# Femikaty
## building sustainable communities

**Customer** → Make a Purchase → Beneficiary Receives Program → Monitor Beneficiary's Progress (optional)

1. Beneficiaries are women from low income communites

2. Customers can view the online profiles of their beneficiaries

3. Profiles contain a first name, non-personally identifiable information, & disclosed health issues

4. Customers can choose to receive progress alerts on their beneficiary's wellness journey

what if someone doesn't want to make a purchase for themselves?
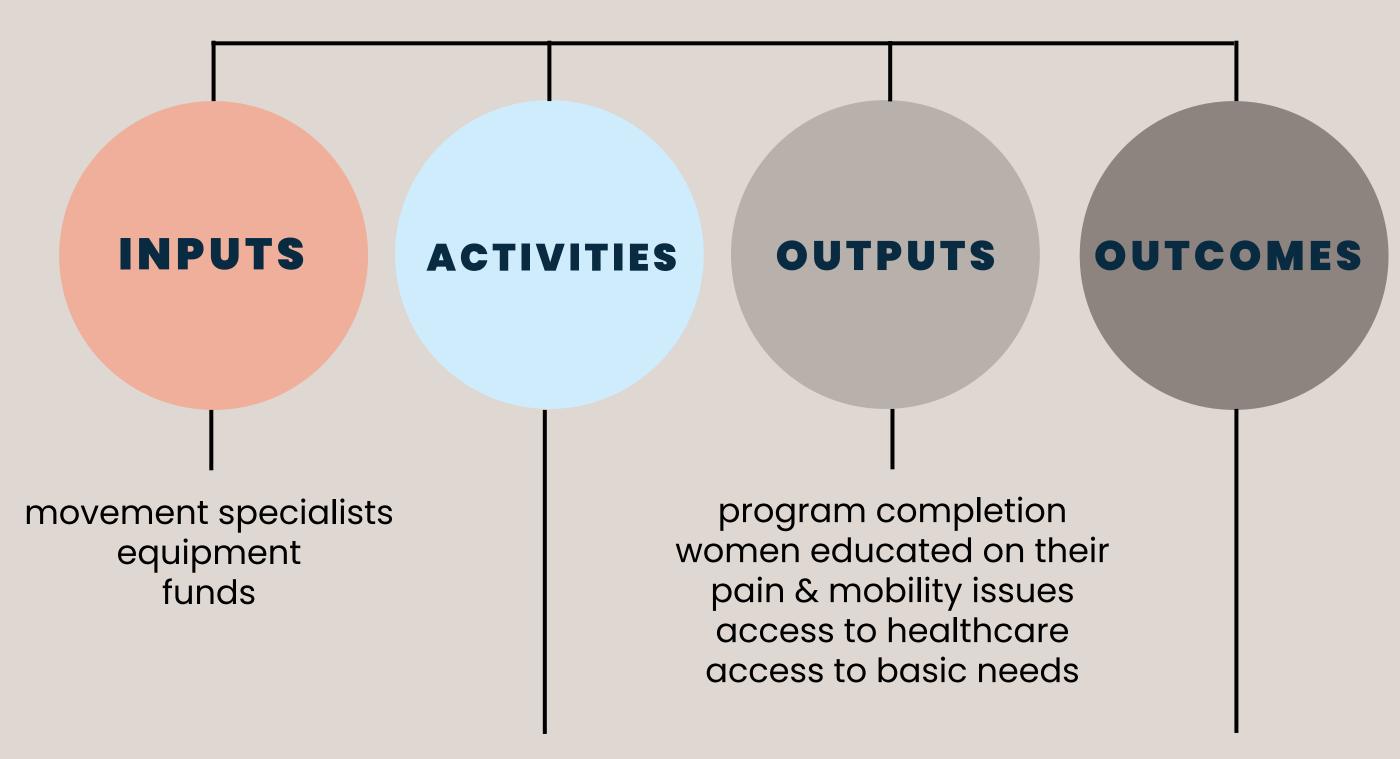that's ok! they can still help.

### make a donation

- Contribute towards medical expenses for a beneficiary
- Provide livelihood support to a beneficiary

Donors get to choose how they want to help!

### gift a 1:1 program

Purchase a 1:1 program (10 sessions) for a beneficiary.

# Our Impact Measurement Framework
## Femikaty Theory of Change

**INPUTS**

**ACTIVITIES**

**OUTPUTS**

**OUTCOMES**

movement specialists
equipment
funds

assessments
program delivery
support: medical expenses
support: livelihoods

program completion
women educated on their pain & mobility issues
access to healthcare
access to basic needs

Reduce the rate of chronic pain in underserved women
Increase the rate of mobility in underserved women
Improve the health & well-being of underserved women