



# (PPCA) Business Plan

The first *Child Care and Children's Creative Developmental Activity Center* in the Country of Belize.

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## ***EXECUTIVE SUMMARY***

**Punta Pikni Creative Adventures (PPCA)** will be the leading ***Non-Profit, Child Care and Developmental Activity Center*** situated in the Toledo District of Belize. By making available very much needed child care services, after school programs, nutritious foods, school supplies, educational products, technology and recreational opportunities, **PPCA** can position itself as the leader in early childhood development and care as well as providing older children with a safe, nurturing recreational and sporting environment. There are no other facilities like **PPCA** anywhere in all of Belize. This plan will be used to define the scope of our services as well as a means of gaining the necessary investments to open the facility. It will also be used on a continual basis in the evaluation of **PPCA** mission, goals and objectives.

The keys to success for **PPCA** is the ability they have to market effectively, creating, and offering child care services and exceptional healthy, educational and recreational advantages that the people of Belize want and need which are not available anywhere else in Belize. These services will be good for the families of Belize, helping the parents to be able to find more work, both long term and on a short term notice while **PPCA** offers exceptional child care for their children and providing healthy and nutritious food. **PPCA** will be training and hiring qualified and knowledgeable Belizean staff to aid in the overall mission of **PPCA**.

Besides providing an excellent value to our customers, **PPCA** is determined to create an unmatched working atmosphere that will add to the enjoyment of every employee of the facility. Dedicated to the community, families, and especially, the children, **PPCA** will strive to support and sponsor community events whenever possible.



## ***MISSION STATEMENT***

**PPCA's** mission is to offer the best services, education and recreational advantages to all children while providing a supportive environment with positive role modeling to help the children of Belize become self-sufficient and successful in their lives. **PPCA** intends to help shape the future of Belize by enhancing the future generation's bright minds and give the children a safe environment where they can further develop their cognitive, physical and emotional abilities while choosing fun, joy, happiness, hope and awareness in their lives.

## **INTRODUCTION**

During the summer of 2005, two people got together and started to discuss the needs of the developing Nation of Belize. The goal was to decide which business was very much needed by the people in that tropical country. One of these people, a mother of three, was a Belizean. The other person, a father of 1, an American. Although both of these people had seen each other around Punta Gorda Town, this was the first time that they had actually met.

The main topic of the conversation on that beautiful Caribbean day, in the Center of Punta Gorda Town, was *“What do the Belizean people need the most?”* Claret Mangar, the mother of three, said the hardest part for the people living in her country of Belize was not having any reliable “pikni” care. “Pikni” is the Belize Kriol language word for “kid”. Being a single mom and an excellent chief. But with no one to reliably mind her pikni, she was unable to keep a job. Naturally, her pikni always came first.

She was very much in demand by the top restaurants in her village and the neighboring towns, but she could only work when the children's elderly Grandmother or an Auntie could watch them. So when she wasn't able to find child care herself, she would care for her neighbor's kids, organizing play groups and after school activities with the local children. There was usually very little pay involved, if any, but the families that could, would pay her. Mostly they would just bring her some food or do some form of work exchange. It was not unusual to go to her house in Eldrige Ville, located just outside the Punta Gorda Town and find her minding 10 or more children on most days.

The American, Bruce Carroll, had just finished building Cotton Tree Lodge, a Jungle Resort. There he was working with the Kek Chi Mayan Indians in a distant village, and was now pondering how to be most helpful. He had started designing and building the jungle resort project thinking this was going to really help the people, which it did for the short time the construction build was going on. But he was concerned of the “split” between the villagers that he was now seeing, that he, in part, had somehow created. It was only a short term life enhancement for them and their families. He had started the project with the best intentions, but from an outsider's point of view. Now that he had lived in Belize for several years, he was starting to understand that in order to create real life changing, positive outcome and good for the people, he needed to think more like a Belizean and understand their needs and wants.

A lot of jealousy started going around the resort as the “favorite” workers got more work and the ones without the skills needed at the moment or with no special work skills, got less or no work at all. The resort obviously could not hire everyone and Mr. Carroll had decided the best way was to keep a core group of the best and most talented workers (“the favorites”) so the resort would actually get finished on schedule. Then, every two weeks, he rotated the general labor and let the village Alcodes (Mayan Village Tribal Mayors) pick from the other villagers. This created the “split” and lots of resentment, and all in all, wasn't as life changing for the



majority that Mr. Carroll had hoped for. And the women with children were left out since they had no organized child care, and even though they wanted to work and learn new skills, they were unable to. He was feeling grief from all of this and was seeking some clarity.

So, these two people, the Belizean and American kept on with their discussions over the next few months. They ended up traveling around the country of Belize together to see with fresh eyes what the real needs of the Belizean people were. It was evident all over the country, no matter how small the village, or how large, that there simply was no organized child care and after school programs. They started making plans to form the first one in the southern part of Belize, in the Toledo District around Punta Gorda Town, which is called "PG" by Belizeans.

Mr. Carroll had taught in various schools for over a decade, from Kindergarten through the College Level. He taught Music Education, Computers, Natural Sciences and Primitive Technology. In his youth he was very active in after school sports and other recreational programs. He won many medals and trophies in competitive diving and swimming during his high school years. He had the opportunity to train for the Olympics, but turned that offer down to follow his heart and play music and tour Europe. He attended one of the world's leading music schools, Berklee College of Music. After working in several music studios and playing live concerts he went on to be one of the leading computer consultants in the Boston area.

His career continued to evolve when he got back to his roots and he founded a wilderness education and primitive technology school, *Virtual Mountain*. During this time he designed and built a solar energy geodesic dome home while selling and installing solar energy systems. With this extensive and varied background, he wanted **PPCA** to be much more than just an infant care program. This is the perfect time to start planting educational "seeds" and continue to nurture and guide them as the children grow and develop. The children of Belize need the opportunity and a place for all of this to occur. That place will be **PPCA**.

He saw that not only could this new dream be a child care center during the days, but continue on with the much needed after school sporting, recreational, educational and environmentally aware activities until the parents could come home from work or the "milpas" (farms) and fields. The children of Belize were some of the brightest minds that he had come across, but they needed creative outlets, resources, modern technology and guidance.

*"Dem pikni onli smaat" (Those kids are really smart!)*

Mr. Carroll also recognized the need to include the village elders from the many different cultures who reside in Belize to pass along their own unique individual heritages and skills for the children. He watched sadly as the Elders were dying off and now most of the children are no longer interested in the "old ways". Belize is made up of a wide variety of cultures, all uniquely blended together to form the Belizean Culture. The different cultures include Kek Chi Mayans, Mopan Mayan, Yucatec Mayan, East Indians, Kriol, Hindi, Garifuna, Mestizo, Chinese, Taiwanese, Spanish, Guatemalan, Honduran, El



Salvadorian & Mexican origins. Plus the British, American, German, Dutch and other nationalities who now call this tropical paradise home. A lot of valuable knowledge, culture and history was fading away with each Elder passing over. **PPCA** intends to keep that knowledge alive for the Future Generations to come.

And so, on that bright, sunny, tropical day, with a breeze blowing in from the north-east across the Bay of Honduras, the idea for **PPCA** was birthed.

## **SERVICES OFFERED**

**PPCA** has identified and targeted 8 key components that are much needed by the community that are valuable and worthwhile services. Some of the areas that need improvement in this region are better infant and child care, better health care, better and more nutritious foods, education/training, protection from vector borne diseases and work opportunities. Many people living here still don't name their baby until its first birthday due to the high infant mortality rates. Most homes don't have window screens and the diseases associated with mosquitoes, mice and fleas are fairly common such as Malaria and Dengue Fever. Lack of quality and nutritious foods force many people to eat only what little foods they can get with many families and children being malnourished. Also diseases like diabetes are exceedingly high in this country. **PPCA's** programs target some of these key things in order to make a big difference by giving hope, care, education and healthy foods in a safe, fun and caring environment.

Because of the low rates that **PPCA** must maintain in order to be of service to those who truly need its programs, **PPCA** will have different avenues to generate a steady cash flow in order to stay in business and help offset their affordable rates for the Day Care. Infant and School Supplies will be made available for sale at low prices, in addition to Food Co-Op purchasing of staple food items for the families and the surrounding community. **PPCA** will make healthy meals available for sale to the community for takeout lunches, dinners and snacks daily. **PPCA** also will be renting out their Inflatable Fun-Houses for private, community functions and country wide events. **PPCA** will offer an Internet Cafe geared for the younger generation in addition to getting a Baby Sitting network established in the community.

**PPCA** is actively seeking grants to start up its operations and scholarships for the Day Care program to help those families that are truly in need to be able to have their children attend. **PPCA** will look for grants and funding from local business and organizations both in Belize and abroad. Fund Raising will also be conducted to help assist the objectives of **PPCA**.



## PPCA Rates

|                |                |                                |
|----------------|----------------|--------------------------------|
| Daily Drop-Ins | \$.50 per Hour | \$4.00 per Day includes 1 meal |
| Weekly         | \$.50 per Hour | \$3.00 per Day includes 1 meal |
| Monthly        | \$.50 per Hour | \$2.50 per Day includes 1 meal |

|                                        |                              |
|----------------------------------------|------------------------------|
| Take Out Lunches                       | \$2.00-\$4.00                |
| Baby Sitting Services                  | 5% to 10% for using facility |
| Internet Access                        | \$2.00 per hour              |
| Rental of Inflatable Fun-Houses        | Per Day Rates \$150-\$250    |
| Food Co-Op                             | 25% to 30% above costs       |
| School, Infant & Other Retail Supplies | 25% to 30% above costs       |

### 1. Day Care Program

Infants and up to 8 year old children can participate in **PPCA'S** Day Care Program. Staff will be trained to handle infant care, diaper changing, feeding, safe play and handling. The older children will be split off into their own group with a qualified staff. Activities include playground time, arts & crafts, educational games, nature studies, cultural studies, music, acting, reading, educational videos, sports and science. Community Elders will offer stories, wisdom and inspiration for the children. Nap times will be incorporated as needed for the younger children. **PPCA** will accept weekly and monthly children as well as daily drop-ins. The main facility will be completely screened in. **PPCA** will have set rates with specified drop off and pick up times.

**PPCA** will maintain an open door policy that allows the parent to observe and visit whenever the **PPCA** is in operation. The playground will be available free for local children to use after hours. This is a much needed service for the community.



### 2. Feeding Program

Certified Food Handlers will prepare nutritious meals and healthy snacks during the Day Care Program. Many of the families in this area are undernourished and it is very difficult for many families to purchase good food in sufficient quantities. Drinking water will be available to all staff and participants at all times. **PPCA** will eat all meals family style, with children and staff seated together to eat and socialize. **PPCA** will plant organic gardens on its grounds for its programs. Intensive gardening along with sustainable practices, permaculture, companion planting, raised beds, hydroponics, solar food dehydrators, solar ovens and naturally safe pesticides will be used. Chickens will be raised for their eggs and meat as well as their persistent insect and bug riddance techniques.

### 3. Takeout Meals Program

Not only will the attendees of the Day Care program have quality food, **PPCA** will make available for sale inexpensive lunches and dinners for the community. These meals will consist of rice and beans, burritos, salbutes, garnaches, panades, baked chicken, seafood, salads, fruits, pizza, spaghetti, quality hamburgers, eggs, oatmeal, bacon and other commonly eaten foods. Customers can call us with their orders for pickup or stop by at certain times for the daily special for takeout orders. Since the kitchen must be established for the Day Care Feeding Program, it makes sense to keep it up and running serving a greater purpose in the community for quality and affordable meals that are much needed by the community. **PPCA** will give away free meals to families in need whenever possible.

### 4. Food Co-Op

Since **PPCA** will be buying food in bulk for our feeding program, **PPCA** will make available to the community some food items at lower prices than they can buy at the local stores. Staples such as Rice, Flour and Beans will be some of the food items that **PPCA** will sell for 25%-30% above its cost. **PPCA** buys its food supplies from the same wholesalers as the local grocery stores around Punta Gorda (who then mark it up additional 100-300%). **PPCA** will quickly gain many families who will be repeat customers. Whenever possible, **PPCA** will give out free food supplies for families in need. This is a much needed service for the community.

### 6. Babysitting Services

**PPCA** will offer exceptional babysitting services both during the day and night. The Managing Directors will thoroughly train and certify the Staff and Volunteers to be capable, high quality Baby Sitters. The **PPCA** facility can be used after hours by our trained Staff and **PPCA** will generate 5-10% of the total fees collected when using our facility to cover cost of supplies. This provides a safe environment, supplies and resources when otherwise unavailable by either the sitter or the parents. The Baby Sitter will keep all monies they earn while providing service at their home or the parents home. A long term goal for this program is for **PPCA** to align itself with an US based Au Pair service, providing a golden opportunity for their staff and baby sitters to find work outside of Belize.

### 6. Retail Products

Notebooks, paper, pens, pencils, crayons, paints, and other school supplies. Infant supplies such as bottles, formula, toys, books, wipes and diapers plus educational, electronics, computer and recreational products will be offered for sale at 25% to 30% above **PPCA's** cost, keeping the prices low for the community. As the community makes requests for other low cost items, **PPCA** will do what it can to bring those items to the people. This is a much needed service for the community.

### 7. Internet Cafe Services

**PPCA** will make their computers available after Day Care hours for local children to come in and have supervised internet access. Reduced hourly rates will make it affordable. This will help to support the other PPCA program's low cost. Training for various software programs and general computer knowledge will be held as needed.

## 8. Inflatable Fun-House Rentals

**PPCA** will rent out their collection of Inflatable Fun-Houses. **PPCA** expects to make up a large portion of their income from this program in addition to being able to use them as additional day care program playground equipment. Private functions and community events will be targeted all over Belize.

### **POTENTIAL MARKET**

With Belize being a 3<sup>rd</sup> world developing nation, many families have very large families, with up to 7-15 children. Based on a 2005 census, there are 6,400 people in Punta Gorda Town. The birth rate is approx. 27.33 births per 1,000 population country wide so an average birth rate just for Punta Gorda Town would be approx. 234 births per year. This number is actually lower than the true birth figures, since many families, especially the Maya, prefer to birth at home with a mid-wife and many births still don't get recorded.



### **Age Structure Estimate from CIA World Fact Book: July, 2009**

| AGE               | RATIO                         |
|-------------------|-------------------------------|
| 0-14 years        | 37.9% (male 51% - female 49%) |
| 15-64 years       | 58.6% (male 51% - female 49%) |
| 65 years and over | 3.5% (male 46% - female 54%)  |

### **Competition**

As of November, 2009, there is no known organized child care or similar developmental and recreational facilities in all of Belize. Therefore, **PPCA** would have neither competition nor threats and **PPCA** will be able to set a new standard that the others must achieve if they wish to enter this market. **PPCA** will be the leader in Child Care for the entire country of Belize, setting new standards and goals for the rest to follow. The Belizean Government Officials are very interested in having us start this project, helping to form new laws based on the **PPCA** model.

### **BUSINESS ORGANIZATION**

**PPCA** will be a Non-Profit, Belizean Limited (LTD) Corporation as governed by Belizean Law. The documents have already been drawn up to incorporate and once funding has been obtained, the final papers will be submitted to the Belize government and the corporation will be established. Mr. Carroll has extensive experience in this matter and has successfully incorporated several businesses already in Belize. **PPCA** can start operating under the umbrella of Jabiru Bamboo, Ltd. until these papers get filed and approved.

**PPCA** will start off as a Limited Corporation, with the Non-Profit paperwork filed at the same time. In order to be a non-profit in the country of Belize this is the proper procedure for filing. It can then take up to a year or more to establish non-profit status. All profits will be channeled back into **PPCA** to be used towards enhancements, scholarships to **PPCA**, less expensive healthy food, college education scholarships, sports/music/art scholarships and other specialized training and opportunities for the youths of Belize.

The Board of Directors will consist of Claret Mangar Carroll and Bruce Carroll as Founding Directors. Investors and other interested people can also be elected onto the Board as the operations grow. The Board will determine policies, operating budget and expansion plans.

Claret Mangar Carroll and Bruce Carroll will also be the Managing Directors. They will be responsible for hiring and training local staff, maintenance of the facility, marketing and the day to day handling and running of the facility. They will be responsible for all of the Records, Book Keeping, Social Security and Taxes. All records will be entered into a computer database (such as Excel or Quick-Books) which will be viewable by the Board Members, Investors and local authorities. Monthly tax forms will be properly filled out and filed with the Belize government as required. Monthly Social Security forms will be filled out and payments made to the local Social Security Office for all staff. This enables the staff to participate in the country's basic health care system.

Both Mr. & Mrs. Carroll are Certified Food Handlers in the Country of Belize. Mr. Carroll is also a Certified Licensed Building Contractor in Belize as well as having Basic First Aid, CPR and Wilderness First Responder (WFR) Training through SOLO.

All local regulations will be complied with, including business zoning, building codes, food handler's certification, and any other certifications that are required. Local health, building, and fire inspectors will visit **PPCA** to make sure all standards are met. **PPCA** has already secured the services of Francisco Linarez, the Tax Valuations Officer for the Punta Gorda Town Council, to oversee and coordinate with **PPCA** so all rules & regulations will be properly complied with. Since there are no existing child care centers in the Toledo District, there currently are no special regulations on the books yet. Mr. Linarez is eager to help us, so he may introduce new laws and regulations to make sure additional facilities that may open up in the future will follow our model to ensure the safety of the children.

Insurance for the facility, including liability, fire, theft, auto, health & accident will be covered. Fire/Smoke and Carbon Monoxide detectors will be installed and practice fire drills will be conducted on a regular basis. Since this is a new business model, all insurance providers in Belize will be presented with this Business Plan and a new policy will be created specifically for needs of **PPCA**. The Managing Directors will then choose the policy that best suits **PPCA** needs.

A Nurse's Office and First Aid Station with a sick bed will be accessible at all times. When a child feels sick and needs to use the sick bed, it will be under supervision. This will also be used for isolation for when a child needs a supervised time out. A bathroom with a hand washing station and sanitizer will be available at all times. A changing table will be located nearby.

All staff will be certified in Basic Red Cross First Aid and CPR in addition to having their Food Handlers Certification. All staff will need a valid Social Security Card. If they don't have one, **PPCA** will help them to obtain one from the local Social Security Office. **PPCA** requires a current criminal police records check for all staff. **PPCA** will hire local staff, supporting the community by providing much needed jobs while offering training and benefits.

**PPCA** and its staff will ensure the health and safety of children by sanitizing areas and equipment used by children. Meals and snacks will be healthy and nutritious. Children will have portions large enough to satisfy their hunger. Food will be offered at least once every four hours. Fresh drinking water will be available at all times. All children will be allowed to play outdoors each day (weather permitting) and will have space and ample time provided for rest. The main facility will be completely screened in.

## **BUSINESS POLICIES**

**PPCA** will have a written policies manual that is distributed to both staff and parents in addition to being posted on the Web Site. Amendments to the policy will be also made available at the time they are added to the policy. The document will include the programs enrollment policy & fee schedule as well as explanations of all services provided to the child.

### ***Personnel Policies***

The facility will provide a written copy of all personnel policies and practices to all employees of the facility. This document will be provided at the time of employment as well as updated and distributed yearly.

### ***Record Keeping Activities***

An organized and well maintained system of record keeping will be established by the Managing Directors of the facility. It will contain a file system and a place where the files are stored. Provisions will be made to protect the records and their privacy will be maintained by keeping them in a locked filing cabinet.

### ***Children's Records***

A comprehensive file will be kept on every child. These records will be maintained for up to 3 years after the child has terminated the need for care.

### ***Records of Children with Special Needs***

**PPCA** also caters to the needs of children with special needs and **PPCA** will have a formal written agreement with the child's early intervention program and the preschool special education programs that provides services (if any) for the child and their families.

### ***Record Keeping Confidentiality***

Confidentiality is a very important consideration for record keeping. All of the children and staff records will be held in the strictest of confidentiality. Any information in the child's records will only be released upon the written request of the parents. **PPCA** will maintain a copy of this authorization in the child's file. Only staff members authorized by the Managing Directors will be privy to this information.

All information held by **PPCA**, whether gathered formally or informally, is private and protected. This includes medical history, family status, financial information, and other personal data.



***Teacher to Student Ratios***

| <b>Age</b>   | <b>Teacher to Child Ratio</b> | <b>Maximum</b> |
|--------------|-------------------------------|----------------|
| 0-12 months  | 1 to 5                        | 10             |
| 12-24 months | 1 to 6                        | 12             |
| 2 year olds  | 1 to 10                       | 20             |
| 3 year olds  | 1 to 15                       | 25             |
| 4+ year olds | 1 to 20                       | 25             |



## **JOB DESCRIPTIONS**

### **Managing Director, Claret Mangar Carroll**

1. Training and hiring of new staff
2. Keeping books
3. Entering records into the database and spreadsheets
4. Answering phones
5. Interacting with parents
6. Supervising the Staff
7. Working directly with the children
8. Ordering Supplies
9. Food Handling
10. Cleaning, disinfecting and general upkeep
11. Supervising the Baby Sitter Service
12. Supervising the Internet Cafe
13. Supervising the Inflatable Fun-House Rental Program
14. Supervising the Food Handlers
15. Supervising the Food-Coop program
16. Supervising the Retail School Supplies program
17. Driver for picking up staff and supplies



### ***Managing Director, Bruce Carroll***

1. Training and hiring new staff
2. Keeping books
3. Entering records into the database and spreadsheets
4. Maintaining payroll
5. Completing Social Security and Tax payments
6. Supervising the Staff
7. Working directly with the children
8. Food Handling
9. Facility maintenance and upkeep
10. Construction and additions
11. Ordering supplies
12. Computer IT, repairs, instruction
13. Marketing, brochure, fliers and advertisement creation
14. Web Page design and upkeep
15. Supervising the Internet Cafe
16. Supervising the Food Co-Op program
17. Supervising the Food Handlers
18. Supervising the Retail School Supplies program
19. Supervising the Inflatable Fun-House Rental Program
20. Driver for picking up staff and supplies



## ***Day Care Staff***

Duties include:

1. Working directly with the children
2. Food Handling
3. Playground supervision
4. Cleanup and disinfecting tables, chairs, changing tables and cribs
5. Sweeping and dusting
6. Picking up after the children
7. Washing toys
8. Conducting games, reading books and stories
9. Maintaining the library
10. Facilitating nap time
11. Taking children out for walks and tours (i.e. to the corn mill or visit an elder)

## ***Volunteer Intern Day Care Staff Program***

This is a program for teenage (and older) girls to volunteer to intern with the trained staff, learning the various skills and duties. When they have excelled in their duties, and as the need requires, they would be hired as paid Staff. **PPCA** plans to make this a certification program and later on in their operation, it would be a prerequisite for all staff. These volunteers would then be qualified to be recommended by **PPCA** as babysitters for the community in addition to being good candidates for the Au Pair program later on in Phase V.

Duties include:

1. Assisting the staff as needed
2. Learning proper methods of quality child care

Parents and community volunteers are urged to join in the program as helpers in the classroom, in the kitchen, at the office, on field trips, and during many other **PPCA** activities. Volunteers are encouraged to keep a regular schedule.

## ***Food Handlers***

Duties include making up the shopping list, preparing, cooking and serving food and clean up. They must be certified Food Handlers under the Laws of Belize. They will be instructed as to how to prepare healthy and nutritious foods, and practice safe food handling. **PPCA** will develop a food recipe book which will be used by all food handlers and will continue to evolve.



## ***Facility Maintenance***

Duties to include mowing/chopping the grass, maintaining the playground, ensuring all playground equipment is safe, sweeping, mopping & vacuuming as needed. During Phase II & III, the Managing Directors and/or Staff will perform this task. During Phase IV, **PPCA** may decide to hire an additional staff part time to fulfill this duty as the budget sees fit.

### ***Elderly Wisdom Mentoring Staff***

These Elders will come in to mentor the youths and staff on a rotating basis. **PPCA** will contact many Elders in our community and line them up to tell stories to the Day Care students and teach age old skills that might be lost in the next generation. Midwives will also be brought in to mentor the staff. Also by bringing in these learned Elders, it will help them to supplement their meager incomes and give them purpose, respect and remembrances of days gone by. It is an honor having them involved with **PPCA**.



### ***CURRICULUM***

**PPCA** will choose the type of curriculum that is appropriate for the ages and cultures of the children enrolled. Activity plans will be available to parents and will include a balance of active and quiet activities. It will provide the child with physical, emotional, social and cognitive areas of development. It will be clear and focused on the growth and enrichment of the child as well as being suitable for their age and stage of development. It will also be influenced by the children's heritage, cultural background and be environmentally responsible. Books, stories, songs and games from their cultures will be used to enrich the **PPCA** curriculum.

### ***MANAGEMENT/OPERATIONS***

#### **Hiring & Training**

Claret Mangar Carroll and Bruce Carroll will oversee all hiring & training. They will ensure that the staff to child ratio requirements is met and the staff members are qualified to perform their duty. Certificates will be awarded to the staff as they meet certain criteria in various child care areas and a standard level of achievement has been established.

#### **Employee Wages & Benefits**

Currently, the normal wage for an adult male working an 8 hour day is \$12.50 US/day. A woman currently averages \$10 US/day for the same amount of hours. Mr. Carroll has found that if you pay them too much more than the average wage, then either they will be the next one to "thief" the company, or their work slacks off tremendously. So, the model that **PPCA** will use is the one Mr. Carroll created for the resort build. He started all staff at normal wages, and then after several weeks, slowly increased their wages by a small increment. All Staff will start at \$12.50 US/day. Then right before a major Holiday, if **PPCA** is profitable, a bonus will be given to all Staff accordingly to how they performed during that time.

**Note:** It is important to realize that most Belizeans understanding of money is based on the hunter/gatherer model of "*spend all that you have right now*". After trial and error, Mr. Carroll decided the best method was to give out the bonus right before the major holidays instead of raising their pay too much above the normal rates. This acts as a built in savings program and was greatly appreciated by the resort workers and inspired them to work more efficiently.

Benefits will include the above mentioned bonus, much reduced fees (or through additional work trade) for their own kids, help with furthering their education, free internet/computer use, discounted food purchases (Food Co-Op) and paid vacation time. **PPCA** will pay for their Red Cross/Basic First Aid training and their Food Handlers permits. **PPCA** will also offer free rides to and from the facility for our staff.

## **FACILITY**

There will be approximately 24 square feet per child indoors and 65 square feet per child outdoors. With 704 square feet of usable indoor space (not counting the kitchen, bathroom or nurses station), this facility can comfortably handle up to 30 children. Outdoor play space will be fenced. Indoor equipment will be clean, safe, well maintained and developmentally appropriate. Rooms will be arranged to encourage children to explore and use materials on their own as appropriate. **PPCA** has obtained clear title to this land through a “*Deed of Conveyance*”. It encompasses approx 1/4 of an acre total, with approx. 1/8 of an acre reserved for the playground. This facility is housed on 2 house lots in Indian Ville, located on Emery Street, just outside of Punta Gorda Town.

The lot has been cleared, leveled and planted with grass, surrounded with mango, breadfruit, jack fruit, sour sop pear, cassava, Moringa, bananas, plantain, star fruit, kinip hibiscus, bamboo and coconut trees. Over 30 pineapple plants have been planted and various other useful plants, flowers and culinary herbs that the Food Program may use in preparing healthy and nutritious meals for the children.

**PPCA** is still in the construction phase of our main facility. In order to get **PPCA** up and running as quickly as possible, **PPCA** is seeking funding to finish the 1<sup>st</sup> floor of the facility for **PHASE II**. With only the front “*Great Playroom*” and Internet Cafe portion to finish, it will be fairly quick to complete this and get **PPCA** operational.

The main facility that **PPCA** is currently building has 576 square feet of structure already enclosed and roofed with a cement floor that is 24'X24'. It still needs to have the windows installed and interior walls/dividers for rooms. **PPCA** already has the public water and electric run up to the driveway and just needs to complete the run into the house for full service. The plans for **PHASE I** was to complete only this portion to use for storage while additional funding was being sought.



The front portion has the footers and columns poured for the “*Great Play Room*” and Internet Cafe that will be 16'X32'. **PPCA** currently has enough cement blocks to complete about 1/3 of this front portion of the facility, which will add an additional 512 square feet to the facility, making a total of 1088 square feet for the first floor. Once completed, this facility will be able to comfortably accommodate up to 30 children, completely screened in.

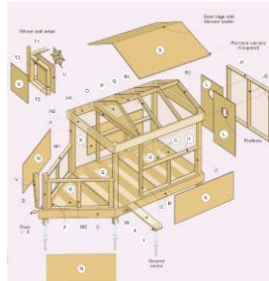
The 2<sup>nd</sup> story will be for the Managing Directors to live in and provide security to the facility when **PPCA** programs are not in session as well as housing the main office. This will be completed once **PPCA** gets funding during **PHASE III**.

## ***EQUIPMENT***

**PPCA** will obtain as much of the equipment needed locally. **PPCA** will purchase what playground material locally that it can and build the rest. To bring down a Container filled with items purchased up in the States can be costly, and after extensive research into determining the costs, it has been decided that it is in **PPCA's** best interested to purchase locally or to build the needed items on site. Most items have already been identified and sourced out in Belize or Guatemala. A few items will be shipped to Belize and Duty will have to be paid once it reaches the country. Later on in their growth and depending on future funding, **PPCA** may consider bringing down a Container from the States. But for Phases I to IV, it is too costly.

## ***PLAYGROUND***

There will be an adequately equipped safe area for children to play that will be properly fenced. It will contain cushioning material such as sand, grass or mats. Outdoor equipment and furnishings will be child size, sturdy and free of any hazards that could injure the children. Initially, **PPCA** will manufacture most of the playground from materials obtained locally in Belize and Guatemala. **PPCA** has already obtained numerous plans on making swings, jungle gyms, slides, teeter totters, monkey bars, rope swings, club houses, picnic tables and other child size furniture to use. Future plans include adding a skateboard park, mini-golf and a paintball field for older children to use after school.



## ***INFLATABLE FUN-HOUSE'S***

**PPCA** will import several giant inflatable Fun-Houses and pay Duty on them once they reach Belize. **PPCA** will be able to rent them out for events, both private parties and at community events during festivals, ball games and holidays. They will be available for use by the attendees (depending on the season) and for a very small fee, available to the community children on some weekends for supervised play. **PPCA** recognizes that this will be one of the major sources of income. **PPCA** will be able to rent these out all over Belize, and not be confined just to the southern Toledo District of Belize.



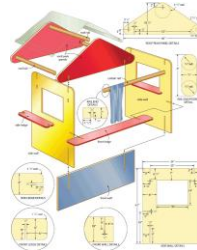
## ***FENCE***

A fence will completely surround the outside playground. This will be chain link, with a cement block base, going 100% around the playground with a latching, child proof gate.

Games played outside will be supervised at all times. Children will be within the eyesight of the daycare staff. Adequate shade will also be provided. In addition to the fenced in playground, there will be open space for the children to run about and play games.

## ***INSIDE TOYS AND FURNITURE***

Toys, child size furniture, cribs, child fences for infants, child gates, bottles/nipples, infant formula, cubbyholes for the children's things, jackets, umbrellas, boots, schoolwork, etc. Tables, chairs, changing tables and cribs will be disinfected on a daily bases. A nurse's station and bed will be available for use as needed.



**PPCA** can purchase some items in Belize and Guatemala, or build them from plans that **PPCA** has already obtained. There are numerous woodworking shops nearby, and **PPCA** can give them the specs, or have them built them on site.

## ***LIBRARY***

Books, picture books, reading books, research books, DVD's of educational programs, (Sesame Street to Blue Planet, etc), DVD player and LCD monitor & computers. Some books **PPCA** will be able to obtain locally, but most will need to be ship down from the States. **PPCA** will also seek book donations from local groups, libraries, NGO's and tourists. **PPCA** will also hold book drives in schools and libraries across North America from time to time.

## ***COMPUTER LAB***

**PPCA** can obtain used computers, printers and monitors locally. The plan is to purchase 8 computers initially and then 4 more during phase III-IV to be used for the attendees and for the Internet Cafe Program. The Belizean Telephone company (BTL) is expecting to have high speed DSL access available to the facility by the summer of 2010. The rates charged for users of the Internet Cafe will be lower than the surrounding internet places. **PPCA** recognizes that this will be one of the major sources of income.

## ***OFFICE EQUIPMENT***

Telephone, answering machine, computers, software, WI-F, printer/scanner/fax, CD/DVD-ROMS, paper, tables & chairs, Intercom system, walkie- talkies, cell phones. Most are available in Belize or Guatemala. Office furniture is available locally or can be made locally.

## ***CLEANING EQUIPMENT***

Washing machine, dryer, clothes line, clothes pins, mops, brooms, vacuum cleaner, soap, disinfectant, dust rags, buckets and sanitizer. All of these can be obtained locally.

## ***KITCHEN EQUIPMENT***

Kitchen stuff, drinking water dispenser, gas stove, refrigerator, chest freezer, plates, bowls, cups, silverware, pots and pans. All of these can be obtained locally.

## ***MISC. SUPPLIES***

Diapers, cremes, towels, first aid, washcloths, paper towels and paper disposable cups. All of these can be obtained locally.

## ***SPORTS EQUIPMENT***

Balls, soccer balls (football), Frisbee, volley balls, basket balls, hop pity hop balls and mats. Most of these **PPCA** can obtain locally.

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## ***Objectives***

**The main objectives and phases for PPCA are as follows:**

### **PHASE I: Ground Breaking**

During the initial PHASE I of **PPCA**, the search was started for the perfect piece of property with the right location. The plans were drawn up for the facility as the legal paperwork for the land was finalized. Clearing, leveling and planting grass was started as soon as possible, and as weather permitted. Fruit trees native to the area were researched and planted.



A recent model quad cab pickup truck was also the object of a long search. The entire country of Belize was scouted out for the much needed supplies. The proper Government Officials were also sought out and frequent contact was maintained. Legal documents for establishing **PPCA** as a Limited Corporation was researched and drawn up.

***Bruce Carroll completely financed Phase I.***



**Completed !!!**

## Accomplished Objectives:

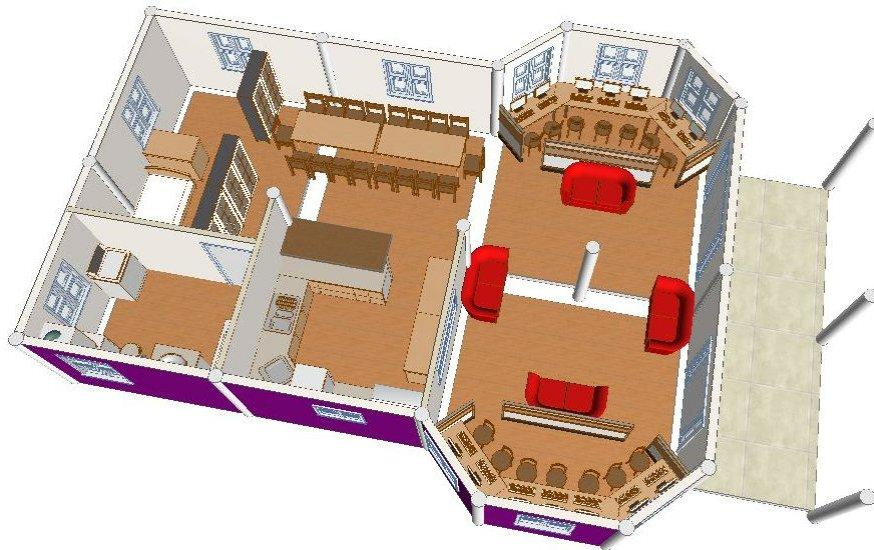
1. **PPCA** has already obtain the right piece of property
2. **PPCA** has completed the site prep work and landscaping for the main facility
3. **PPCA** had cleared and leveled the lot
4. **PPCA** has finished the CAD design plans of the main facility
5. **PPCA** has poured the foundation and columns
6. **PPCA** has started the cement block building for the main facility
7. **PPCA** has put in a driveway with parking
8. **PPCA** has established numerous fruit trees and other edible plants
9. **PPCA** has purchased, licensed and insured a 2001 Mitsubishi L200 Quad Cab Pickup
10. **PPCA** has completed the paperwork to incorporate as an LTD Corporation
11. **PPCA** has created its logo, bumper stickers and business cards
12. **PPCA** has purchased (1) Dell Desktop Computer, printer, LCD Monitor & Wi-Fi
13. **PPCA** has purchased (1) Gateway Wi-Fi Laptop for the Managing Directors use
14. **PPCA** has developed its initial Web page and published it on the internet
15. **PPCA** has purchased (2) 250 gallon water cisterns for collecting rain water
16. **PPCA** has purchased (2) Stainless Steel Insulated Beverage Vats for the Feeding Program
17. **PPCA** has sourced out supplies, materials, food and other needed equipment
18. **PPCA** has obtained or developed useful Day Care forms
19. **PPCA** has defined its company policies, practices and curriculum
20. **PPCA** has established contact with the proper Belizean Government officials
21. **PPCA** has developed this **Business Plan**, upgrading it as needed

**Actual time to complete: 3 Years** (Estimated time to finish PHASE I was 3-4 years)

## PHASE II: Operational Start

The primary objective during this phase is to complete the 1<sup>st</sup> floor of the facility and the playground. Once the 1<sup>st</sup> floor is finished, **PPCA** will start generating revenue.

**PPCA** is seeking funding for \$40,000 to accomplish this Phase.



1. Purchase items needed for the initial start of its core programs
2. Apply for Non-Profit Status and Corporation LTD.
3. Complete the 1<sup>st</sup> floor of the facility
4. Manufacture playground items and indoor furniture
5. Design Fliers and newspaper ads
6. Create "Policies Handbooks" for parents and staff
7. Get interviews with local radio and TV
8. Start the Marketing campaign
9. Start offering the Inflatable Fun-House Program
10. Start offering the Day Care Program with up to 15 children
11. Start offering the Feeding Program and takeout meals programs
12. Start offering the Food Co-Op program
13. Start offering the Internet Cafe program with 8 computers
14. Start offering limited retail items for sale
15. Start up the Baby Sitting Program
16. Continue enhancing the facility and playground
17. Plant more gardens for the feeding program

***Estimated Time of Completion: 1 Year once properly funded.***

### **PHASE III: PPCA's Facilities Expansion**

**PPCA** will start the 2nd floor of the facility as the main focus of this phase. It will continue to offer the programs while the construction is going on and the facility, with its modular designed will have minimal disruptions during this phase. The construction schedule will be arranged around the Day Care hours when needed. The **PPCA** kitchen will need a major upgrade during this phase to handle the increase in attendees and expanded takeout meals program. Outside picnic tables with thatch umbrellas will be added for both the Day Care attendees use and the take out meal customers.

**PPCA** is seeking funding for \$25,000 to accomplish this Phase.

1. Start construction of the facilities 2<sup>nd</sup> floor
2. Enhance and construct more playground items
3. Construct (4) picnic tables with thatch umbrellas
4. Continue offering the Day Care Program with up to 30 children
5. Continue offering the Feeding Program and takeout meals
6. Continue offering the Internet Cafe with (4) additional computers (for a total of 12)
7. Continue offering the Inflatable Fun-House program
8. Continue offering the Baby Sitting program
9. Start offering for sale limited school and infant supplies
10. Train additional staff as needed
11. Continue **PPCA's** marketing strategy
12. Continue development and enhancements of the Web Page
13. Continued expansion and overall growth
14. Hold annual fundraisers

***Estimated Time of Completion: 1 Year once properly funded.***

## **PHASE IV: PPCA's Recreational Expansion**

The facility will be completed by this phase, so the Managing Directors and staff can concentrate fully on expanding the core programs and add new after school activities. These include various after school educational, computer technology training, environmental and nature based programs, Skateboard Park, Mini-Golf and a Paintball Field.

**PPCA** is seeking funding for \$20,000 to accomplish this Phase.

All construction of the facility will be completed

1. Continue offering the expanded Day Care Program for up to 30 children
2. Continue offering the Inflatable Fun-House Program
3. Continue offering the Feeding Program and takeout meals
4. Continue offering the Food Co-Op program
5. Continue offering the Internet Cafe with (4) additional computers (for a total of 16)
6. Continue offering the Baby Sitting program
7. Continue with the marketing strategy
8. Continue training additional staff as needed
9. Continue offering expanded school and infant supplies for retail sales
10. Start a Book Drive from the States
11. Start offering after school activities for all ages
12. Expand and enhance the playground
13. Build a skateboard park
14. Offer skateboard equipment for sale
15. Establish a Paintball course
16. Offer paintball equipment for sale
17. Build the Mini Golf Course
18. Continued expansion and growth all around
19. Hold fundraisers
20. Seek additional Grants and donations for scholarships
21. Support the community by sponsoring local events
22. Distribute scholarships

***Estimated Time of Completion: 1 Year once properly funded.***



## **PHASE V: The Future Goals of PPCA**

**PPCA** expects to be able to generate enough income to run all of its programs and continue on with its planned expansions and new programs. **PPCA** will still seek donations and grants to help with scholarships and defray any extra, unforeseen costs. **PPCA** also wishes to setup an apprenticeship network for older children to learn various trades with the local Midwives, Herbalists, trade and craftsmen, mechanics and other established business people. Starting the Au Pair Program and linking up with a respectable and established American Au Pair service provider will be targeted. Programs for foreign exchange students to travel to Belize and study the Jungle and Marine habitats will also be established as well as for Belize students to be hosted in foreign countries.

Beside continuing and expanding all of its existing programs, Action Items include:

1. Setup an Apprenticeship Program for youths to train with local tradesmen, midwives, herbalists, computer specialists, mechanics, marine biologists, archeologists, etc.
2. Setup the Au Pair Program with a respectable American company
3. Seek grants and donations for the Au Pair Program to help pay for travel expenses
4. Seek grants and donations for college and sporting scholarships for the community
5. Obtain more land and build student housing for outdoor programs
6. Start a Jungle Wilderness Naturalist Study Program for foreign students
7. Start a Marine Biology Study Program for foreign students
8. Start a Foreign Student Exchange Hosting Program

## **MARKETING**

**PPCA** will start with word of mouth and radio ads, since these are the most common forms of marketing in Belize since not everyone can afford a newspaper or watches TV. Word will quickly spread by these methods alone. **PPCA** will design and print up fliers, bumper stickers and advertisements. These will be put up in public notice posting places all over Punta Gorda Town and the surrounding villages as well as in the local papers covering the entire country of Belize.

**PPCA** will:

1. Continue building and updating the Web page at regular intervals
2. Continue getting interviews and placing ads with Love FM and TV stations
3. Continue updating the Fliers and Newspaper Ads and placing them
4. Continue to enhance our community presence



## **FINANCIAL**

**PPCA** will seek grants and donations for Phases II – IV. **PPCA** will actively pursue organizations with like minded goals and send this Business Plan and other related documents. On its web site, **PPCA** will also place these documents and continue searching for like minded organizations until adequate funding has been obtained.

**PPCA** will contribute the funds necessary for the day to day and monthly operating expenses during each phase as needed, and is seeking grants for the one time outlay to start each phase successfully and get **PPCA** standing on its own.

### **Funds Being Sought**

| <b>PPCA Phases</b>      | <b>Amount of Start Up Grants</b> |
|-------------------------|----------------------------------|
| Phase I (Completed!)    | None                             |
| Phase II (First Year)   | <b>\$40,000.00</b>               |
| Phase III (Second Year) | <b>\$25,000.00</b>               |
| Phase IV (Third Year)   | <b>\$20,000.00</b>               |

### **PPCA Out of Pocket & Monthly Expenses**

|                         |                    |
|-------------------------|--------------------|
| Phase I                 | <b>\$65,780.00</b> |
| Phase II (First Year)   | <b>\$14,765.00</b> |
| Phase III (Second Year) | <b>\$0.00</b>      |
| Phase IV (Third Year)   | <b>\$0.00</b>      |

### **TOTAL AMOUNT OF GRANTS SOUGHT**

|                                          |                     |
|------------------------------------------|---------------------|
| <b>Total Amount of Start Up Expenses</b> | <b>\$85,000.00</b>  |
| <b>Total Amount of Monthly Expenses</b>  | <b>\$14,765.00</b>  |
| <b>TOTAL AMOUNT OF GRANTS SOUGHT =</b>   | <b>\$100,000.00</b> |

**PPCA** does not expect to obtain any bank loans during phase II-IV. It is expected to start generating enough income during Phase IV to meet any additional and unexpected expenses

Is it projected that **PPCA** will break even in Month 13, and will be able to sustain its operating costs from that point onward.

Once **PPCA** is able to maintain its own existence, and has suitable savings to cover unexpected operating events, it will then start offering scholarships. In addition to this, they will also give out free scholarships for College Education, Music, Sports and Art Scholarships for creative youths that are ready for more in-depth training. Also travel abroad opportunities, like the Au Pair program will be funded. It will also be used to keep our Food Co-Op prices

low and for provide free food assistance to families that truly need it. It will be used for mentoring apprenticeship programs, especially for the Midwives and Herbalists to train bright young and eager minds. All profits will be used to give back to the community's children to further their education and training. It is expected to be able to start funding scholarships on its own by Month 36.

## ***SUPPORTING DOCUMENTS***

In addition to this Business Plan, please find these additional documents:

1. Resumes of the Managing Directors
2. Letters of Recommendation for the Managing Directors
3. Projected Profit/Loss Financial Statements

## ***CONTACT INFORMATION***

For information regarding **Punta Pikni Creative Adventures**, please contact: **Bruce Carroll**

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[Www.JabiruBamboo.Com/PuntaPikni](http://Www.JabiruBamboo.Com/PuntaPikni)

**Emery Rd. Indian Ville. Punta Gorda Town. Toledo District. Belize. Central America.**

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