



2 YEAR BUSINESS PLAN / PROPOSAL

SUSTAINABILITY POULTRY PROJECT

(Robin's Nest Global C.H.I.L.D. - Global CHILD Family Foundation)

C.H.I.L.D: Community. Health. Independence. Learning. Development



Above left photo: **Improved Indigenous Kienyeji Chickens we are hoping to raise.**

Above right photo: **A standard raised chicken-coop housing 200 chickens, easily transportable from our rented land, that we hope to emulate through this proposal.**

You will eat the fruit of your labor; blessings and prosperity will be yours. Psalms 128:2

Executive Summary

Rationale:

RNGC-GCFF poultry farm team are keen to spear head a sustainability poultry project requiring funding support of \$5,018.30 to be involving production of quality and affordable poultry meat and eggs targeting consumers in Bungoma County. We envision being the best poultry farmers in Western Kenya for what we think are the best and most honorable reasons.

FINANCIAL PROJECTIONS OF POULTRY PROJECT

Produce	Estimated gross Income @ 6 months	Estimated gross Income @12 months	Estimated gross Income @ 2 years	Estimated Percentage projected growth beyond 2 years.
Broilers @ KES 500	KES 216,000	KES 436,320	KES 894,456	10%
Eggs (50 layers)	KES 63,000	KES 127,260	KES 260,883	10%
Chicks	KES 27,000	KES 54,000	KES 108,000	10%
Expired Egg-layers	KES 0	KES 56,000	KES 120,000	10%
TOTAL INCOME	KES306,000 \$3,692.53	KES673,580 \$8128.15	KES 1,383,339 \$16,692.88	10%

The above financial projection table depicts the capital outlay of \$5,018.30 will be recovered within the first year. This is more than the requested start-up fund and well on our way to sustainability of the agri-business pay for operational expenses, upgrading and putting the money toward student's education. *Estimated income at 12 months is greater than the start-up funding request of \$5,018.30.*

Chicken farming has proven to be a very lucrative business in Bungoma County. Poultry is one of the major sources of animal protein providing a form of high nutrition apart from red meat, dairy products, and fish. This high demand for chicken meat and other poultry products has led to an increase in poultry farming in many parts of the country. Likewise, our students are embarking on setting up a RNGC/GCFF student café and will patronize their own poultry project for all their produce.

We are aware that there is a nationwide shortfall within the supply and demand of kienyeji eggs and chicken. We discovered this is because most of the poultry farms in Kenya rear grade 1 chicken and eggs which are not very suitable for commercial use. Hence venturing into a prosperous poultry business is a prudent move that will bring great financial gain both in the short term and long term. Our aim is to engage in massive supply of Improved Indigenous Kienyeji chickens and eggs to enjoy economies of large-scale productions thus effectively reversing poverty in the local community by providing educational scholarships through Christian love. Through financial support, skills acquired from this project in Agri-business and marketing, students will be equipped to go into their birth villages with projects to improve the economy.

In general, Non-Governmental Organizations and charities need to become self-sufficient. This GCFF-RNGC Sustainable Poultry Project Proposal will position us to head in the right direction. Through the efforts of our RNGC college students and GCFF, we aim to make RNGC become financially independent by not having to rely fully on overseas funds for scholarships, student welfare and running the shamba (farm) and be part of strengthening our local economy ourselves. By succeeding, we will be able to help eradicate local poverty through:

- i) Prioritizing by staying Christ and child centered, by using God's natural resources responsibly, working ethically, transparently and aligned with the UNSGD's .
- ii) Creating gender-friendly jobs especially for students to raise money for college/post-secondary education to have a brighter future and develop self-reliance.
- iii) Providing funds such as: school fees, clothing, shelter, food, health, welfare, security, spiritual development, transportation, and Youth Empowerment conferences.
- iv) Providing training in essential life skills so that if any of our referred students lose their jobs, they have the experience, capabilities, and network to live off the land independently never having any reason to starve or be malnourished again.
- v) Once established and fully self-funded, a deciding panel of trustees from overseas, local advisory committee and the referred sponsored students will distribute funds fairly and equitably for our referred vulnerable children and community necessities.

Since this area is poverty stricken and of low-income, naturally there is a high rate of corruption. Real issues we deal with daily that keeps us alert is common theft, land squatters, tribal and ancestral land issues, generational repossession of land, domestic rivalry, entitlement thinking, take-over ownership, assault, and tribal shunning from jealousy for anyone who succeeds. We need to be prepared and equipped to always safeguard our not-for-profit organization. Therefore, we must set up increased security with 24/7 guarding, new fencing, full nightly lockable security for all assets including chickens and continually updating inventory to detect any pilfering, maintain a bank account with ethical, transparent, and reliable bookkeeping.

The land is rented so at any given time if we experience trouble, we can relocate the project to another village or region. There are a few possible locations for a shift to take place further afield depending on the situation. Everything we develop is basically a temporary installation to relocate at any moment. We are determined to rise above obstacles and not let the unstable environmental conditions stop us from becoming independent to continue to help the neediest children in that community to receive an appropriate education and hear about the good news.

We aim to remain both people and environmentally friendly to meet the requirements of the *United Nations Sustainability Developmental Goals* by using responsible practices like using solar power and reforestation by replanting all trees used for fencing, building the chook brooder and trees needed for our RNGC infrastructure. Furthermore, we will not use harmful products like steroids, pesticides or poisons thus remaining animal and people friendly by raising organic "free-range chickens" and relatively cage-free without jeopardizing flock security. By producing the bulk of our own fresh, soy-free nutritional animal feed: whole grains, legumes, and seeds, we are sure to provide the healthiest and safest poultry produce available.

Mission, Vision and Aims

Mission:

GCFF will sustainably fund RNGC Not-for-Profit organization to support holistic education for vulnerable children and community development to help eradicate poverty. We aim to help the referred children to build resilience and leadership skills, so they are equipped to raise and respond to challenges now and in the future within the children's own villages in conjunction with the United Nations Sustainable Development Goals and more importantly, through the Word of God.

Vision:

Financially independent, dynamic, professional, and well-managed Agri-Business raising domestic poultry in an environmentally friendly and ethical manner, will provide eggs and meat to the community whose proceeds are self-sustaining enough to go toward: supplying produce to our RNGC Sustainable Student Café and

stopping the cycle of poverty, providing holistic education for our referred vulnerable children and community development.

Aims:

This proposed poultry business aims to provide:

- Job opportunities for the youth and local villagers.
- careers based education for our previously referred, vulnerable children on a priority need's basis.
- Food security for the vulnerable and poor communities within the region by allocating a certain portion of the profits on needs basis such as through discounts for locals or providing relief food packages.
- RNGC children and staff receive training and professional development, in management, leadership, spirituality, financial, careers and marketing skills.
- Growing this business to a level where it would be able to fully cater for the needs of the RNGC sponsored students like paying for their wellbeing such as school fees, nutrition, training, empowerment conferences, safe shelter, medical, clothing, and spiritual development.
- Sustainability for RNGC organization to become financially independent especially for the distribution of student scholarships and community development projects. Our aim is to make our money in Kenya and spend our money in Kenya.

Social Responsibility - United Nations Sustainable Development Goals

By aligning with the 2015 – 2030 United Nations Sustainability Development Goals, the RNGC Sustainable Poultry Project meets the following social responsibilities to the best of our knowledge, capabilities and financial abilities through: providing nutritional food ; ensuring clean water; utilizing solar power; producing majority of own animal feeds, avoiding pesticides, steroids, preservatives, GM free foods and any chemicals or practices harmful for human consumption and our environment; reforestation of all trees used; offering gender equality employment; delivering rescue food packages; helping with safe shelter; and empowering vulnerable children with career-based education to hopefully assist in reversing poverty within their own communities:



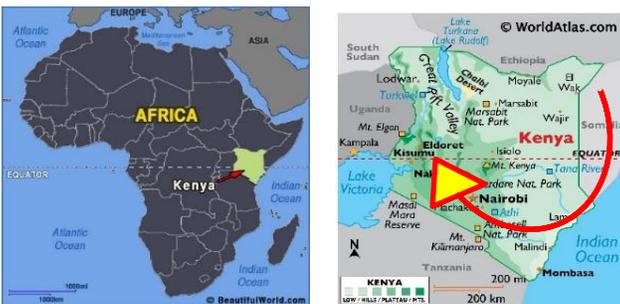
Roles and Responsibilities to be delegated to the following staff according to the expertise required:

- **RNGC students** together with our Sustainability Officer (SO) and our Financial Administrator (FA) will be carrying out activities such as: managing the incubator, feeding, watering, and vaccinating chicks, chicken eye drops, sanitizing chicken brooder.
- **RNGC-GCFF Sustainability Officer**, recording daily sales, marketing, photography and reporting for biannual newsletters and preparation and overseeing of poultry produce for markets, coordinating staff, crops management and mixing poultry feed when applicable, ensuring project quality control and checks to remain environmentally friendly and in alignment with the United Nations Sustainability Development Goals ensuring forward and progressive growth. Works side by side guiding the students and hiring pieceworkers, organizing training, reporting all attendance and jobs to Financial Administrator.
- **Kenyan RNGC-GCFF Financial Administrator**, quarterly and biannual reporting, recording daily sales, banking, working together with SO to follow the legal requirements for Kenyan businesses and that the project is staying within its financial target. Works side by side guiding the students. Coordinating staff attendance, piecework and pay role.
- **Security guard**, nighttime surveillance.
- **Support staff/farmhands** for manual labor of sanitation, collecting, inoculation, grooming, preparation for markets, feeding, crops management, training and working beside students.
- **Veterinarian**: checking on hygiene and sanitation, and general health of the flock including monitoring immunization and eye drops against diseases such as Typhoid, Fowl Pox or NCD.

Location and its Effects on the Project:

The nucleus of the project is located at the rented RNGC Youth Transition home in Makutano, just behind Masinde Muliro University. This practical location is well hidden from the road ensuring full time security from predators and untrustworthy persons who would otherwise be preying on the chicken and their eggs. The location is convenient in the same compound as the Transition Home, thus ensuring a proper feeding program and that the chicken house is kept clean since the students can easily access without wasting time in transit.

The climate in Bungoma Region is tropical so humidity poses a greater demand to ensure optimum hygiene practices. The summers are much rainier than the winters in Bungoma. The Köppen-Geiger climate classification is *AM Tropical Monsoon Climate* and *AW/AS: Tropical Wet and Dry Savanna Climate* which means predicting and preparing for either a wet or dry winter is always uncertain. We have a shallow water-well, so it helps with irrigation, sanitization, and a constant source of fresh clean water for the animals. The temperature averages 20.3 °C per year, rainfall is 1102 mm and humidity is 89%.



Above Location Maps: Bungoma is found on the western side of Kenya 30 km or 30 minutes by car from the Ugandan border in a temperate region, high altitude, 1421m above sea level on the equator.

RNGC GCFF CHICKEN PROJECT BUDGET- START UP FEES			
	PARTICULARS	AMOUNT	
		KES	AUD
1	A 64 egg automatic incubator	20,399.00	246.16
2	Building materials (standard chick brooder) :		
	i) 12 iron sheets (3 meters each)	6,000.00	72.40
	ii) 4 kg nails	600.00	7.24
	iii) 2 kg hoop iron	300.00	3.62
	iv) 12 pieces offcuts and transport	1,500.00	18.10
	v) 20 poles	3,000.00	36.20
	vi) Tower bolts and hinges	600.00	7.24
	vii) Ply wood	1,500.00	18.10
	viii) Black polythene paper	1,200.00	14.48
	ix) Wood shavings	2,800.00	33.79
3	Big chicken coop	110,650.00	1,335.22
4	Solar panel, battery, inverter etc	70,400.00	849.52
5	Chicken feeders and drinkers	4,000.00	48.27
6	2 infrared heat bulbs	2,400.00	28.96
7	Electric cable 25 m, conduit pipes, labor	8,250.00	99.55
8	Fertilized eggs for incubator	4,500.00	54.30
9	10 hybrid chickens	7,000.00	84.47
10	Organically Grown Chicken Feed Project : Chick mash, seeds, labor, fertilizer, plowing, harvesting, packaging	19,500.00	235.31
11	Vaccines, eye drops, antibiotics and Vet	6,000.00	72.40
12	Labor	2,400.00	28.96
13	28% Australia Admin Fee (Bank fees, Chartered accountant fees, directors insurance, currency exchange losses)	86,253.72	1,040.83
14	Reforestation UNSDG Project - upkeep for one year in farmer's field *Replacing fencing, chicken brooder, shelters: Trees KES 350, wages KES1000, lunches KES1000, 2 fertilizer KES3500, harrowing KES2000, transporting trees 2000, Bike petrol 1000) (Two maintenance visits weeding/hoeing/watering/fertilizing 2000, 4 bags of fertilizer 7000, lunch 2000, bike petrol 2000)	23,850.00	287.80
15	Training Program : Provided by in-service and at the Rooster Organization in Eldoret. Transport, workshop fees, lunch (for 8 students).	11,200.00	135.15
16	7% Kenya Admin Fee (admin transport, office airtime, staff wages, bank fees)	21,563.43	260.21
17	TOTAL GRANT REQUEST	415,866.15	5,018.30
	Exchange rate: 1 AUD = KES 82.87 (5th May 2021)		

Our products and services

We estimate that with around 50 egg-layers, they'll produce approx. 35 eggs per day and sell each tray of eggs between KES 300 and 375 to shops, hotels, factory kitchens and to our immediate village people. We also intend to sell hybrid chickens at @ KES 500 (or more depending on the weight of the chicken) as steroid free poultry demand is remarkably high especially with the numerous hotels, supermarkets, schools, and hospitals around Bungoma town. By producing and selling our own animal feed, we will have a highly sought after and safe poultry produce. Furthermore, for practicality, we will be selling the elder egg-layers to the butchers for human consumption once they are past their natural egg laying years normally between 2 and 5 years, to have enough space for the more productive and lucrative chickens. There is a notable market for elder chicken-layers such as in making chicken broth, stews, pilau and stir fries. *We will maintain predictable and reliable produce to avoid shortages of our eggs and poultry meat to ensure our customers will have a reason to return.*

Market Analysis

With thorough continual research and verbal survey of locals and partners, it has come to our attention that the demand for chickens and their products is higher in the urban areas than in the rural areas. This indicates that areas like Bungoma Town with a population of 1.671million and its proximity of 5 kilometers from our project, here we will find our primary target customers. We also realized that most of our main customers such as restaurants, schools and grocery stores need constant supply of products. Unlike our potential competitors who might have limited, or unpredictable supply of these products revealed through survey's that rearing our chicken from the incubator level gives us a greater advantage in the market with increased numbers to sell; especially since our competitors are injecting such chemicals such as steroids to increase their size. Due to media hype and education, more Kenyan's are becoming sensitized to this practice, greatly detested, and avoided as they fear getting diseases like cancer by consuming chemical induced food. Another advantage is that we will be able to handle disease outbreaks more successfully since we will not be buying our chickens from other business owners, but we will be producing our own eggs and placing them personally into the incubator for hatching. As we increase manpower, production, and profit, each of the eggs will be date-stamped to prove their chemical-free organic quality. Particularly notable, by being the sole suppliers of produce for our own pending student RNGC/GCFF Café, advantageous for us both on so many levels.

Target Market

Sale of products to the following:

- Supermarkets, general shops, and local kiosks.
- Restaurants, hotels and our own RNGC/GCFF student café.
- School cafeterias, staff kitchens and local factories.
- Local community members and special event orders.

We will be selling on a cash basis and not on credit since we do not have the manpower to follow-up people owing money to our organization. It is much easier to deal predominantly with the target marketers than occasional customers allowing us to track our produce resulting in more accurate record keeping. It also helps us when it comes to dealing with specific customer requests and will allow us to meet their needs satisfactorily as we get to know our customers preference. We intend to predominantly deal with supermarkets when it comes to a constant supply and demand of our eggs as they tend to take in large quantities, giving us an open market where we do not need to hustle for the tender eliminating all our staff resources from being drained. Dealing with these types of customers enable cash-on-delivery therefore helps to enhance customer-supplier relations. Our products will be available on the farm to buy directly by our impoverished villagers so long as we have adequate manpower to keep accurate records of every transaction to avoid losses.

Competitive Analysis Strategy - SWOT ANALYSIS

<p>Strengths (Internal Influence):</p> <ul style="list-style-type: none"> We have passionate, trustworthy, and certified staff on the ground in Kenya. Our efficient Financial Administrator and expert Sustainable Farm Advisor work well together with good business skills, experience, and ample knowledge on poultry farming, keen to learn, self-starters. Readily affordable labor costs from RNGC sponsored students, when on holidays and who will help us maximize our output and minimize on labor expenses. Possible source of funds from our kind overseas partners and sponsors. Reliable source of electrical power and an automatic egg incubator which will provide constant supply of healthy chicken. Solar power for greater independence to increase profit in the long run and to remain environmentally friendly. An office laptop and Wi-Fi which can aid us in current research and search for markets for our poultry products. Own means of transport (motorbike) to transport to our target customers in a timely manner. 	<p>Weaknesses (Internal Influence):</p> <ul style="list-style-type: none"> According to our Child Welfare Policy, RNGC students under 18 must be closely supervised working, always guided and learning beside our staff. They receive "piece-work wages", and we ask them to save 80% of earnings to go toward their education costs. However, once our RNGC students report back to school, we will lose our affordable labor and therefore will need to hire outside staff hence more labor charges. Over the years we have had some success with raising chickens however we have never been given a chance to have enough funds, expertise, or a business plan to give us confidence to expand. So, our prayer is that we will be granted the enclosed budgeted funds of \$2058.28 to move forward. Due to the high security needed in our area and lack of land space, it is difficult to raise the chickens organically, cage-free, or range-free, but we feel that the conditions are far superior to that of other Kenyan competitors using the same criteria. We will do our best with the resources we have. Although our staff has experience with poultry, this is their first satellite project. They have been studying, surveying and visiting local poultry farms to increase their knowledge.
<p>Opportunities (External Influence):</p> <ul style="list-style-type: none"> RNGC has nurtured good mutual relationships with the local village people, our students' local schools' cafeteria's, their teachers, and large business enterprises such as Bungoma Chemist, four supermarkets, Kenya Commercial Bank (KCB), local restaurants, among others. All these partners will potentially be proud to reciprocate our business by buying our poultry products in large quantities either for sale or direct consumption. We also have two of our sponsored students who are working in a local restaurant in Kanduyi so is positioned in a role to help with networking and marketing our produce on various levels. Creating an educational environment students can learn vital life-long skills and Agri-business while working with local learning institutions. This will build community awareness and our customer base. The fact that we are "not-for-profit, environmentally friendly and we work toward a worthy cause helping vulnerable children and their communities in breaking the cycle of poverty", people are more likely to want to support us in our plight to help the less fortunate and to give back into their own community, boosting their own economy in a positive productive way. There is lots of room for expansion of the project by renting further land or purchasing in the future if we find it appropriate and beneficial, but that depends on the current economy and environment at that time when we continue to assess it as a viable opportunity. This project will supply all the poultry in accordance to the menu provided by the pending local RNGC/GCFF student café and produce a nutritional, safe, organic, GM and chemically free, product. 	<p>Threats (External Influence):</p> <ul style="list-style-type: none"> Rare or sudden poultry diseases, drought, monsoon flooding, pests, and plagues. Covid 19 pandemic which has rendered many people jobless including some of our potential customers. There is always a demand for chicken so many locals raise money through merry-go-rounds and table banking so this practice should still benefit us economically. Unfavorable government policies that may affect us or our potential customers imposing high taxes, higher expectations on our business, and higher costs which may negatively affect us unexpectedly or our customers purchasing power. However, we plan always to comply to meet both government expectations and requirements and abide by the laws of the country. Gov genetically modifying the chicken food out of our control. We hope to make our own homegrown food where possible to maintain more control in the chick mash and food we provide to the poultry. Many believe that organizations run by overseas charities have spare money that they are entitled to becoming demanding, so we must become independent asap. Overseas charity funds can dry up at any time due to international economic crises, war, theft, changing tariffs and leaving these vulnerable children halfway through their education without support. Some small groups within our community may develop entitlement attitude or jealousy and take over the business. Therefore, the funds from this project will come from GCFF and go to RNGC and continue to be monitored through the overseas books and community for accountability.

Growth of the Business

In the long term, we intend to come up with a project hosting numerous Improved Indigenous Kienyeji chickens. Within the first 12 months after officially launching the project, theoretically we intend to have recovered all the capital used to set up and run the project, after which we intend to be making a profit. Assuming we eventually have 200 layers, we hope to be collecting at least 150 eggs daily and selling all of them. *For example, if an egg is sold for KES 10, in one month we could make up to KES 45,000 from eggs alone.* Broilers are estimated to possibly bring us an income of about KES 36,000 per month (assuming we sell 72 broilers per month), that is if each broiler is sold at the lowest market price of KES 500. We continue to follow the protocol for “charities” (not-for-profit) to only *‘buy and sell at the current market prices.*

Accountability

Mandate:

This project dovetails the RNGC Mandate of empowering vulnerable children and their communities through providing education, eradicating poverty, and remaining ecologically responsible in accordance with the UNSDG's.

Finances:

With the estimated profits, we intend to have grown from small scale producers to large scale producers within the first five months of initiation. All profits realized from this project will be deposited into our RNGC operational bank account for accountability purposes. Our Kenyan Financial Administrator will maintain a proper financial record which will be sent to our RNGC/GCFF CEO, Robin Byrnes, and RNGC International Bookkeeper, Anya Wooden to be viewed by the overseas committees. The accountants are transparent, ethical, organized, trained and current with best business practices.

Monitoring/Review:

We will periodically be assessing the activities, responsibilities, job descriptions and exterior environment to identify and update procedures for smoother operations. Company policies will as usual be followed and acknowledged by staff and students. Our standard half yearly and Annual project reporting with receipts and photos will be prepared by the RNGC Financial Administrator and RNGC Sustainability Officer for approval by the local committee. Then the financial administrator forwards the reports for accountability to the overseas offices all in accordance with the constitution of GCFF and RNGC. *All the funds raised in Kenya, stay in Kenya, and will be distributed in Kenya.*

To review, report, evaluate, follow-up and make recommendations about the project such as:

- What we do well?
- What we need to improve?
- What are our progress achievements toward the projected targets?
- Where to from here?

We will be providing an annual follow-up by reviewing and developing this business plan with our RNGC/GCFF Sustainability Poultry Project sub-committee to ensure we are on target, providing biannual statements, reassessing, and project reporting, to GCFF and RNGC directors at the AGM.

Poultry management and bio security measures

While running this promising project, the following are some of the routine biosecurity measures we'll take to ensure the chickens don't get diseases while handling them:

- Wearing neat and clean clothes and boots.
- Sanitizing our hands prior to house entry and upon exit.
- Unauthorized visitors will not be allowed to enter the chicken house anyhow.
- Pets, wild birds and livestock will not be allowed inside the chicken house.
- Spraying disinfectants thrice a week inside the poultry farm.
- Before entry of new chicks, farm will be properly disinfected and fumigated.
- Hatched eggs will be properly disinfected.
- Routine maintenance of farm will be conducted whenever possible.

Conclusion

By granting the requested 'start-up funds', entrusted with qualified and passionate God-centered management, will enable RNGC sustainability. By being people, animal, and eco-system friendly, aligned to the UNSDG's, this project will reach its intended potential within the first 12 months to support itself. With the available market, this is an opportune time to initiate giving RNGC students and their communities positive opportunities. Many will be equipped to increase their village economy that will reduce local poverty and allow students to reach their deserving potential resulting in a more equitable and brighter future.



Left photo above: Our RNGC Sustainability Advisor, Ephraim, setting up the egg incubator.

Right photo above: The incubator is ready to be plugged into power source starting the 64-egg hatching process.



Left photo above: Hybrid chickens, known as '**Improved Indigenous Kienyeji Chickens**' in Kenya. Well vaccinated hybrid chickens. The eyes are clean, and the feathers well aligned on the body.

Right photo above: Photo of a local poultry farm in Kakamega where we visited to get our first fertilized eggs and do further research for ideas for our project.



Left photo above: We decided to restrict their movement during outbreak of chicken diseases, but when safe and during the day they are generally free-range (cageless) chickens.

Right photo above: Ephraim, Brian, and Haggai building a simple chicken house (Chicken Brooder) to provide shelter, security and warmth for the younger Improved Indigenous Kienyeji chickens until they have matured enough to live at our farm and lay on their eggs.

Members of the project compilation team:

- Robin Byrnes CEO: Robin Byrnes Date: 16/6/21
- Richard Omondi: [Signature] Date: 29/5/2021
- Ephraim Imbuji: [Signature] Date: 30/5/2021
- Brian Wanyonyi: [Signature] Date: 29/5/2021
- Susan Wamukota: [Signature] Date: 29/5/2021
- Melody Wamukota: [Signature] Date: 29/5/2021
- Haggai Simiyu: [Signature] Date: 30/5/2021

And whatever you do, whether in word in or deed, do it all in the name of the Lord Jesus, giving thanks to God the Father through him. Colossians 3:17