

Please download the format, and then fill in

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?

Soap and Pomade Making Training for Women Entrepreneurs

2. The project contributes to

- SDG1 (poverty reduction/economic development)

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

The Soap and Pomade Making Training for Women Entrepreneurs project is designed to empower 20 women living in the Kassena Nankana (KN) district of Ghana by providing them with training in soap and pomade production. The goal of the project is to equip these women with the necessary skills and knowledge to start their own businesses, generate income, and support their families.

The project will be implemented over a period of 6 months and will include the following activities:

1. Identification and selection of participants: The project team will work with local organizations and community leaders to identify and select 20 women who are interested in starting their own soap and pomade production businesses.
2. Training sessions: The selected women will participate in a series of training sessions on soap and pomade production, including the use of raw materials, equipment, and production processes. The training will be delivered by experienced trainers and will cover both theoretical and practical aspects of production.
3. Provision of production materials: Upon completion of the training, the project will provide the participants with the necessary production materials, including raw materials, equipment, and packaging materials, to start their own soap and pomade production businesses.
4. Monitoring and evaluation: The project team will monitor the progress of the participants in their businesses and provide support and guidance as needed. The team will also conduct regular evaluations to assess the impact of the project on the participants' lives and livelihoods.

The project's impact will be measured by the number of women who start their own soap and pomade production businesses, the amount of income generated by these businesses, and the overall economic and social benefits that accrue to the participants and their communities.

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

The problem being addressed in this project is the lack of economic opportunities for women in the KN district of Ghana. Women in communities in KN often face significant barriers to accessing training, education, and financial resources, which limit their ability to generate income and support their families.

This project addresses this problem by providing 20 women in the community with training in soap and pomade production. The training will equip the participants with the necessary skills and knowledge to start their own businesses, generate income, and contribute to their community's economic development. The project will also provide the participants with the necessary production materials, including raw materials, equipment, and packaging materials, to start their own businesses.

By providing these training and resources, the project seeks to empower women in the KN district of Ghana to become entrepreneurs and to address the problem of limited economic opportunities for women in the community. This, in turn, will contribute to poverty reduction and improve the participants' standard of living, as well as the economic development of the broader community. Additionally, the project's focus on women's empowerment aligns with the United Nations Sustainable Development Goals, specifically Goal 5, which seeks to achieve gender equality and empower all women and girls.

5. Explain why this solution works best:

I can see from the testimonial that RSS has already experience in training women in soapmaking. It would be good / and very convincing to potential donors, to tele more about the former project, and what were the successes of that ad the learnings. So that you really explain why RSS chooses this approach

This solution of providing soap and pomade making training to women in the KN district of Ghana is effective for several reasons:

1. Addresses a specific need: The training program is tailored to address a specific need for economic opportunities for women in the Kassena-Nankana district of Ghana. By providing training and resources to women who are interested in starting their own businesses, the program helps to break down the barriers to economic empowerment that many women in the community face.
2. Utilizes a sustainable approach: The training program provides participants with the skills and knowledge they need to start their own businesses and generate income over the long term. By providing production materials to the participants, the program also ensures that the businesses will be sustainable and not reliant on external aid.
3. Empowers women: The focus on women's empowerment aligns with the United Nations Sustainable Development Goals and recognizes the importance of gender equality and women's rights. By providing women with the skills and resources they need to start their own businesses, the program promotes gender equality and enables women to take control of their own lives.
4. Supports economic development: The program supports the economic development of the KN district by creating opportunities for local businesses to thrive. The

businesses started by the participants will create jobs, generate income, and contribute to the growth of the local economy.

In summary, this solution works best because it provides a sustainable approach to addressing the specific economic needs of women in the Kassena-Nankana district of Ghana. By empowering women, the program promotes gender equality, supports economic development, and creates lasting change in the community.

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

The recipients of the "Soap and Pomade Making Training for Women Entrepreneurs" project are 20 women living in the KN district of Ghana. These women are identified and selected with the help of local organizations and community leaders who have knowledge of the economic challenges faced by women in the community.

The project specifically targets women who are interested in starting their own soap and pomade production businesses but lack the necessary skills, knowledge, and resources to do so. By providing training and resources to these women, the project aims to empower them to become entrepreneurs and contribute to their community's economic development.

The project's focus on training 20 women is based on the available resources and the capacity of the project team to effectively deliver the training and provide the necessary support to the participants. The team can provide individualized attention and support to each participant, ensuring that the training is effective, and the participants are equipped with the necessary resources to start their businesses.

6. Are recipients engaged in the project?

Yes | no

If yes, how?

Yes, the recipients of the Soap and Pomade Making Training for Women Entrepreneurs project are actively engaged in the project. The project is designed to be participatory and interactive, providing the participants with hands-on training and opportunities to practice their skills.

The engagement of the recipients in the project is facilitated through the following activities:

1. Needs assessment: The project team conducts a needs assessment to identify the specific skills, knowledge, and resources required by the participants to start their soap and pomade production businesses. This assessment is done in consultation with the participants to ensure that their needs and perspectives are taken into account.
2. Training workshops: The project provides training workshops for the participants, which are interactive and hands-on. The workshops are designed to provide the participants with the necessary skills and knowledge to start their businesses, and they are tailored to the participants' needs and interests.
3. Business planning sessions: The project team works with the participants to develop business plans for their soap and pomade production businesses. The business planning sessions are participatory, and the participants are encouraged to share their ideas and perspectives.
4. Provision of production materials: The project provides the participants with the necessary production materials, including raw materials, equipment, and packaging

materials. This ensures that the participants have everything they need to start their businesses.

5. **Follow-up support:** The project team provides follow-up support to the participants after the training workshops and business planning sessions. This support is tailored to the individual needs of each participant and may include additional training, mentoring, or other forms of support.

In the end, the project's approach of engaging the recipients ensures that they are actively involved in the project and have a sense of ownership and responsibility for their businesses' success. By involving the participants in the project, the project team can create meaningful change and contribute to the economic development of the community.

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

The project will provide immediate and short-term benefits to the lives of the 20 women who participate in the program. These benefits include:

1. **New skills and knowledge:** The training workshops will provide the participants with new skills and knowledge related to soap and pomade production. These skills will enable the participants to start their own businesses, which can generate income and improve their economic status.
2. **Income generation:** By starting their own businesses, the participants will have the opportunity to generate income in the short term. This income can be used to meet their immediate needs, such as paying for food, clothing, and other household expenses.
3. **Increased confidence and self-esteem:** By participating in the project and starting their own businesses, the participants will gain confidence in their abilities and self-esteem. This can have a positive impact on their overall well-being and sense of empowerment.
4. **Community support:** The project will provide participants with access to a supportive community of other women entrepreneurs. This community can provide encouragement, advice, and support as the participants navigate the challenges of starting their own businesses.
5. **Improved social status:** By starting their own businesses and contributing to the local economy, the participants will improve their social status and standing within their communities. This can lead to greater respect and recognition from their peers and families.

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

The project will also have long-term benefits for the 20 women who participate in the program. These long-term benefits include:

1. **Sustainable income generation:** By starting their own businesses, the participants will have the opportunity to generate sustainable income in the long term. This income can be used to support their families, invest in their businesses, and contribute to the local economy.
2. **Business expansion:** As the participants gain experience and expertise in soap and pomade production, they may be able to expand their businesses and create new job opportunities for others in the community.

3. **Increased financial independence:** By generating their own income and running their own businesses, the participants will achieve greater financial independence. This can lead to greater decision-making power and control over their own lives.
4. **Improved social and economic status:** As the participants' businesses grow and become more successful, they will improve their social and economic status within their communities. This can lead to greater respect, recognition, and influence within their communities.
5. **Role models for other women:** By starting their own businesses and becoming successful entrepreneurs, the participants will serve as role models for other women in their communities. They can inspire other women to pursue their own entrepreneurial ventures, contributing to the broader economic development of the community.

9. Which 1 or 2 of these long-term effects would you really like to measure?

1. **Sustainable income generation:** This is an important long-term benefit of the project, as it will determine whether the participants are able to continue generating income and supporting themselves and their families in the long term. Measuring the sustainability and growth of their businesses over time, as well as the impact of their businesses on the local economy, would be important indicators of the success of the project in achieving this long-term goal.
2. **Role models for other women:** Another important long-term benefit of the project is the potential for the participants to serve as role models for other women in their communities, inspiring them to pursue their own entrepreneurial ventures. Measuring the extent to which the participants are able to inspire and support other women in starting their own businesses, as well as the broader impact of these businesses on the local community, would be important indicators of the success of the project in achieving this long-term goal.

Suggestions: pick indicators that are very much relevant to your project, but are also easy to measure. for instance:

- Baseline and endline on income level - so you can say something on the rise of the income
- Existing business after 1 year and after 2 years
- Business growth or jobs created

10. What is the best testimonial from a beneficiary of your NGO (best related to this project):

"I am grateful for the opportunity to participate in this soap and pomade making training program. Before, I had no skills or knowledge in this area, but now I have the ability to start my own business and generate income for my family. This project has not only provided me with a means to support myself financially, but it has also given me the confidence to pursue my dreams and become a successful entrepreneur. I am proud to be a part of a community of women who are working together to build a better future for ourselves and our families. Thank you to the RSS for providing us with this life-changing opportunity." Lizzy Atiim

11. When would you consider the project successful?

What are 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?

The project would be considered successful if it achieves the following results:

1. Increased number of successful women-owned soap and pomade businesses in the KN district of Ghana.
2. Improved economic status of the participants and their families, as well as the local community.
3. Increased awareness and knowledge of soap and pomade production among women in the community.
4. Positive impact on the local economy through job creation and increased economic activity.
5. Increased self-confidence and empowerment among the participants.

One year from now, the project area should see a visible increase in the number of women-owned soap and pomade businesses. There should also be an increase in economic activity and job opportunities in the district, as well as improved living standards for the participants and their families. The community members should consider the project successful if they can see tangible improvements in the economic and social well-being of the participants and the community as a whole.

To be satisfied with the project, we would need to see a sustainable growth of the women-owned businesses, with the participants continuing to generate income and contributing to the local economy in the long term. We would also need to see an increase in the number of women who are interested in pursuing similar entrepreneurial ventures, as well as positive feedback and testimonials from the participants.

Ultimately, the success of the project would be measured by its impact on the lives of the participants and the community, as well as its ability to promote sustainable economic development and empower women in the Kassena-Nankana district of Ghana.

12. What could be (unexpected) challenges the project could run into?

There are several potential challenges that the project could run into, including:

1. Limited access to resources: The project may face challenges related to the availability of resources, such as raw materials, equipment, and funding. This could impact the ability of the participants to produce soap and pomade products at a scale that is viable for their businesses.
2. Limited market access: Even if the participants are able to produce high-quality soap and pomade products, they may face challenges related to accessing markets where they can sell their products. Limited market access could impact the viability of their businesses in the long term.
3. Cultural barriers: There may be cultural barriers that prevent women from pursuing entrepreneurial ventures or participating in the project. For example, some women may face resistance from family members or community members who believe that their place is in the home, rather than in the workforce.
4. Technical challenges: The process of soap and pomade production involves technical skills and knowledge. The participants may face challenges related to understanding

and implementing these processes effectively, which could impact the quality and consistency of their products.

5. Competition: As more women enter the soap and pomade production industry, there may be increased competition for market share. This could make it more difficult for the participants to succeed in the long term.

In order to mitigate the impact of the above on the project's success, the project team will work to provide participants with the necessary resources, training, and support to overcome these challenges and achieve their goals.

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

GHC64,947,(or €5,261)

Note: Please consider that projects (or parts of projects) baround €10,000 are most realistic to be successful.

Explain where you will use the donations for in few sentences.

The funds will be used to provide soap and pomade making training to 20 women in the Kassena Nankana district. The funds will cover the costs of training materials, equipment, and other expenses related to the project, as well as the trainers' fees. The goal is to empower women entrepreneurs in the community by providing them with the resources, skills and knowledge needed to start and run their own successful soap and pomade businesses.

14. Are there other sources of income used for this project?

yes | no

If yes, please elaborate:

No

15. What is the start and end date of the project?

Start date: 20th March, 2023

End date: 20th September, 2023

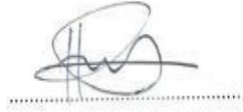
I completed the application questions fully and truthfully and signed in accordance with the Terms & Conditions: <https://impactdirect.eu/terms/>

Summary of terms on what is required from you:

- Monthly updates on the website about the project that you are trying to find funding for, that can also be in the form of participating in an online event.
- Output reporting within 2 months after receiving the final payment of a campaign.
- Outcome reporting twice year in a video and in call.

Date / Location: 28/02/2023

Signature:



Name: Hillary Adongo

Role in organisation: Director

Please, send your project format to info@impactdirect.eu by indicating in the subject line: 'application + name of your organisations'.

And please don't forget to send some pictures for the website and socials:

- 3-5 pictures that represents the project
- The NGO's logo
- Links to videos you already have and can be relevant.
- If there will be someone else then you doing the updates at the website, please let us know his/her name and contact details:

Pictures should be around preferably around 1MB.

Please send it through WeTransfer to info@impactdirect.eu

Thank you very much for your efforts!

Budget:

| Activity | Description | Frequency | Unit Cost | Amount (GH¢) | Subtotal | Amount (€) |
|--------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|--------------|--------------|-------------|
| | | | | 17-Jun-23 | 1 GHS equals | 0.081 |
| 1. Needs assessment | Conducting a needs assessment to identify the specific needs and challenges faced by women entrepreneurs | | | | | |
| Data collection and analysis | Printing of questionnaires, collection of data and analysis | | | 3000 | | |
| Transportation | | | | 700 | | |
| Report writing and dissemination | | | | 1000 | | |
| | | | | | 4700 | 381 |
| 2. Training materials development | Developing training materials that are tailored to the specific needs of the participants, including modules on marketing, and business management | | | | | |
| Design and printing of training modules | | | | 3000 | | |
| Production of audiovisual materials | | | | 1000 | | |
| | | | | | 4000 | 324 |
| 3. Training sessions: | Conducting training sessions to cover topics such as soap and pomade production, quality control, branding, packaging, marketing, and financial management | | | | | |
| Trainer fees | including travel and accommodation | | | 8000 | | |
| Venue rental | | | | 2500 | | |
| Refreshments and snacks | | | | 3000 | | |
| | | | | | 13500 | 1094 |
| 4. Provision of equipment and materials: | Provide participants with start-up equipment and materials including raw materials, mixing tanks, molds, and packaging materials | | | | | |
| Raw materials | Oils, lye, fragrances, and additives etc | | | 7000 | | |
| Equipment | mixing tanks/bowls, molds, and packaging materials etc | | | 15000 | | |
| | | | | | 22000 | 1782 |
| 5. Business mentorship | Providing ongoing business mentorship to the participants to help them develop and grow their businesses | | | | | |
| Transport and lunch for mentors | Lunch and transport allowances for business development coaches providing coaching | 1 | 5000 | 5000 | | |
| | | | | | 5000 | 405 |
| 6. Market linkage | Facilitating market linkages for the participants to help them sell their products in local markets and beyond | | | | | |
| Trade fair participation fees | support participants to register for events to market their products | | | 5000 | | |
| Marketing and promotion | support participants to register for events to market their products | | | 3000 | | |
| | | | | | 8000 | 648 |
| 7. Monitoring and evaluation | Monitoring the progress of the participants and evaluating the impact of the project on their businesses, as well as the local economy and community. | | | | | |
| allowances for monitoring team | allowances for team conducting the monitoring | | | 3000 | | |
| Transportation | Transportation to visit beneficiaries in their locations | | | 1500 | | |
| | | | | | 4500 | 365 |
| Total project costs: | | | | 61700 | 61700 | 4998 |
| Overhead | | | | | | |
| 5% to iMPACT direct for facilitating direct donations to local solutions | | | | 3247 | 3247 | 263 |
| Overall project budget: | | | | 64947 | 64947 | 5261 |