

Project details

Location: Bamenda

Start date: 01/07/2023

End date: 31/12/2023

Target amount: XAF 6,148,211 (or € 9,222)

Project format

Describe a one-year project that you want to showcase at the website and want to raise donations for. Possibly this is your main work. Especially for those who will have a first project online, we require you to showcase a successful project you already run, and whereby extra income leads to reaching more people.

Projects must focus on SDG1 (income / poverty reduction); SDG2 (food security and/or climate); and SDG4 (advanced education).

Once you managed to reach the target amount with us, you can choose to showcase another project on our website. We can then further discuss together what is the best way to go.

Project details

1. What is the project title?

The website allows only for titles of just one or two words.

Business incubation trainings (for child brides)

2. The project contributes to

oSDG1 (poverty reduction/economic development)

oSDG2 (food security)

oSDG4 (advanced education meaning adult, vocational or secondary education)

o SDG5 (Achieve Gender Equality and Empower All Women and Girls)

o Other,

3. What is the project you want to showcase at our website? Please summarise:

3 months of business incubation training, coaching and follow up of and for start up businesses will be carried out with 25 beneficiaries in the project communities of Sustain Cameroon. These trainings will target current beneficiaries, young women who married as a child or at risk to marry as a child. It will also target non-beneficiaries from vulnerable and poor households to induce and inculcate entrepreneurial nature and character in their midst. Sustain Cameroon believes that in order to record success and to sustain the businesses created and started with these young women and girls, igniting their entrepreneurship skills is invaluable and play a critical role in driving their economic growth, reducing poverty in their milieu and creating self-sufficiency for themselves and their families.

Sustain Cameroon will also within the project continue to activate, strengthen, and initiate financial strengthening schemes and structures in the heart of poor communities to support small businesses and income generating initiatives started in these communities. This approach is central to all the interventions of Sustain Cameroon and thus will constitute also the activities of the project.

Some more young women and girls including orphans and vulnerable children who were identified within the project and many of whom are waiting to gain skills in vocational

training will be provided with the opportunity so they can join those already undergoing training.

02 trainers will be recruited and placed at the training centre to provide training to girls who will be identified and placed in the community.

4. What is the problem? And how is it addressed in this project?

1. Problem-What is the problem?

The bedrock of our society is entrenched in patriarchy with **deep ingrained gender discriminatory environments.**

Women and girls are placed at the lowest strata of the society and cannot express their rights to basic needs freely. The absence of strong community mechanisms and goodwill to address the issue continues to undermine the efforts of women and girls to achieve their basic rights and to escape pressures and abuses. The combination of these factors and their cumulative implications on educational, legal, health, and livelihoods contribute to high levels of human insecurity among adolescent susceptible young girls, married adolescent girls and those they care for especially in rural communities in Cameroon. When families live in unsafe regions or environments, parents may genuinely believe that marrying their daughter is the best way to protect them from danger

Persistent low income levels for women and girls. Livelihoods and economic empowerment opportunities for women and girls are limited as they **lack knowledge on income generation practices and vocational skills training, lack access to inheritance, land, capital and/or productive resources to indulge in income generation and petty trades.** The absence of a realistic alternative source of support to relieve low income households of their livelihood and economic burdens, result in the strong willed trade in girls to older men in marriage in rural communities for financial security. For many families, marrying their daughter at an early age essentially is a strategy for economic survival; it means one less person to educate, clothe and feed

Limited access to education for women and girls. Children, especially girls from low income and poorer households are less likely to enrol in school. Endemic Entrenched cultural practices and customs which discourage parents from fully investing in the education of women and non-conducive learning environments in our rural milieus are all motivating factors for girls to drop out of school. Educating girls often is less of a priority than educating boys. Women's most important role is considered to be a wife, mother and homemaker, schooling girls and preparing them for jobs may be given short shrift.

2. Solution-And how is it addressed in this project?

Sustain Cameroon believes that as an intervention, enabling them to be agents of their own change, igniting their entrepreneurial potentials and supporting them to start sustainable business ventures rooted in the local economy, such that they can have reliable income streams long into the future, would placed in their hands sustainable solutions that can permit them to meet their full potentials and to change their living conditions and at same time to support their education, health care and livelihoods.

5. Explain why this solution works best:

SUSTAIN Cameroon's strategy takes into consideration the root factors that puts women and children and particularly girls perennially vulnerable to abuses, discrimination and violence. Entrenched traditions that discriminate against women, low incomes and poverty are the

main factors influencing the full attainment of the rights of women and girls. These has placed women and girls perpetually dependent on the men and boys for survival and low income households have resorted and believed that solutions to averting their difficult living conditions would mean selling out their girl children early in marriage or sending them out to the cities to secure jobs as domestic servants to raise incomes for themselves and their families. The dreams of education for children from these backgrounds are truncated because of lack of means to pay for their fees and to enrol them in school.

When low income households and vulnerable families have access to income generating activities, they are less burdened and are able to develop the necessary finances and create consistently sustainable wealth that would give them confidence, bring them out of bondage, enable them to secure their basic needs of health, education and livelihoods. They will be better equipped to confront conditions that expose them and their children to exploitation and abuse. Thus, SUSTAIN Cameroon strongly believes that when they are provided with access to alternative income sources, they will build their confidence and challenge the conditions that hold them down. Thus, this approach that focuses on providing the practical needs is more realistic to addressing the issues of abuse and discrimination in the midst of women and girls. They have the resources and tools that will enable them to survive and thrive. They can adequately face the challenges they are exposed to and resist abuses and exploitation. It should be noted that many interventions in the area of women and children's right protection are focused on the technical needs with little attention to the practical needs, providing them with limited opportunities to come out of their predicaments.

6. Who are the recipients of the project? And how many?

The project targets child brides and at-risk aged 11 – 23 (and exceptionally up to age of 30 depending on the severity of the vulnerability of child victims) living in rural underserved communities in 4 divisions of the North West Region of Cameroon. Some of these beneficiaries have received training in various vocational skills and trades through our past project, some are currently on placement for vocational training, some are into small businesses and income generating initiatives (IGAs), some are currently involved in the microcredit schemes and while some in waiting to be placed for either vocational training or small businesses. These women and girls are daily faced with the threat of early and forced marriages, sexual exploitation and abuse, gender based violence, trafficking and modern day slavery. SUSTAIN Cameroon also targets orphans living with foster parents from very low income backgrounds and do not have access to the basic needs of health, education and livelihoods. These are peasant families relying on subsistence from small scale farming practices. They lack the skills and are not able to pursue an education for themselves and the children they give birth to due to poverty and limited access to financial support.

The project is targeting 25 direct beneficiaries. These will include those already in placement, those in the pool of beneficiaries and some from low income and poor households.

7. Are recipients engaged in the project?

Yes | no

Yes, recipients are engaged in the project. The targeted beneficiaries are currently receiving skills in vocational training, involved in income generating initiatives that have been set up and or engaged in small businesses. We are expecting them to gain knowledge in businesses and entrepreneurship that will sustain their businesses and income generating activities set up and also to continue to support the training of new recruits in their communities. Sustain Cameroon is rooting its approach to community ownership and sustainability and thus involves key community stakeholders in the planning, implementation and monitoring and evaluation of project activities.

8. How will their lives be improved in a short-term?

Through the project the direct beneficiaries will experience the following short-term changes;

- 25 child brides and at-risk girls will be guided to ignite their entrepreneurial potentials and support & relationship development through a series of business training sessions.
- 5 will be supported to start sustainable business ventures rooted into the economy such that they can have reliable income streams into the future.
- 01 other training centres will be established in another community of the project to provide skills to vulnerable young women and girls identified in the community.
- 02 new village savings and revolving microcredit loan schemes will be established for two new groups in two other communities.
- 02 former trainees are recruited and placed as trainers in the empowerment and vocational training centre started in one of the communities of the project.
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9. How will their lives be improved a long-term?

- Supported beneficiaries own thriving and sustainable business ventures rooted with reliable income streams into the future
- Improved household incomes and nutrition for targeted young women and girls thereby enhancing their health and their wellbeing.
- Reduced exposure to vulnerabilities for young women and girls and an increased access to schooling for their children.
- Many more vulnerable young women, girls, their families and children become agents of their own change.
- Vulnerable families and low income households readily have a sustainable access to the materials, resources and tools to transform their own communities and lives.
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10. Which 1 or 2 of these long-term effects would you really like to measure?

- # of sustainable business ventures ignited and owned by child brides and at risk girls that are thriving.
- # of successful businesses with additional support and relationship development
- % of homes witnessing an steady increase in their incomes as a result of the intervention
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1. **What is the best testimonial from a beneficiary of your NGO** (best related to this project):

*Undergoing this vocational training, I really like the way work and training is going. My teacher is teaching us well.
Before being identified to start this vocational training, I was just at home doing nothing, nobody to send me to work, and my family was not having any money.*

*I am so happy that Sustain Cameroon identified and placed me amongst those who were to benefit and to learn the trade. I am very happy and grateful. I am very happy because now I have started to know the work and I am sure as the days are going I will know better. I see my future so bright and being my own boss and knowing that I will be able to earn something for myself and to support my own family. Thank you Sustain Cameroon and iMPACT direct for helping to send me to work. I am so very happy. I am really grateful. Now I can cut and sew.
T. Sandrine.*

2. When would you consider the project successful?

What are the results you have seen before? Or imagine 1 year from now. How does the project area look like? What should have changed? When are you satisfied? And when do community members consider the project successful?

- At least 100% young women and girls trained ignite their entrepreneurial potentials and own thriving and sustainable business ventures rooted with reliable income streams into the future in all project communities.
- At least 50% targeted beneficiaries and households increase their incomes and nutrition and are witnessing better health conditions and wellbeing
- 100% of life skills and empowerment vocational training centres are fully functional and are empowering other young women and girls in their communities
- Improved access to schooling for children of young women and also for the girls targeted within the project including their families.
- Vulnerable young women, girls and their families become agents of their own change
- 100% of village savings and revolving microcredit loan schemes grow bigger and are serving entire communities and particularly low income and poor households.
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3. What could be (unexpected) challenges the project could run into?

Political instability and civil unrest. Cameroon is currently facing a crisis that escalated into a full blown war that is affecting the project areas and communities in the North West and South West Regions of the country. This might influence the implementation and can delay in the execution of the activities. Though the risk is medium.

Many international organisations and UN bodies are implementing projects within the conflict affected North West and South West Regions of Cameroon. They are providing interventions to support the humanitarian needs of the displaced and affected populations. There is a high need for humanitarian assistance and relief thus providing a positive environment for the implementation of the project. The conflict has created a huge demand for the social, economic and cultural needs of the suffering masses in these regions.

4. What is the budget needed for this project? (in your own currency)

XAF 6,147,895 (or € 9,222)

Note: Please consider that projects (or parts of projects) between €2,000 and €3,000 are most realistic to be successful.

The donations will be used for some of the following;

- Establish 1 training centre and purchase training resources, training kits, materials and tools for the organisation and running of the business training.
- Support the cost of follow up, one-on-one coaching and mentoring of trainees in their businesses environments & settings
- To support the purchase of equipment, materials and tools for start up of small business ventures
- To support motivation and placement of 2 trainers placed at the life skills and empowerment centre
- To support the training fees, materials and tools for child brides and at risk girls to enrol into vocational training
- To support the acquisition of materials and tools for creation of another vocational training centre within the project communities.
- To support the resources, materials and tools for the set up and establishment of two new microcredit schemes.

SUSTAIN Cameroon's contribution is as follows;

1. SUSTAIN Cameroon will provide expertise for the training. The training will be run by staff and thus we will not need to source and pay for and or hire expertise.
2. Sustain will also mobilize with the community to ensure that we provide assistance in the securing of space for training.
3. Sustain Cameroon through it's community mobilizers will also undertake to mobilization the beneficiaries and communities for the training.
4. We will also support with volunteers

5. Are there other sources of income used for this project? yes | no

No, this project is a follow up and continuation of the previous one we submitted to iMPACT direct Foundation and thus there are currently no other sources of income for the project though we are in the process of developing further proposals to secure additional support to the project from other sources of funding and donations.

Budget

Organization	SUSTAIN Cameroon				Exchange rate XAF to euro		0.0015 (6 June 2023)	
Project	Business Incubation Training (BIT)							
Period	12 months							
Specific Objectives	Activities	Description	QTY	frequency	Unit Cost XAF	Total Cost XAF		Total Cost Euro
	25 will be supported to start sustainable business ventures rooted into the economy such that they can have reliable income streams into the future.	Sewing machines & accessories	10	Butterfly	100,000	1,000,000		€1,500
		Start up capital for small businesses	10		100,000	1,000,000		€1,500
		Fabrics	5		50,000	250,000		€375
		Farm inputs & tools	1		100,000	100,000		€150
		Transport	7		7,000	49,000		€74
		Communication	1		5,000	5,000		€8
Sub Total							2,404,000	€3,606
	25 child brides and at risk girls will be guided	Mobilization	1		7,000	7,000		€11
		Training kits	25		2,500	62,500		€94
		Resource/Trainer's fees	2	3	25,000	150,000		€225
		Health break	30		1,000	30,000		€45
		Transport, logistics for team follow up	4		50,000	200,000		€300
		Business Development Officer BDO	2	6	50,000	600,000		€900
Sub Total							1,049,500	€1,574
	02 new village savings and revolving microcredit loan schemes will be established for two new groups in two other communities	Bank accounts	2		50,000	100,000		€150
		Revolving Capital	2		150,000	300,000		€450
		Books for record keeping	4		4,000	16,000		€24
		Saving booklets	150		282	42,300		€63
		Steel safes	2		15,000	30,000		€45
		Documentation/Stationeries	1		30,000	30,000		€45
		Mobilization, Transport & Communication	4		50,000	200,000		€300
Sub Total							718,300	€1,077
	01 training centre will be established in a new project community to serve as a hibernation and skills acquisition dome for vulnerable young women and girls identified in the community.	Sewing machines	4		75,000	300,000		€450
		Mirror	2		25,000	50,000		€75
		Tables	4		30,000	120,000		€180
		Chairs	8		7,000	56,000		€84
		Stand	1		30,000	30,000		€45
		Assorted fabrics	1		50,000	50,000		€75
		Accessories	1		25,000	25,000		€38
		Mobilization, Transportation, C	1		50,000	50,000		€75
Sub Total							681,000	€1,022
Running of training Centres	Placement of trainers for the centres	Wages for trainers	12		50,000	600,000		€900
		communication	12		1,500	18,000		€27
Sub Total							618,000	€927
Monitoring, evaluation & pro		Team Monitoring & follow up visits	2	3	20,000	120,000		€180
		Production of IEC & project information materials	1		250,000	250,000		€375
		Sub Total						
Total project costs							5,840,800	€8,761
Contribution to running cost of iMPACT direct Foundation				5%			307,411	€461
Grand Total							6,148,211	€9,222