

One Hen Academy FAQ Sheet

1. What is One Hen, Inc.?

One Hen, Inc., is a Boston-based social enterprise that produces educational curricula for teaching global issues and entrepreneurship to elementary and middle school students. The modular curriculum of the One Hen Academy focuses on fostering in kids knowledge and understanding of microfinance, social entrepreneurship, personal financial literacy, and what it means to be a global citizen in today's economic world.

2. Why "One Hen"?

One Hen is rooted in Katie Smith Milway's book *One Hen: How One Small Loan Made a Big Difference*. Based on the real-life story of Dr. Kwabena Darko of Ghana, the book follows the story of Kojo, a young boy who resourcefully and thoughtfully uses a small loan to create big change for his community. He buys a single hen to lay eggs to feed his family and sell at market. Using his profits from those sales, he continues to grow his hen farm and egg-selling business, feed his family, and return to school to learn about agriculture. Through his smart investment decisions, Kojo's business grows and grows, and he continues to make a big difference in his community.

Children of all ages connect with Kojo and are inspired by the discovery that Kojo is based on a real person, Dr. Darko. Also starting out as a child, Dr. Darko used his intellect and dedication to make socially-oriented business decisions, and he now provides jobs and support for people all across Ghana and West Africa.

3. What is the One Hen Academy?

The One Hen Academy (OHA) is a collection of instructional modules that educators use to teach students the story of Kojo and motivate them to consider their relationship to social issues, such as poverty, water sanitation, access to health and education, disaster relief, and climate change. By guiding students through the basics of starting a business and marketing products, OHA illustrates how entrepreneurship can be used for the good of all.


4. What do students experience during the One Hen Academy?

- Discover the story of Kojo and concept of entrepreneurship through the book *One Hen*
- Decide on a cause (and a related charity) that a percentage of business profits will support
- Learn about loans and interest, and practice borrowing from a "bank"
- Borrow a loan that you, as the teacher, will provide
- Plan their product ideas, business names, and brands
- Purchase materials with real-world value from a marketplace to make their products
- Explore strategies to market their products to potential customers
- Sell their products
- Repay their loans with real money and donate a portion of profits to their cause

5. What are the OHA modules?

The OHA modules are the necessary educational pieces needed to effectively teach the One Hen Academy. These are:

1. Introducing the One Hen Academy
2. Social Entrepreneurship & Causes
3. Loans, Interest, & Borrowing Money
4. Business Branding & Product Planning
5. Purchasing Materials & Tracking Production

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6. Costs, Unit Pricing, Revenue, & Profit
 7. Marketing to Customers
 8. Selling & Loan Repayment

6. Does the One Hen Academy have an accompanying activity book for students?

Yes! The OHA Activity Book has a lot of useful material to support the program. Whether you use the entire book, or print and pass out pages from the Activity Book on an as-needed basis, it provides lots of valuable exercise and worksheets. In either situation, we encourage you to provide folders in which each student can keep their Activity Book, loose worksheets, and other creative works (e.g., drawings, notes, etc.).

7. What are One Hen's expectations for educators?

One Hen is here to support you during instruction; your feedback of the program and your participation in it are also equally important. Meeting the core requirements of the program are critical to students getting the most value out of the program. We also ask for follow up with us at the close of the program. We constantly strive to improve the One Hen Academy, so your input is invaluable!

8. How do students figure out which products to make?

Depending on the age group with which you work, you may want to consider pre-selecting the product(s) that your students will produce and sell. This can simplify the process. However, many teachers identify several product options from which students can choose.

Example Products:

Educators have found success in selecting (either ahead of time or via a class vote) bead-based products (e.g., bracelets or key chains) to make and sell. However, other products your students can produce include:

- Bead necklaces or key chains.
- Herb or indoor garden starter kits.
- Ornaments or cards for holidays (e.g., Christmas, Chanukah, Kwanzaa, Easter, Halloween)
- Popsicle stick keepsake/jewelry boxes

The specific type of product you make, either from the list above or of your own choosing, is open to creativity. However, you should have an idea of the general costs and quantities of materials needed for your students to make an adequate number of products to sell.

9. How do you price materials for the marketplace?

Determining marketplace prices for materials requires a bit of planning. One way to handle this is to prepare material packs and sell those. For example, it takes about 12" of stretch cord and 30-35 standard plastic beads to make a bracelet that fits most wrists and leaves enough extra cord to tie a strong knot. Based on these numbers you can calculate the price to buy a "pack" of beads or cords needed to make x number of bracelets.

10. How do you decide where students will sell their products?

One key aspect of the OHA is the opportunity for students to practice what they have learned and explore selling and marketing strategies in real world conditions. As such, it is helpful that you determine, in advance, a location and time at which students will be able to market and sell their products to potential buyers. (See the Teacher's Manual for a list of possibilities you should consider.)

More questions? Don't hesitate to contact us at letters@onehen.org at any time!

