

AKLOWAH

(Village)

Pg 1-19

by

B.A.S.I.C.S

INTERNATIONAL

HEDZOLE

Female Social Enterprise

Pg 20-31



OVERVIEW

B.A.S.I.C.S INTERNATIONAL is a global community based intervention program, promoting literacy, economic empowerment, health, wellness and social inclusion.

Providing BASIC tools for self sustainability.

Since the year 2000, B.A.S.I.C.S International has impacted over 300,000 individuals through community outreach, provided nearly 3000 educational sponsorships of which 1200 were provided to the girl child. We have provided shelter to over 27 at risk girls and made it possible for 5 (and counting) university graduates. We have opened our doors to over 1000 volunteers that represent 21 countries and provided two fully funded Fellowships to U.S.A University graduates.

B.A.S.I.C.S International provides economic development, economic freedom through our social enterprise program; **#IAM HEDZOLE** (freedom) to women and families. Out of school (high school graduates or school dropouts) are provided skill training in sewing, quilting, screen printing and business management. Participants earn an income to be self sufficient through items they design and produce.

AKLOWAH *(Village)*

AKLOWAH - meaning Village in 'Ga' (The local dialect spoken from the majority of children B.A.S.I.C.S directly supports) is a fresh-air sleepaway camp situated on eight acres of land that opens up a new world for urban youth. During long school breaks and holidays, the camp will become their home away from home.

It is an eco-friendly serene, refreshing and welcoming environment for up to 150 children at any one time and serving thousand yearly to have an experience of a lifetime - away from their overcrowded home community, that fails to offer sufficient recreational and development learning opportunities.

We believe kids who travel at a young age grow up to appreciate different places and cultures. The same is true for spending time in the outdoors in nature conservation programs: kids gain an understanding of ecology and green living they can carry into adulthood.

It will be Ghana's first and only true sleepaway (resident) camp, exposing children to nature, wholesome activities, new skills and opportunities for their wellbeing to flourish.



IMPACT

For the past 20 years BASICS mission to provide educational support to boys and girls, with the mission to ensure children receive the best chance and opportunity to have a bright future.

Unfortunately, too often this dream is shattered, but family or peer pressure is placed on children when they are not in school.

Peer pressure leads to boys getting involved in drug use, criminal activities or lack of interest in school. Girls in Chorkor equally experience this peer pressure, but also received pressure from family, community and predators; and are victims of child labor, sexual exploitation and teenage pregnancy.

All of these equally play a major role in children dropping out school, and therefore shattering their dream and our mission to a brighter future.

CAMP AKLOWAH gives each child the opportunity and space to continue their dreams, aspirations and plans of being future leader of Ghana.

AKLOWAH

(Village)

It takes a village to raise a child is an African proverb that means that an entire community of **people** must interact with **children** for those **children** to experience and grow in a safe and healthy environment.



CARRYING THE BASICS TRADITION to the VILLAGE_AKLOWAH



MUSIC LESSONS



MEDITATION



DANCE CLASSES



FILM MAKING



CHESS

B.A.S.I.C.S International endeavours and plans to not only support the local community of Chorkor but will now expand its outreach by employing locals from the region including, Counselors, Facilitators, camp leaders, security, cooks and groundskeepers.

The Camp buildings will include:

- Main House (8 bedroom ensuite)
Open Plan Hall/ Kitchen
- Built Pitches
- Green Spaces
- Open Air Sheds
- Dormitories (boys/ girls) w/ bath/ toilets with attached chaperone dorm
- Multi- Purpose Pavilion
- Kitchen and Store room
- Caretaker house (2 bedroom)

The AKLOWAH experience will continue, with excursions to;

- A nature trail
- Experiential garden
- Curated mini-arboretum with a variety of local plant life useful for food, health, spices with an education and history component
- Sporting grounds, including; a soccer pitch, basketball courts, skateboard ramps and a tennis court

AKLOWAH will be open to the public (off season) allowing an array of opportunities for B.A.S.I.C.S and AKLOWAH to stay self sufficient through offering;

- Glamping
- Private / Public school and university camp bookings
- Weddings, Conferences and Events

AKLOWAH (*Village*) OFFERS participants

Built Pitches and sporting courts for organized and informal play:

1. Soccer Pitch
2. Swimming Pool 25m
3. SkateBoard/ Roller Skating, Cycling
4. Basketball Court
5. Tennis Court
6. Exercise / Playground rides are on a sand plot.
(featuring calisthenics, bars and pulls, resistance gear)

Green Spaces are dispersed around the grounds:

7. Experiential Garden Area
8. Arboretum (a variety of remarkably useful and interesting trees, shrubs and plant life are assembled for study and wonderment)
9. Nature Walk A wandering walking/jogging path
10. Environmental (recycling , bio-gas, solar)
11. Astronomy: Scientifically studying the wonders of the Universe

Multi Purpose Pavillon (to accommodate 150)

12. Dining, Assembly Hall, Dance Studio, Movie and Theatre room

13. 5 - 7 Open Air Covered Learning spaces (accommodate 20pp)

- Vocational Training. (sewing, textile design , quilting, screen printing, carpentry)
- STEAM (Science, Technology, Engineering, Arts and Math)
- Chess
- Photography and Filmmaking
- Life Skills / Soft Skills:
- Music Studio

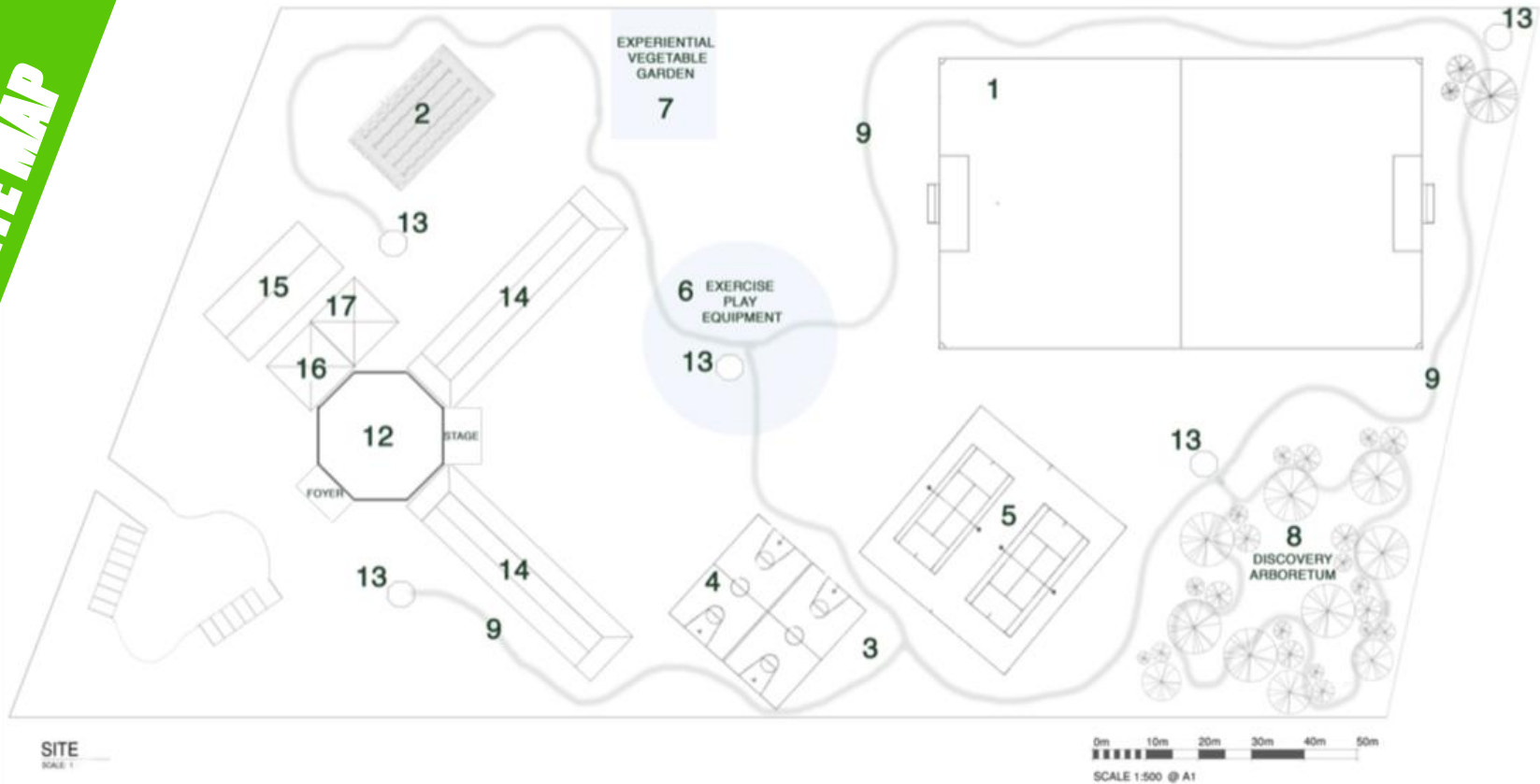
14. Dormitories (to accommodate 160)

15. Executive Quarters (8 bedrooms Ensuite)

16. Commercial Kitchen / Storeroom

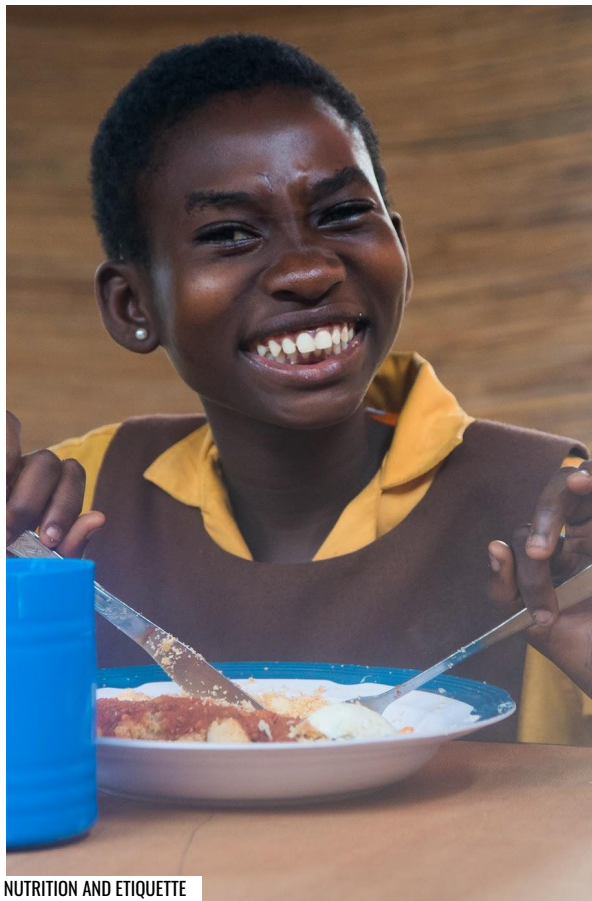
17. Caretaker Quarters (2 bedroom)

PROPOSED SITE MAP





CHESS CHAMPIONSHIPS



NUTRITION AND ETIQUETTE



HAIR CARE COURSES



THEATRE STUDIES



SKATEBOARDING



E-LEARNING



INFORMATION TECHNOLOGY



SCREEN PRINTING



LIBRARY



SEWING

THE REGION

AKLOWAH is located in the Shai Osudoku a district in the Greater Accra Region of Ghana, less than a 2 hour drive from Accra.

Located 95 km out of Accra, Shai Osudoku is a small town bounded by beautiful mountains and known for sugar plantation and rice farms.

Situated on beautiful nestled farmland just 15 km from the Shai Hill Game Resource Reserve; where visitors can enjoy wildlife of 31 species of mammals and over 150 bird species.

The surrounding community of Shai Osudoku has outcrops of hills. AKLOWAH is just 45 km (30 min) from Akosombo Dam giving all visitors access to the Volta River, Ghana's greatest waterfall and the nations highest point Mount Afadjato.



TIMELINE

1.

Funds Raised

2.

Build Commences

3.

Build Completed

4.

Furnishings, Grounds,
Garden's and
surroundings is
complete

5.

Soft Opening

6.

Full Opening



HOW TO GET INVOLVED

ACCOMODATION

The foundation and backbone of AKLOWAH, bringing to life the necessary structures to allow children to visit and flourish whilst staying at the camp. The camp home facilities will be named after you and your organization.

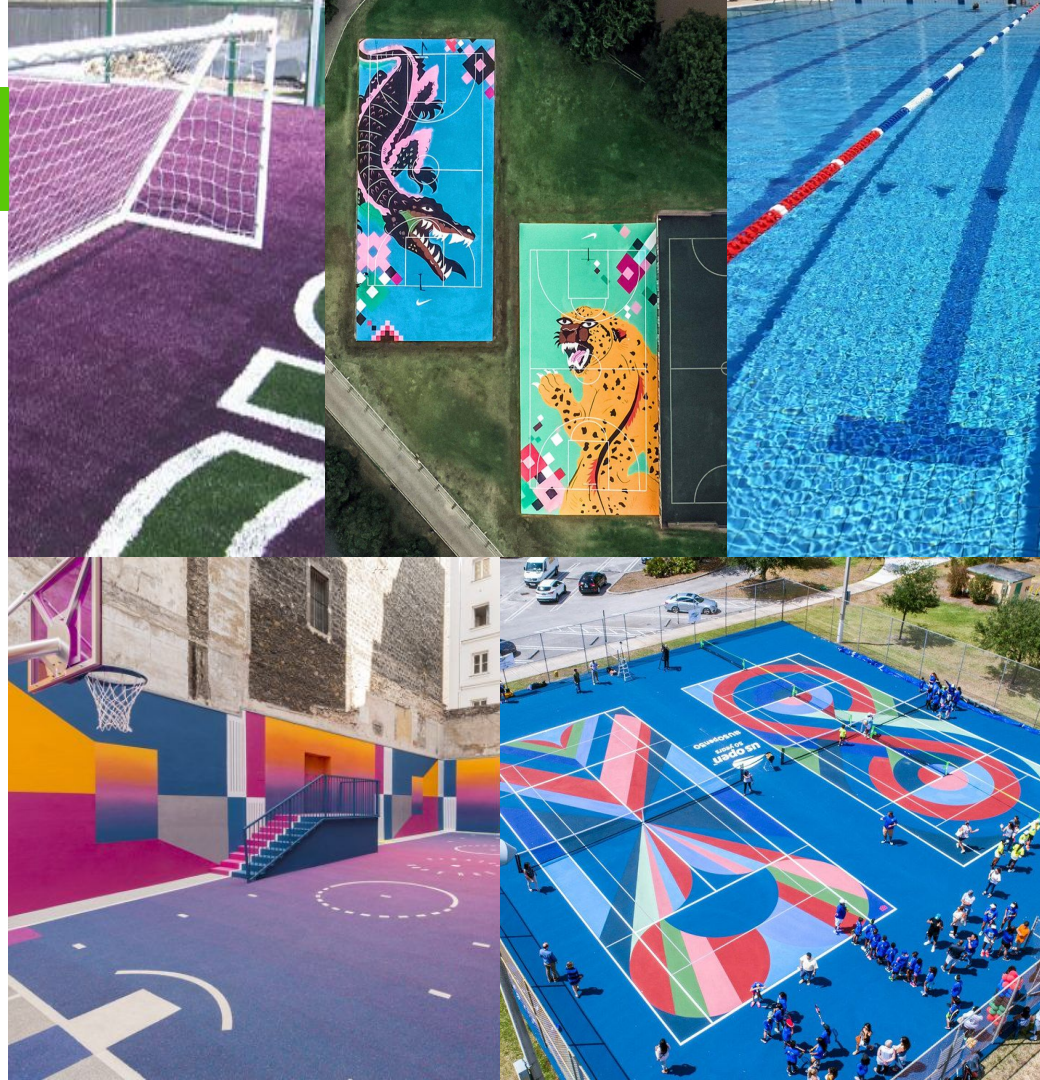
- Boy Dormitory
- Girl Dormitory
- Staff Quarters
- Main House
- Theatre
- Computer and recreational classrooms



PHYSICAL EDUCATION

Building all sporting facilities, ensuring physical wellbeing is at the forefront of every visitors stay at AKLOWAH.

- Soccer Pitch
- Basketball Courts
- Tennis Courts
- Swimming Pool
- Skate Ramp



HORTICULTURE, AGRICULTURE & NUTRITION

This Paddock to Plate initiative is the emphasis of sustainability. All fresh produce on any visitors plate, will come from our very own paddock.

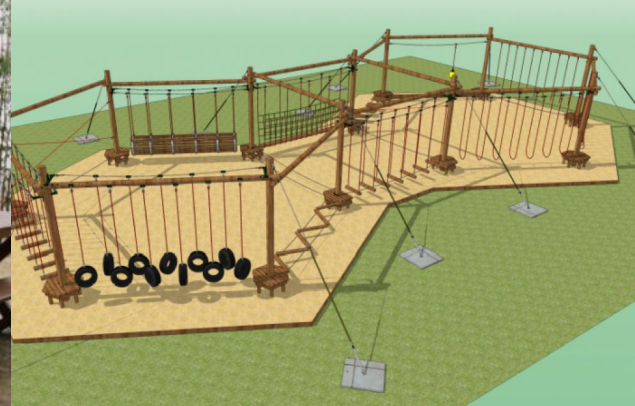
- Fresh produce gardens
- Livestock and sheds
- State of the art commercial kitchen
- Kitchen equipment



THE GROUNDS

Most children at BASICS have been brought up and lived their whole lives in a seaside town (Chorkor) just outside of Accra. Bringing them to AKLOWAH to explore, discover and embrace local flora and fauna in and around the grounds will open up a new world allowing their imaginations to expand.

- Arboretum
- Landscaping
- Camp Fire pit
- Water ponds
- Obstacle course
- Outdoor shared eating space



NECESSITIES

A camp like AKLOWAH is not sustainable without the ability of keeping the lights on and everyone moving.

Bronze donations contribute to;

- Solar Power installation
- Septic Tank installation
- Exercise equipment
- Outdoor Toilets blocks
- Outdoor Shower blocks
- Bore Holes x 8





WHAT'S NEXT

HEDZOLE

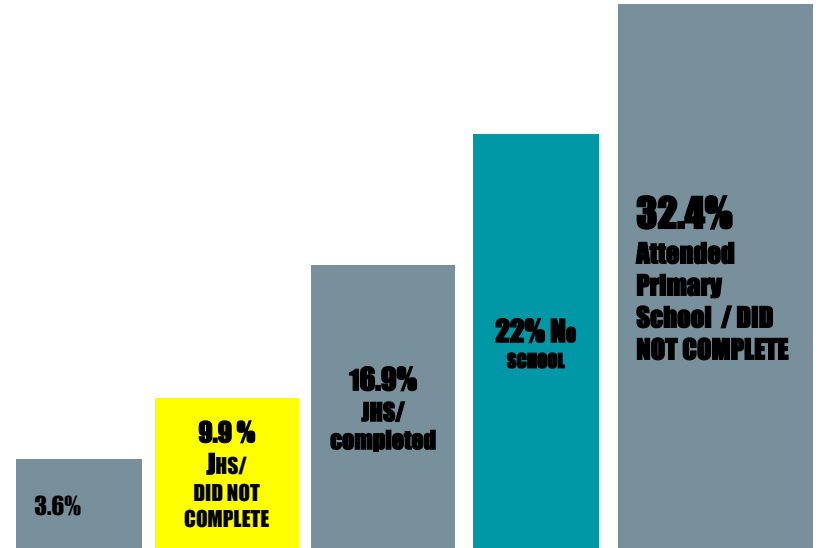


GENDER INEQUALITY

Many young girls in Chorkor are forced to drop out of school due to teenage pregnancy, low academic performances on nationwide exams and/or societal pressures.

A survey taken 2018 in Chorkor shows 32.4 % of mothers attended primary school but did not complete, while 22% never attended school at all. 9.9 % reached JHS but did not complete and Only 3.6% completed High School. .

They are left with no skills, limited opportunities for employment, poor working conditions, low wages, lack of access; lack of economic growth and continuing the cycle of poverty.



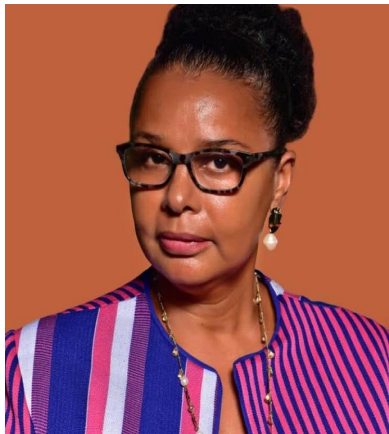
THE SOLUTION

Provide skill training in (sewing, textile design, screen printing, quilting and cooking.)

Marginalized women are given the tools, and access to be gainfully employed or micro- entrepreneurs.

Through selling items they produce to local and international markets , creating sustainable economic growth.





Pat Wilkins
20 years experience, as Founder and ED of parent organization BASICS Int. Over 20 years of experience in Textile Manufacturing and Merchandising



Rhodarline Aryeetey (recruiter)
Waasce Certificate 2018. Currently completing apprenticeship at one of the largest Garment manufacturing plants. Trained in Textile design, Screenprinting, Quilting and Sewing



Bintu Baka
Former street child, child laborer charcoal seller. WAASCE Certificate in Fashion Design 2015. In 2018 completed 2 year apprenticeship with leading Accredited Fashion house in Ghana.



Elizabeth Odamatey
Mother of 3, dropped out of school after completing JHS due to teenage pregnancy. Trained seamstress, Quilter, and advocator for GENDER EQUALITY



A host of industry related advisors, instructors and mentors.

MILESTONES

2000-to
date

FEB
2016

June
2018

2019

2020

2022

BASICS International

Founded in 2000.with mission to eradicate poverty through providing education support and sponsorship. In addition to academic training students are provide access to extracurricular activities to spark interest and to display alternative career paths.

Training

5 women were provided training by world renowned Quilter; Linda Hannawalt of Mazatlan Mexico.

Program commencement

Hedzole was officially launched. As a social enterprise under umbrella of BASICS International

Made first sales

Total of 10 women trained to date

\$10,000 USD in sales

Received first corporate order

Training from social entre

COVID

Due to Covid, production and sales slowed down. Women used time to do additional training.

Also pivoted to PPE production. Which generated revenue

Screen Printing first generated revenue of \$5000.00

Re Launch

BRAND, market, and train more women.

Produce Fabric to decrease cost of goods and cotnrol design

HOW IT WORKS



1

Identify the marginalised individual/s

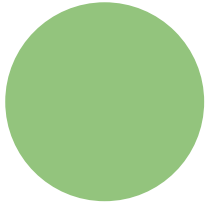
2

Train, Mentor and create micro entrepreneurs

3

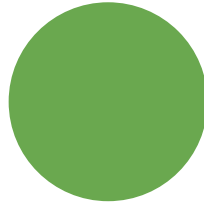
Design, create, sell, manage, re-invest and become empowered

REVENUE MODEL



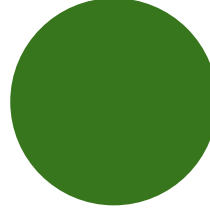
DONATIONS

Charity funding from grants, donations and in-kind donations



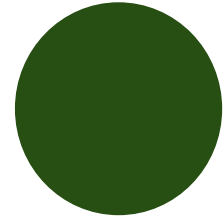
MARKETING

Online, newsletters, social media, face to face. website and partner sites



SALES

E commerce, Corporate, Wholesale



INVESTMENT

Program retaining and becoming self sufficient

“IF NOT NOW_ WHEN?”

WHY NOW?



5 GENDER EQUALITY



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

GLOBALLY



1 IN 3 WOMEN HAVE EXPERIENCED SOME FORM OF PHYSICAL OR SEXUAL VIOLENCE IN THEIR LIFETIMES

IN INDIA

ONLY
65.46%
OF THE WOMEN ARE LITERATE, AS COMPARED TO
82.14%
OF MEN

ENROLMENT OF GIRLS IN PRIMARY EDUCATION

100%
BUT

74.6%
WOMEN ARE NOT ENROLLED IN HIGHER EDUCATION

WOMEN HOLD ONLY

11%

OF SEATS IN THE LOK SABHA BUT

46%

IN PANCHAYATI RAJ INSTITUTIONS



CHILD SEX RATIO IS
919
FOR
1,000 BOYS



48.5%
POPULATION OF WOMEN BUT ONLY
27.4%
WOMEN ARE IN WORKFORCE

WHO CAN GET INVOLVED?

B.A.S.I.C.S International has always prided itself in offering organisations and business' the opportunity to enhance society and the environment through;

C.S.R (Corporate Social Responsibility)

- Private Organizations
- Public Listed Organizations

Philanthropic Organizations:

- Sororities and Fraternities
- Public and Private charities
- Schools and Universities

Faith Based Organizations

Individuals

- Families
- Co- workers

Endowment

- Make a donation in memory of a loved one

CONTACT US

If you have questions or would like additional information please contact your B.A.S.I.C.S International lead.

pat@basicsinternational.org (Africa, USA) Hedzole & Aklowah
scott@basicsinternational.org (Auspac, Europe) - Aklowah



THANK YOU

