

# CASE STUDY: MALAIKA FOUNDATION'S TOOLKIT

## THE CLIENT

Malaika is a grassroots girl and community-focused nonprofit in the Democratic Republic of the Congo which works through a school, community center, and clean water and agriculture programs.

## THE NEED

In early 2022, Malaika had yet to secure sustainable revenue streams. They were looking to continue to grow and to create an earned revenue model that replicated their social change approach. Accordingly, they needed to distill and document their model to create a marketable toolkit.

## THE PROJECT

Sharity developed Malaika's first, three-year strategic plan, a revenue generation strategy, and their toolkit. Launched at the September 2022 Concordia Summit, the Malaika Model toolkit is an interactive guide that shares the organization's approach to education and community development. Comprising a how-to guide, detailed manual, and insights from the Malaika team, the toolkit provides the technical components of the nonprofit's model, while also being flexible so as to allow organizations who want to drive community-led change to adapt the model to their unique local contexts. Malaika now offers a masterclass and consulting.

## THE RESULT

Today, Malaika has gained global recognition as a thought leader and brought in significant operational funding to expand its mission. This includes a new partnership with Caterpillar that has scaled its earned revenue. They have also hired their first fundraising team member.

