICING STRATEGY</p>	<p>1. We don't charge school fees 2. We don't set standard price for our farm produce we negotiate with buyers who are mostly from the society and buy in small quantities. 3. However churches and individuals who feel and see the burden of the school and want to support by buying our products we sell at prevailing marketing price.</p>
<p>DISTRIBUTION CHANNELS</p>	<p>Most of programs are done within the school compound and the surrounding community, family houses who do volunteer to house the children due to lack of boarding facilities, and we sell just little to help buy things like stationeries.</p>

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVES WE PLAN TO ACHIEVE IN THE YEAR 2021 ONWARDS AND HOW THEY WILL BE MEASURED	
1	Establish a well-equipped Education Centre with the relevant technology to promote a competitive edge in a fast paced globalizing world.
2	Provide material and financial support to the vulnerable children at TFEC.
3	Provision of affordable quality Education.
4	Skills training for children and the youth and promote enhanced organizational capacity and

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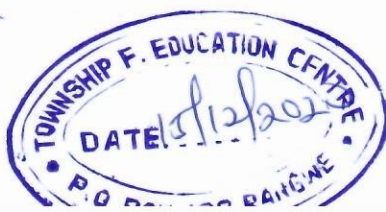


	building a strong financial resource base through agriculture.
5	Establish a sustainable feeding program for the TFCE children.
6	The specific objectives will lead the Centre to establish the following; <ol style="list-style-type: none"> 1. Education Centre 2. Recreational Centre equipped with technology to serve the students and community. 3. Library equipped with relevant books for empowerment. 4. Projects that will support the Centre for self-sustainability. 5. Health facilities to fight malnutrition in the community and its environment. 6. Adequate classrooms, dining hall, dormitories, computer lab and adequate clean and safe water for the school and community.

FUNDING REQUEST AND FINANCIAL PROJECTIONS

No of Pupils currently in school	475
Period of funding.	6 years and Above
Goal	USD 400,000
Break Down	<ol style="list-style-type: none"> 1. \$10 books, stationaries and pens per child per month. 2. \$20 will buy sanitary pads for 20 girls for a month. 3. \$25 will feed one child per month 4. \$35 will pay for electricity bill per month 5. \$75 will clothe and buy a locker for child for a year 6. \$100 will provide quality health care and mentorship for 15 girls per year 7. \$120 will pay a stipend for one teacher for a month. 8. \$1,000 will sponsor one student for secondary education for one year 9. \$1,100 will buy one track of sand and 100 bags of cement for progressive building of classrooms. 10. \$4,000 will kick off building of computer lab for

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50 students.

11. \$6,500 will lay a foundation for a dining hall and kitchen.

*James
Crawley*

