

Kassandra Children's Aid (KCA)

Business Plan: Pigs for Prosperity Project

Project Name: Pigs for Prosperity: Empowering Widows and Orphans in Africa

Objective:

To provide sustainable livelihood opportunities for 40 widows and orphans in Africa by enabling them to generate income through pig farming, thereby addressing poverty, promoting gender equality, and fostering community development.

1. Executive Summary

The **Pigs for Prosperity** project is designed to uplift 40 widows and orphans by equipping them with the necessary resources and support to succeed in pig farming. Through a variety of contribution packages, donors can support specific aspects of the farming process, from purchasing piglets to providing full life-cycle care. This initiative empowers beneficiaries to gain economic independence, improve their social standing, and contribute to the growth and resilience of their communities.

2. Target Market

Beneficiaries:

- 40 widows and orphans in rural African communities facing economic hardship and social marginalization.

Donors:

- Individuals, organizations, and corporations committed to promoting social justice, gender equality, and sustainable development.

3. Contribution Packages

1. PIGLET SHARE COST: \$30

Includes: Partial contribution towards the purchase of a piglet. Multiple donors can combine contributions to fund one piglet.

2. VETERINARY CARE PACKAGE COST: \$40

Includes: Contribution towards basic veterinary care, including vaccinations and initial check-ups.

3. FEED AND NUTRITION PACKAGE COST: \$60

Includes: Covers the cost of feed and essential nutritional supplements for a pig for 6 months.

4. PIGLET AND STARTER KIT COST: \$90

Includes: Purchase of a piglet plus a basic starter kit (feed for the first month and simple shelter materials).

5. PIGLET GROWTH PACKAGE COST: \$120

Includes: Purchase of a piglet plus veterinary care and feed for the first three months.

6. BREEDING AND EXPANSION PACKAGE COST: \$150

Includes: Contribution towards breeding the pig and expanding the farm, helping beneficiaries grow the herd.

7. COMPLETE CARE PACKAGE COST: \$250

Includes: Purchase of a piglet, veterinary care, feed, and full support throughout the pig's life cycle, including breeding and market preparation.

4. Implementation Strategy

Phase 1: Initial Setup

- Beneficiary Selection: Identify 40 widows and orphans in need within target communities.
- Resource Allocation: Allocate funds from contributions to purchase piglets, feed, and necessary materials.
- Training: Provide beneficiaries with training on pig farming, basic veterinary care, and financial management.

Phase 2: Project Launch

- Piglet Distribution: Distribute piglets and starter kits to beneficiaries.
- Ongoing Support: Ensure regular veterinary check-ups and provide guidance on feeding and care practices.
- Monitoring: Track the progress of each beneficiary, ensuring they follow best practices and address any challenges.

Phase 3: Expansion and Sustainability

- Breeding: Support breeding efforts to expand each beneficiary's herd.
- Market Integration: Assist beneficiaries in preparing pigs for market, ensuring they receive fair prices.
- Scaling Up: As the project succeeds, explore opportunities to expand to additional recipients.

5. Financial Plan

Revenue Generation:

The project's primary funding comes from donor contributions through the various packages offered. Additionally, as beneficiaries grow their herds and sell pigs, a portion of the proceeds may be reinvested in the project to support future growth.

Budget Overview

Based on **Piglet and Starter Kit Package:**

Basic Start-

- Cost per Beneficiary: \$90
 - **Includes:** Purchase of a piglet, feed for the first month, and simple shelter materials
- **Enhanced Start-**
- Additional feed and veterinary cost per Beneficiary: \$90*
 - *Based on 6-month life cycle of piglet to market

2. Funding Scenarios

1. \$3,600 RAISED: BASIC START

- Number of Beneficiaries Supported: 40
- Allocation:
 - 40 Piglet and Starter Kits: $\$90 \times 40 = \$3,600$
- **Impact:** Every widow or orphan receives a piglet and the essentials to begin their pig farming journey.

2. \$5,400 RAISED: ENHANCED START

- Number of Beneficiaries Supported: 40
- Allocation:
 - 40 Piglet and Starter Kits: $\$90 \times 40 = \$3,600$
 - Additional Feed and Veterinary Care for 20 Beneficiaries: $\$90 \times 20 = \$1,800$
- **Impact:** Each beneficiary receives a piglet and starter kit plus additional support for feed and basic veterinary care.

6. Impact and Sustainability

Short-Term Impact:

- Improved food security and income for 40 widows and orphans.
- Initial steps toward gender equality as women gain financial independence.

Long-Term Impact:

- Sustainable livelihoods for beneficiaries, breaking the cycle of poverty.
- Strengthened community resilience and social empowerment.
- A replicable model for other communities, expanding the project's impact.

7. Monitoring and Evaluation

Metrics:

- Number of pigs successfully reared to market.
- Income generated by beneficiaries.
- Improvement in the quality of life for widows and orphans (e.g., better access to education and healthcare).
- Community feedback on the project's impact.

Evaluation Process:

- Regular monitoring visits to assess the health and growth of pigs.
- Financial tracking of income generated from pig sales.
- Surveys and interviews with beneficiaries to gather qualitative data on social impact.

8. Conclusion

The **Pigs for Prosperity** project is a transformative initiative aimed at improving the lives of 40 widows and orphans in Africa by providing them with the tools and support needed to thrive in pig farming. With a range of contribution packages, the project offers a way for donors of all levels to make a meaningful impact, ensuring that beneficiaries gain economic independence, strengthen their communities, and pave the way for a brighter future.