

## **Production and sale of key ring**

**Date of request: 22-9-14**

**Date of approval: 1-10-14**

### **Project description**

Subject: What is the project about?

Production of 100 beaded key rings, made by Product of Prison

Background: Why is this project needed?

As a pilot, to see if this can be a money-generating project. Product of Prison (POP) is a NGO in Uganda. The prisoners produce all kinds of items, money is used to make prison life more bearable and for integration projects after prison (see [www.productofprison.org](http://www.productofprison.org)). We can buy beaded key rings for 2 euro each. We will sell them for 5 euro each, with a Mulago Mama flyer attached to it. We will first sell them in 2 or 3 selected midwifery centres in the Netherlands. If this is successful, we will sell them in more midwifery centres, Christmas markets, etc. Mulago Mama and POP will benefit!

Aims/goals and desired effect:

Sale of 100 key holders with a profit of 300 euro as a pilot.

Results: What will be there/what will be achieved when the project is finished?

300 euro

### **Controls**

Timetable/schedule: What will be the estimated timetable of the project

The key holders can be ready in October and taken to the Netherlands in October.

Organisation: Who is involved, in what kind of function?

Marlieke Klene and Barbara Nolens will organise the project.

Costs: What will be the costs of the whole project?

200 euro a first, but the expected benefit will be 300 euro. If the items can't be sold, POP will take them back, so there is no financial risk.

**Requested support in euro's: 200 euro**

### **Update 23-3-2015**

All items are sold, 300 euro has been transferred to Mulago Mama's bank account.