

Application Carla Commijsfonds

“Jallellaa Aummeetaa” – Women Empowerment Project Ethiopia



Empowering women is an answer to poverty!

Application by:

Stichting Roseland, the Netherlands

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[\(KvK 55221599, ANBI certified\)](#)

Rose Land Child and Family Development Organization, Ethiopia

Website: www.roselandacademy.com

Project Summary

Project name: “Jallellaa Aummeettaa” – women empowerment project

Project period: one year (June 2013 – May 2014)

Total Project budget: 10,000.- (Ten thousand) Euros.-

Organizational Profile

NB: The meaning of “**Jallellaa Aummeettaa**” /Love of community / It Is the local spoken language **Oromifa**.

INTRODUCTION:

Stichting Roseland and Rose Land Child and Family Development organization are 2 sister organisations working fully together for the same purpose.

Rose Land Child and Family Development organization was established officially in Ethiopia in the year 2010, and registered according to the Ethiopian CSO law in 2011, bearing a registration number **2384**.

In addition the Dutch part of the non-profit organization was established in June 2012 called Stichting Roseland, bearing a kvk number 55221599 and with ANBI status.

Two ladies, an Ethiopian (Tirsit Mulugeta Wako) and a Dutch (Danielle Overbeek Kramer), originally conceived the idea of working totally non-profit for the betterment of life of the most vulnerable children in Ethiopia. The focus has been to rescue children from extreme poverty. The founders however realized that through reaching especially the mothers of the vulnerable children, a better life can be accomplished at family level where the children are supposed to live and grow up with.

The total organization has an active board of advisors (with rich experience in development areas) and strong constituency of well-wishers, friends, companies, the church and the local community. Even the Ethiopian government is taking this organization as a role model and is supporting the organization where possible.

VISION:

To see deprived children and their mothers become healthier, better educated, and competent to face the challenges of tomorrow.

MISSION:

The mission is to improve the lives of children and their care-takers (usually their mothers) through quality education and economic development programs.

WHAT DOES THE ORGANIZATION DO?

The organization runs a school in Holeta Town Ethiopia (a village 40 km west of the capital Addis Ababa) for children between the ages of 2-7. At the moment over 50 children are supported by Dutch and Ethiopian sponsors. The support includes provision of educational materials, one-meal per day, clothing, medical care, as well as counseling services. But to reach independence and improvement of the situation of the children and families not only the children but also their families and especially their mothers need to be educated and stimulated.

CONTACT PERSONS:

- Tirsit Mulugeta Wako: Director, Rose Land Child and Family Development, Ethiopia – founder & manager who ensures smooth implementation of project activities.
- Danielle Overbeek Kramer: Chairperson, Sticing Rose Land, the Netherlands – is a co-founder who also supports in resource mobilization & strategic planning.

1. GENERAL BACKGROUND

Ethiopia is located in the Horn of Africa. It's one of the ancient civilizations, with rich historical heritages. The country had experienced monarchical states for centuries; however, in 1974 the military junta took over power from the late Emperor Haile-Selassie; later itself defeated by rebel fighters EPRDF in 1991. Since then Ethiopia begun to experience a multi-party political system, with it the private sector start to flourish.

A nation with over 83 million people (second populous in the continent), nearly 63% of its population lives below poverty line. Ethiopia still is categorized one the poorest nations on the planet. Paradoxically, however, the country is endowed with tremendous natural resources & favorable climate that could be potentially tapped into to create wealth & prosperity for its deprived majority.

Gender based violence and child abuse makes it difficult for the society to attain quality of life. HIV/AIDS still is a serious threat that leaves over 1 million children orphan. Though access to primary education in general shows a positive improvement; at secondary/tertiary level a significant number of children/youth drops out. Quality and relevance of education to prepare youngsters to job market remains to be a huge challenge!

In general, the problem in the country is vast and complex. The major ones are: poor health status, low income (per capita income for the country is 360 US \$), population boom, illiteracy, the private sector poorly developed, and some negative cultural barriers to promote development.

In this paper, however, the issue of women empowerment shall be given due emphasis.

This concept paper underscores the great need to work towards empowering and inspiring families in general, women (mothers) in particular through promotion of **Self Help Community Groups (SHG)**.

2. Target Groups:

The project will target 100 women of very poor economic status. An estimated 500 people (mainly children and the entire family) will be the benefited largely from the project activities.

3. Project Goal, Results, Activities

Goal:

Improve the lives of families through empowering women!

Specific objectives:

1. Promote understanding and use of family planning & Reproductive services
2. Strengthen economic opportunities
3. Improved child development as a result of better equipped women

Major outcomes expected:

1. Women are better aware of (and make use of) Reproductive Health /family planning services. (Target = 100 women)

2. Women are actively involved in business activities such as small-scale dairy and vegetable gardening, they become strong and more independent of their husbands decisions. (Target = 50)
3. Women become more responsible as guardians of children and active in social activities: through SHGs. (Target = 100)

Main Activities:

- 1.1 Organize regular sessions of meetings/visits among women groups (SHG building) for 100 women.
- 1.2 Series of life skills training to SHGs (communication, decision-making, conflict management, leadership, Goal-setting, vision creation, etc.) for 100 women
- 1.3 Training on Sexual Reproductive Health and Family Planning for 100 women
- 1.4 Training on saving & credit, simple business management, entrepreneurial skills, marketing for 50 women
- 1.5 Provide short-term vocational skills training (dairy, gardening) for about 50 women
- 1.6 Training on Responsive Parenting & Child Development issues for 100 women.

4. Project Monitoring & Evaluation:

Regular follow up and monitoring will be done by the technical project person, as well as the project director Tirsit Mulugeta (administratively). The Netherlands office of Stichting Roseland shall also provide necessary backstopping, newflashes (see also the website www.roselandacademy.com and the roselandacademy facebook page) and half-yearly reports about the progress. Strong cooperation with government offices shall be forced to ensure sustainability of the project.

Other volunteers shall also be contacted to share their expertise & know-how on aspects related to this project.

By the end of the project period, evaluation will be done to draw lessons and inform future engagements. The lessons learned will be shared with the management and sponsors.

5. Indicative Budget:

(SHG = Self Help Community Group)

Cost items	Unit	Qty	Unit cost	Total cost (Euro)	Remarks
1. Capacity building (life skills) training for SHG members	days	24	20	480	At least 1 day per week
2. Training on tradeable[vocational] skills development – job creation (dairy rearing & gardening)	days	20	20	400	25 women = on dairy 25 women=gardening
3. Seed money (capital injection) for small businesses – revolving fund scheme	Per group (25 in one group)	2			
- Purchase of good variety heifer [cow] & its management	Nr. of cows	5	700	3,500	
- Construction of cattle house (shed)	4m x 10m	1	3000	3000	Local construction
- Purchase of seeds, pesticides, and hand tools	Lump sum	1	700	700	
4. Training on small business management, follow-up and coaching	Days	10	20	200.-	50 women are targeted
5. Recruitment of technical staff (part time)	Days	60	20	1200.-	This person gives business advisory services and coaching.
Total activity cost				9480.-	
6. Administrative cost (5.5%)				520.-	
Total				10,000.-	

Contribution from target groups: women groups have already been meeting for the last 5 months. These women have even started saving the little money they could earn. Every month they meet and discuss on various issues that concern them. Trust and relationship is being built. For all meetings and visit programs, the members are willing to pay for related costs.

Contribution from local government: The town administration of Holeta has promised to provide land (free of charge) if women are adequately organized and would like to start some economic activities. Besides they want to give this project media attention to show their support and positive thoughts about it.

We truly believe this project will be a role model in Ethiopia for creating independence and strength of the Ethiopian mothers, which will automatically lead to improvement of their lives and the lives of their children and families. Unfortunately we have not enough budget to support this project by ourselves. This is the reason we would be very grateful for the support of the Carla Commijsfonds. If you need more information please do not hesitate to contact us. We would be pleased to provide any additional information if necessary.

Thanks in advance,

Sincerely Yours,

Tirsit Mulugeta Wako – tirimulu@gmail.com

Danielle Overbeek Kramer – dcskramer@me.com