

BSc Health and Social Care

Changemakers: Creativity and Value Creation

BMHP5014

Online Portfolio

Diola Bijlhout

Aniko Balogh 2018980

Introduction

In my Online portfolio, I used artifact three- elevator-style pitch and artifact four- flyer.

I came up with a new idea and started a new project where I would like to support families with young and ill children and families who have financial difficulties.

My Project name is “Cake for a Smile” it is an idea that every child deserves a cake for their birthday, and my new project will help with that.

Childrens who live in poverty or with long-term illnesses is emotionally vulnerable most of them have anxiety and face depression. Children with medical or financial issues have self-esteem issues. (Buttle, 2021) Our idea is that at least for one-day let's help children to forget about their real-life problems and let's give them the chance to be a real child for a day... for their own special day for their birthday.

We recognize the value of Happiness and how much it is important for the child's development from many aspects. (Jawed, 2019)

For parents, it can be really hard not being able to provide their child happiness and basic things that other children might get, like a cake for example. So this project will help them as well. Parents get depressed because they can't afford the things they wish for their children. So this project helps them too.

Therefore, I am starting a new Non-profit project to make a change in people's lives, for that to come true I need to boost my creative confidence and believe that I can make a change! (Kelley, 2013)

In My new project bakers will come together nationwide to bake a cake for a child in need.

People who feel they need our help can contact us with the request, then we will identify where our closest volunteer baker is and ask her/him if they can take the order. We will pay from donated money to the cake ingredients and the baker will donate their time and creativity to make a beautiful cake.

In my elevation Pitch Artefact three-, I am trying to get investors who will support the idea by donating money so we can buy ingredients for bakers who then will bake free of charge.

My flyer Artefact four- will be handed out after the elevation pitch so potential investors will have direct contact and reminder about what they heard during the elevation pitch.

Elevator pitch



My name is Aniko, mum of two, baker,
and funder of “cake for a smile”.



My biggest worry is that many children
are not able to celebrate their birthdays
as they should/deserve to.

Cake for Smile

My Biggest worry is that too many children are not able to celebrate their birthday as they should/deserve to.

Everyone knows how important are birthdays for children.

Many children whose parents facing financial issues might not be able to buy their child a birthday cake.

Maybe the child facing terminal illness and next birthday might be their last one....

No one wants to see a child sad and especially not on their Birthday

Cake for a Smile

Our non-profit organization is having Bakers all over the Country who are Happy to Bake a cake free of charge to make a child's birthday happier.

The way it works, we get the order in the email, after confirming the area we are getting in touch with our volunteer bakers who will bake the cake. Then we arrange the delivery to the child.



Cake for a smile

BUT We do need your help!! Our Bakers are happy to invest their time, energy, and skills to help every possible child to be happy, but we need investors to help us supply and pay for the ingredients such as eggs, flour, sugar, etc..

So here is your chance to help!





Cake for a Smile

Let's help every child to have the Birthday they deserve!!!

Don't You want to be part of this amazing idea?!

Don't you want to help every child to feel loved?!

Help us to help them!! Donate today so we can help them to have what every child should be able to have! A cake for a smile.

Cake for every child
Every child deserves a Happiness
Every child deserves a Birthday
Every Child deserves a
Cake

Don't You want to be part of this amazing idea?!
Contact us today so we can help more children!

Tel: 07402223330

Cakeforchild@gmail.com Facebook: Cake for a smile

Twitter: Cakeforasmile..



Artefact 4- Flyer.

I design the flyer to hand out after the elevator pitch so the potential investors can have direct contact in front them in case they decide to support my idea.

The children in costumes symbolized that every child is different and every one of them is a hero who deserves to be celebrated.

I choose the color yellow for the cupcake as it symbolizes optimism, energy, joy happiness, and friendship. It is all the things that those children need. (Pan, 2016)

The color blue represents the openness that those children and my project need from the investors. It also represents wisdom trust loyalty and strength. Those are the values the project needs to be successful. (Smilor, 2004)

References

Buttle (2021) *The impact of poverty on child mental health* available at <https://buddleuk.org/our-research/research-reports/the-impact-of-poverty-on-child-mental-health/> accessed 18.04.2022

David Kelley (2013) *Creative confidence: unleashing the creative potential within us all*. William Collins

Farhan Jawed (2019) *The health benefit of happy childhood*, available at <https://www.normanregional.com/blog/the-health-benefits-of-a-happy-childhood> accessed: 18.04.2019

Janet Hargeaves (2013) *Reflective practice*, Polity press

Max Mckeown (2014) *The innovation book: how to manage ideas and execution for outstanding results*, Harlow England

Pan (2016) *what do colors mean and represent?* Available at: <https://alumni.sae.edu/2016/03/08/what-do-colors-mean-and-represent/> accessed 18.04.2022

Ray Smilor (2004) *The Values That Sustain Entrepreneurs* available at <https://www.entrepreneurship.org/articles/2004/12/the-values-that-sustain-entrepreneurs> accessed 18.04.2022