

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

Malaika was seeking to build an ongoing revenue stream that capitalized on the numerous requests for information about their successful model. While the project had been in operation for a decade, little had been documented in part due to the lack of literacy of the community and challenges with data collection.

THE PROJECT

After analysis by Sharity, Malaika was determined to be in need of secure, sustainable revenue streams. Through this partnership, different ideas for how to create revenue and an ongoing model for doing so were generated and further analyzed to determine which would be the best approach for the organization.

THE RESULT

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.

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.

