



Jabali Care Haven

Word From Our Chairperson:

For every branded facial mask that are made by the vulnerable persons under our care and sold we will give one pair back to a disabled or underprivileged child in Kenyan Schools.

Jeniffer Ngure

**WEARING
A MASK**



Jabali Care Haven

P.O. BOX 2022-00232

RUIRU

P: +254 700 859 103

E: info@jabalicarehaven.org

www.jabalicarehaven.org

**One for One
Branded Facial Mask
Campaign**



Jabali Care Haven

:The Campaign:

CORPORATES: I WANT MY CUSTOMERS TO BE COOL AND FEEL GOOD!

At Jabali Care Haven we have a different view on how we approach charity work, we employ the concept of Venture Philanthropy.

Venture Philanthropy (VP) is a high-engagement and long-term approach whereby our campaigns are geared towards creating impact to the persons with disabilities and vulnerable men, women and children that Jabali Care Haven supports.

:THE ONE-FOR-ONE FACIAL MASK BUSINESS MODEL EXPLAINED:

Jabali Care Haven Branded facial masks' business model is a **One-For-One**. Where for each pair of facial mask branded by our great team of disabled and vulnerable men and women and sold, our organization will one pair back to disabled and under privileged school going children in Kenya.

WHAT IS JABALI CARE HAVEN' BRANDED FACIAL MASKS?

The Jabali Care Haven' branded facial masks are designed, branded and sold to corporates. This simple value proposition attracts Corporates as a form of **advertising of their brands** and also enabling the corporates meet their Corporate social Responsibilities. (those concerned about sustainable causes): *for every product purchased, one is given away to a school going child in need in Kenya.*

:NGOS: THE DISTRIBUTION CHANNELS:

Jabali Care Haven distributes the masks to the disabled and under privileged school going children through partnerships with selected NGO organizations to distribute the donations.

The process for the selection of NGOs is as follows:

- **Establish partnership**
- **Make a match**
- **Customize the order**
- **Deliver and distribute**
- **Pick up the tab**
- **Review and improve**
- **Repeat**

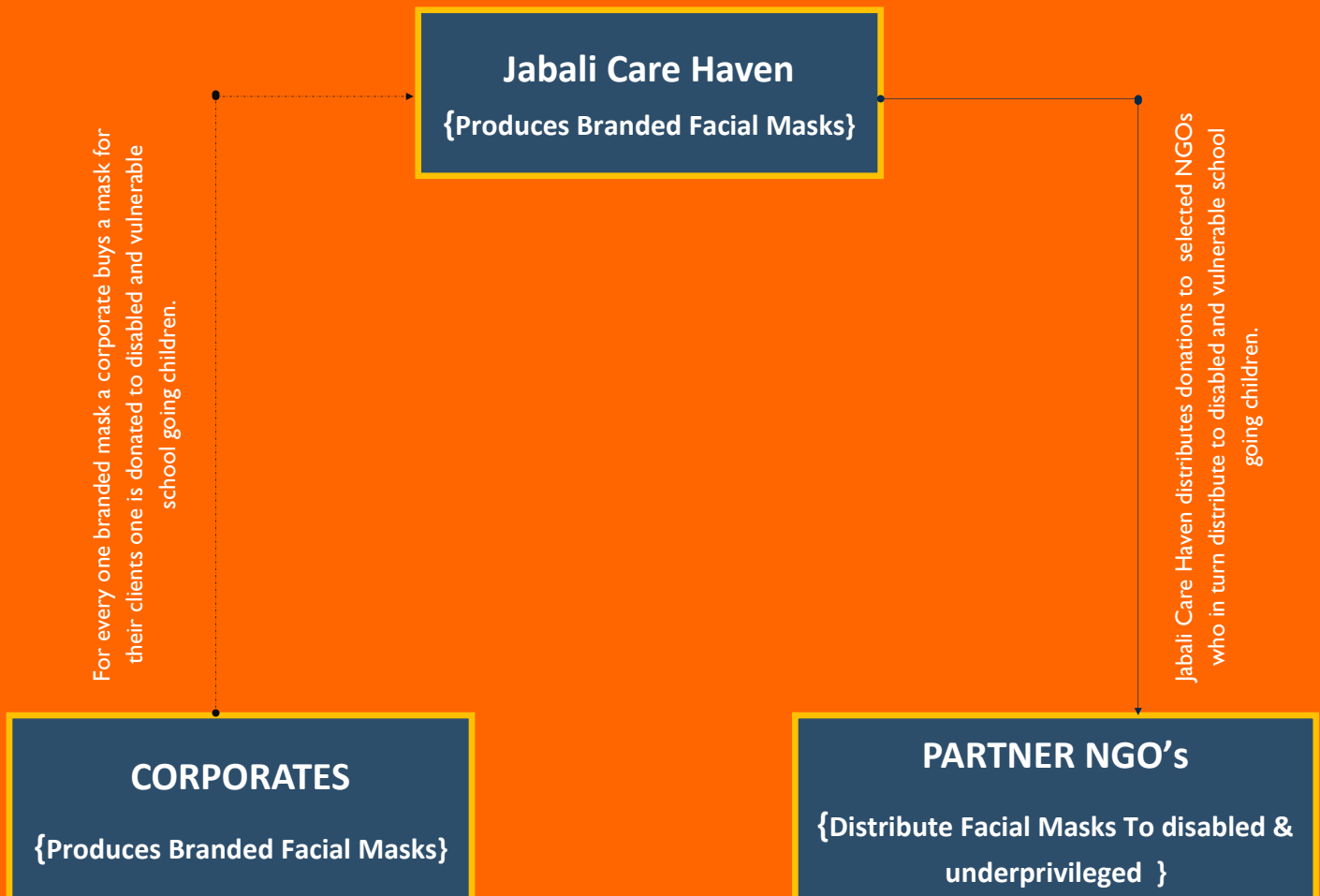


Jabali Care Haven



Jabali Care Haven

:How We Work:



Jabali Care Haven