

# RAISING A BABY

The Pleasures, Pressures and Financing

1602 - 8842 Vol. 1 No. 224

2nd Series

March, 2020



Personal  
Finance

...It's all about you

# TABLE OF CONTENT

<b>1. EXECUTIVE SUMMARY</b>	<b>001</b>
<b>Part ONE - Before Motherhood: Understanding the Thrills and Twists</b>	<b>003</b>
a. Family Planning	
b. Conception	
c. Prenatal Care	
d. Child Care Planning	
<b>Part TWO - Motherhood: Dealing with the Pressures and Pleasures</b>	<b>008</b>
a. Developing and Managing an Effective Support System	
b. Stay at Home versus Working Moms	
c. Can Single Moms Thrive?	
<b>Part THREE - Financing the Birth and Care of your Child</b>	<b>017</b>
a. Stages of Childcare and the Needs	
i. Prenatal Stage	
ii. Post Delivery	
iii. The Years After	
<b>Conclusion</b>	<b>031</b>
<b>The Raising a Baby Ecosystem</b>	<b>032</b>
<b>Related Links &amp; References</b>	<b>033</b>
<b>To Users of this Report</b>	<b>036</b>
<b>Contact Us</b>	<b>037</b>





## EXECUTIVE SUMMARY

---

“[Childs] don't remember what you try to teach them. They remember what you are.”  
— **Jim Henson, It's Not Easy Being Green: And Other Things to Consider**

A wedding is an event, marriage a journey, and child-nurturing a commitment. Children are the salt of the earth, their innocence, bravery and untainted perspective of life untouched by the biases and melancholy that life imposes on adults makes them representatives of the best of mankind. It is for this reason, that parents need to do their best to raise children with a healthy appreciation of a life unconstrained by the shades of religious intolerance, ethnic profiling and fear that make adults less enviable representatives of humankind.

The nurturing responsibilities of parents is perhaps the most critical and yet most underappreciated aspect of family. The home is more than a house filled with people, it is a complex social process of raising human beings with aspirations of greatness, emotional intelligence and intellectual integrity. The home is an incubator for an increasingly improved human race. It is this understanding that makes the home the centre of human advancement and child-rearing the noblest of the roles of a family.

Several prevalent global challenges ranging from religious bigotry, terrorism, racism, sexism and general intolerance arise from homes where the moulding of children's perspectives of life have been tainted by the wrong and damaging social values, religious perspectives and racial bias. The Christian Holy Bible captures the point succinctly when it notes in Proverb 22:6, “Train up a child in the way he should go; even when he is old, he will not depart from it”. Proverb 29:17 further points out that, “Discipline your children, and they will give you peace; they will bring you the delights you desire”. The Muslim Holy Quran also emphasises the need for children to be raised properly with a clear understanding that nations are not built on what adults know but on what children envision, according to Surah Al Tur verse 21, “And those who believe and whose families follow them in Faith, - to them shall We join their families: Nor shall We deprive them (of the fruit) of aught of their works: (Yet) is each individual in pledge for his deeds”.

Raising children is, therefore, a task parents must treat with diligence, sensitivity and responsibility. It is from this perspective that this report is designed to assist parents and would-be parents in navigating the delicate process of moulding the lives of children given the family as trust from God. Each child is a unique responsibility that requires patience, planning, love and wisdom.

Part one of the report deals with the initial thrills and twists of motherhood. This part deals with the planning of a family by a new couple. It represents the foundation of a productive long term union

between a man and woman, and marks the critical milestone for stability and peace in the home. At the point of planning a wedding couples must be prepared to plan the marriage which is the journey rather than the event of a wedding. The couple must be prepared for the conception, prenatal and child care needs of the new member of the nuclear home. It is usually shabby attention to the early details of preparing for children that leads to marital distress and sometimes divorce.

Part two of the report establishes the nexus between motherly love and parental planning. The pleasures of motherhood are typically mixed with its concerns, anxieties and pressure. An effective support system is critical to new couples coping with the sudden challenges posed by a new baby in the family, work schedules get disrupted, sleep gets banished and the general care and attention for the baby shifts intimacy between the man and woman. These are periods in a marriage that require careful organisation and commitment to a programme to avoid irritation, dispute and discord. The management of support systems is vital to the stability of a young family and this section assists young couples in getting a hold of the issues and arranging schedules that could prove effective in mitigating the common frustrations and irritations that accompany the unexpected disorganisation of plans that come with parenting.

Whether mothers are stay-at-home mums or working-mums the challenges remain and must be attended to quickly and efficiently. Even in the case of single mums the birth of a child is a mixture of pleasure and pain and require support systems that help the mother cope with the myriad matters that guarantee that the child grows up healthy and safe.

The third part of the report (Part three) provides practical steps to handling the financing of the child nurturing process. The report details how best couples can arrange their streams of working cash flows to meet the various additional expenses that come about from becoming parents. The financing requirements start from the pre-natal stage to the post delivery period and the subsequent needs of the child as she or he grows and integrates with society through interactions with peers at crèches and at homes. The financing of the different stages of a child's evolution is just as important as the commitment to marriage and keeping a long lasting fraternal partnership between husband and wife.

The successful nurturing of a child or children is the hallmark of the union of a man and woman. The empire of a couple is not brick and mortar but social relevance that emerges from the quality of people that are products of their union.



## PART ONE

# BEFORE MOTHERHOOD: UNDERSTANDING THE THRILLS AND TWISTS

---

The decision to start a family is one of the most important choices couples have to make, even before the wedding, discussions like how many children do we envision having and how soon would we like to have children and so on, enable couples plan better for their future. Just an 'activity' in a series of activities that result in the project's desired result, which is happy, stable

### Family Planning

Family planning according to the United Nations Population Fund's Activities (UNPFA 2001) is a recognized basic human right and enables individuals and couples to determine the number and spacing of their children. Family planning may involve consideration of the number of children a couple wishes to have, including the choice to have no children, as well as the age at which the mother wishes to have them.

These matters are influenced by external factors such as marital situation, career considerations, financial position, and any disabilities that may affect their ability to have children and raise them. Both husband and wife need to discuss and mutually decide how many children they would like to have and when, so that they can give sufficient love, care, attention and good education to each of their children.

Family planning is achieved through the use of contraceptive methods and the treatment of infertility. Planning when and how many children to have is the couple's responsibility, not just the man's or woman's. Family planning is just as important for newly married couples as it is for those who already have one or more children. It enables young people to delay their first child till they are prepared to take up the

responsibilities of raising a child. A woman's ability to space and limit her pregnancies has a direct impact on her health and well-being as well as on the outcome of each pregnancy.

Family planning is key for reducing unintended pregnancies and other health consequences and also associated with improvements in economic outcomes. Abstinence from sexual activity is the only 100% effective way to avoid unintended pregnancy. For individuals who are sexually active, correct and consistent contraceptive use is highly effective at preventing unintended pregnancy.

### Methods of Family Planning

The most effective methods to prevent unintended pregnancy include:

- long-acting reversible contraceptives such as intrauterine devices (IUDs) and contraceptive implants; followed by other
- hormonal contraceptives including oral contraceptives (pills), the patch, the ring, and the Depo-Provera shot (DMPA);
- barriers that is Condoms used to protect against both unintended pregnancy and STIs, and

- natural methods which can be achieved through Lactational Amenorrhea (the use of a woman's natural postpartum infertility which occurs after delivery and may be extended by breastfeeding), withdrawal method and fertility awareness method which requires that a woman is aware of when she is fertile during her menstrual cycle and avoids having unprotected sexual intercourse on those days.

### **Benefits of Family Planning**

Family planning is a very important instrument in controlling the size of the population or reducing infant mortality. For some women, pregnancies can be dangerous. Therefore, family planning is vital for them. It helps women avoid any health risks that are related to pregnancy, including the side effects of early or late childbearing, issues connected to poor spacing between births and even the risk of unsafe abortions. Some forms of family planning can help in prevention of sexually transmitted diseases, including HIV/AIDS. They can also help women that are already infected to avoid getting pregnant and transmitting the disease to their child. At the same time, other forms of family planning can normalise the hormone levels in a woman's body. This means a stable menstrual cycle, less dramatic mood swings and much clearer skin.

### **Conception**

Pregnancy starts with conception. Conception can refer to the action of conceiving a child, which can either involve fertilization or implantation. Conceptions can be natural or assisted using a medical intervention to help you conceive or through surrogacy. The success rates of fertility treatment continue to

improve as the years go on. The younger you are, the greater your chance of conceiving, although success rates have improved for all ages especially with the availability of numerous medical interventions now, though they could be quite expensive and some people may consider it a taboo because of their beliefs and cultural background.



## **Pre-natal Care**

Caring for pregnancy involves three stages which are prenatal and postnatal care. The essence of undergoing these stages of care is to ensure that you can have a safe delivery without complications. These stages more often than not involve training and treatments with a view to ensuring a healthy pregnancy, pre-pregnancy, as well as, labour for both baby and mom.

Babies born to mothers who lack prenatal care have triple the chance of being born at a low birth weight. Newborns with low birth weight are five times more likely to die than those whose mothers received prenatal care. Prenatal care ideally starts at least three months before you begin trying to conceive. Some healthy habits to follow during this period includes quitting smoking and drinking alcohol, taking folic acid supplements daily (400 to 800 micrograms), talking to your doctor about your medical conditions, dietary supplements, and any over-the-counter or prescription drugs that you take and avoiding all contact with toxic substances and chemicals at home or work that could be harmful.

## **First Trimester**

The first trimester begins on the first day of your last period and lasts until the end of week 12. A lot happens during these first three months. The fertilized eggs rapidly divides into layers of cells and implants in the wall of your womb where it carries on growing. These layers of cells become embryo, which is what the baby is called at this stage.

During this trimester, your baby grows faster than at any other time. By six weeks, a heartbeat can usually be heard and by the end of week 12, your baby's bones, muscles and all the organs of the body have been formed. At this point your baby looks like a tiny human and is now called a foetus. At this stage, the mother is supposed to attend her antenatal so that the baby and her will be well cared for.

Some symptoms to look out for include Morning sickness, Tiredness, Weird cravings, Headaches and migraine, Heartburn and indigestion, Bleeding gums, Constipation, Swollen feet and ankles and Back pain. This period can be really challenging for most moms because so many changes occur in the body of the woman and some women tend to fall sick a lot or are unable to do certain things during this stage. It is essential to take extra care during this stage and eat right. The cravings will come most times for junk food or funny combinations of food. It is important to regularly visit your obstetrician for guidance on how to manage any change you may be experiencing. You can also download apps like babycentre, whattoexpect, etc in order to understand these changes better and know how to monitor same. Though not all changes experienced are same for all women, the most common have been documented online and in these apps and you and your spouse can learn from them and follow the journey together.

## **Second Trimester**

The second trimester begins from week 13 down to week 28. As you enter your second trimester of



pregnancy, the morning sickness and fatigue that plagued you during the last three months should be fading, leaving you feeling more energetic and like your old self again. Also, during this stage, parents are expected to start shopping for their baby's arrival. Things like pampers, baby wears, socks, powders, baby oil, flasks, feeding bottles, towels, nursery, baby beddings and so on.

Often expenses begin to spike at this stage, since the planning for the new born begins to kick in fully. Some women especially working moms may not be able to take public transports like before and would want to do more of taxis while the husband begins to plan on how to change the look and feel of the home in order to plan for the new born and ensure the home is befitting for visitors that come visiting after the birth of the child. It is necessary to note that despite these changes which will definitely affect your spending pattern, you need to be careful and stay within your budgets.

Expectant Moms are encouraged to do light exercises, eat more of fruits and vegetables and embrace all the changes experienced at this time and stay intentionally happy; while husbands are advised to be extra supportive and understanding during this times, because there are high likelihood of changes in behavior from your wife, lack of interest in sexual intercourse (though doctors encourage it around the third trimester), laziness can set in and more, due to the hormonal and body changes experienced. Husbands need to be prepared not only financially but also physically and emotionally in order to offer the necessary support needed for his wife and the baby. When in doubt don't hesitate to seek advice from experienced fathers or your doctor.



**FINANCIAL  
WELLNESS**  
*...A way of life.*

**Learn with us.**

Contact us @ Proshare Foundation for further details  
email: [projects@prosharefoundation.com](mailto:projects@prosharefoundation.com)  
Tel: 08030473827

 **PROSHARE  
FOUNDATION**

## Third Trimester

The third trimester is the most exciting and suspenseful trimester of all, because here is when you get to meet your baby. It begins from week 29 through week 40. During this trimester, lots of changes tends to occur like indigestion and heartburn, fatigue, leg cramp and other physical discomforts. Although the third trimester weeks are commonly considered to be weeks 29 to 40, the duration of pregnancy varies from woman to woman. In fact, very few women give birth on their exact due date.

Emotionally, you may find that you're getting downright impatient with this pregnancy, especially now that you most likely know the expected due date and the sex of the child(ren). The good news is, starting at week 37 the baby is considered 'full term' and ready to arrive. At this time, you need to be more informed about the signs of labour so you'll recognise when it's happening and when it's time to go to the hospital. False contractions will go away if you move around, but if your contractions are regular and your water breaks then you are in labour. While childbirth is widely experienced as painful, some women do report painless labours, while others find that concentrating on the birth helps to quicken labour and lessen the sensations.

Most births are successful vaginal births, but sometimes complications may arise and a woman may undergo a caesarean section. A caesarean section is when surgery is used to deliver the baby. It is often necessary when a vaginal delivery will put the baby or mother at risk.

## Postnatal Care

Postnatal care is extremely important too even though all attention is geared towards the pregnancy stages. Postnatal care involves all the care a mother and newborn should receive immediately after delivery. Experts suggest that postnatal care should range from six to eight weeks, immediately the expectant mother delivers.

During the postnatal period, it is expected that the new mom will experience both emotional and physical changes coupled with the fact that she would be learning how to care for her baby. Postpartum care involves getting proper rest, nutrition, and vaginal care.

It's important to stay as healthy as possible during pregnancy and during the postpartum period. Stay on top of all of your healthcare appointments and follow your doctor's instructions for the health and safety of you and your baby.

## PART 2

# MOTHERHOOD: DEALING WITH THE PRESSURES AND PLEASURES

---

Motherhood means different things to different women. However, the commonality in the definitions given about motherhood is the fact that it involves having and raising a child(ren) or a “baby(ies)” as we have chosen to call them in this report. It is also interesting to note that through-out the journey of motherhood there is no perfect approach to dealing with the pressures and pleasures faced while there are often conflicts in opinions and advices given about how to raise a child. This is particularly true because we all come from various backgrounds and cultures, and there is no one child that is the same as the other even when they are from the same father and mother.

As witnessed over the years, mothers deal with multiple pressures daily from the prenatal phase of having a child, to delivery and subsequently postpartum. Throughout these phases, mothers have to contend with challenges such as the kind of conception and delivery method to adopt (as discussed in part one); the support system to put in place, and the general welfare of the child as well as the financial decisions attributable to each phase; and most importantly how to strike a balance between the needs of the home and our needs as humans and workers in various fields.

Irrespective of these challenges and pressures, the easiest way to get through is to have an effective support system which starts with fathers especially when you are a working mom. Thus, the need to have a very effective means of communicating between you and your spouse.





## Developing and Managing an Effective Support System

Having an effective support system irrespective of being a full-time mom or a working mom is critical to having a balanced life as a woman. Your support system is your social network which comprises both formal and informal relationships.

Informal supports are those who are close relations such as members of our family, friends, acquaintances, neighbours and other people within our community, while formal supports refer to systems provided by professionals such as domestic helps, creche, schools (day care and after school services) and other public systems such as churches, mosques, clubs and other social groups.

From a financial perspective, informal supports are most times freely given thus making them cost effective and to a large extent secure. For instance, in Nigeria, many are generally saddled with responsibilities of caring for one relative or the other be it our parents, grandparents or siblings, thus cost can be reduced since one can replace the amount expended on a domestic help with the financial support given to our relative. This may not be the case for all because some may not have family members around thus the need to adopt formal systems.

The benefits of having an effective and sustainable support system cannot be over emphasised because of the tremendous impact it has had over the years on shaping our children's lives and serving as a source of guidance through the journey of raising a baby. Most importantly, effective supports help reduce the stress of raising a child and provides security to a large extent.

Regardless of the numerous benefits that abound in having an effective support system, the responsibility of raising one's child cannot be entirely delegated and spouses need to have in-depth conversations with one another about the systems they wish to adopt because of the impact these systems have in forming the foundation of our children.

Some key questions to answer while considering the support system to adopt include:

1. Do we have family members we can trust with our children?
2. Will they have to live with us or they are within our neighbourhood?
3. Are they willing to accommodate our children in our absence?
4. What affordable location do we have to reside in to attract the type of neighbours we need?
5. What is the level of relationship we have with our neighbours and how can we cultivate one if we don't have at the moment?
6. What social institutions (church, mosque, clubs, etc) can we associate ourselves with, that will be supportive in the long run?
7. What kind of school can we afford and what is the nature of the services (e.g. after school services) provided?
8. Do we need a domestic help?
9. What kind of help do we need? A live-in help or one that lives out?
10. How old should he/she be?
11. What the cost be to us?
12. Should we explore more professional channels?

13. Does our work place allow flexi work hours or can we solicit for one?
14. Do we have to stop work to cater to our children?
15. How do we balance our financial income if one of us have to stay at home?
16. Can we be involved in other activities despite having to stay at home fully?

These questions and more are critical to enabling one determine the most convenient support system to adopt, regardless one can strike a balance between both systems rather than lean entirely on one. It is also crucial to note that good relationships are important to having an effective support system, whether it is informal or formal.

To cultivate a sound support system, one can explore various options such as the following:

### **1.Meet people**

No man is an island. We all need support from people around us through the journey of life. Often it is said that “our network determines our net worth”. Similarly, the network of people we have around us and how we are able to cultivate them determines the level of support we get from them. In the various aspects of our lives, we shouldn't take life too serious to the extent that we isolate ourselves from others. We should be free to meet people, share experiences, learn and support one another.

### **2.Get involved**

Volunteering and Participating in activities around our community and other social institutions we belong can be quite helpful in nurturing relationships. When you get involved positively, you make impact and this would always be remembered for same.

### **3.Offer Support**

Don't wait till you need help to start offering one. Don't expect always, give as well. To our family members we are quick to lend a helping hand but to others we sometimes shy away like it doesn't matter. This should not be the case. We should be ready to offer support in our community and any social institution we belong.

Social supports come handy in times of need. Before you need that support, start cultivating them and nurturing the relationships you already have today.

## **Stay at Home Moms versus Working Moms**

The decision to be a stay at home or continue work after the birth of a child is usually a difficult call to make and depends on numerous factors that need to be thought through before conclusion. In making the decision as well, it should be collectively agreed with your spouse.

Examples of role models like Ibukun Awosika, Tara Durotoye, Toyin Sanni, amongst others proof to us daily that one can be a working mom, attain senior positions and still fulfil all obligations of the home front as a wife and mother. The most important thing is to have a supportive spouse and ensure to strike a balance between your work life and your life at home.

In the course of writing this report, we engaged Mrs Toyin Onigbanjo, Founder, August Secrets in a written interview to gain more insight about her business and her life as a mom. Below were her responses:

**Q: What was your experience as a 9 to 5 Mum and how did you cope with caring for your Childs?**

**A:** My experience was not different from that of other moms. Preparing the previous night and waking up early to prepare the childs for school and so on.

**Q: At what point did you decide to leave your 9 to 5 job and start your own business**

**A:** At the point when I found that many moms needed my expertise as a children's meals recipe developer. Moms practically cried to me to help them with feeding their fussy eaters.

**Q: Did you have any other business before AugustSecrets? If Yes, kindly tell us about it**

**A:** I had series of small businesses before Augustsecrets including being a freelance writer.

**Q: What was the inspiration behind AugustSecrets and what was it like starting the journey**

**A:** The Inspiration for Augustsecrets was simply because my son wasn't eating well. He hated and refused all foreign foods so I started trying out my healthy homemade recipes. The rest is now what we find thousands of baby eating today.

**Q: Tell Us more about AugustSecrets' Products and its Nutritional Component**

**A:** Augustsecrets products otherwise known as Jaden's meals are named after my son, the inspiration behind the brand. Our Foods are created specially to meet the nutritional need of the African child.

**Q: What has been the acceptance level so far and how do you manage distribution to other location outside Lagos.**



**A:** The needs of an African child(ren) are different from that of other races. For instance, micronutrients such as Vitamin A, Vitamin D, Zinc and Iron top the most essential for African Children and it's best to be enjoyed in its natural state.

All the ingredients are 100% African and got from farmers in Nigeria and West Africa e.g Soya, groundnuts, millet, fonio, sorghum, corn, orange fleshed sweet potatoes bio-fortified with Vitamin-A and so on. I encourage every mom to ensure their children eat Jaden's meals because it's 100% natural and has delicious varieties that African babies and young children love.

**Q: What has been the acceptance level so far and how do you manage distribution to other location outside Lagos.**

**A:** We work with logistics companies to distribute outside and within Lagos.

**Q: What is required to become a distributor of AugustSecrets Products**

**A:** To be a distributor of Augustsecrets first entails that you share a similar vision with ours to ensure children feed right. Next, is you should have some trading capital. We have more than 20 distributors of Jaden's meals now, some of who started with little funds and grew their businesses. We are selling currently on 200 supermarkets in and across Nigeria, Ghana, and African stores outside Africa.

**Q: You run the MomsClub, kindly shed more light about the Club and its benefits and how can moms join the club.**

**A:** The Moms club is simply an avenue to help moms unwind and ask questions about all things childcare and a safe haven for motherhood, for moms to let their hair down and learn from their peers.

**Q: We know manufacturing in Nigeria can be really challenging. What has been your experience being a female entrepreneur in Nigeria and what is your advice to female entrepreneurs?**

**A:** The challenges we face as manufacturers are not different from the other sectors. My advice to other aspiring female manufacturers is to work with available plan and always listen to their customers. It's better to start small and grow than begin all harphazadly.

**Q: What would be your advice to first time mums and how should they begin to plan for their babies.**

**A:** My advice to first time moms is to try and give themselves a chance to be human. It is easy to get overwhelmed by mommy guilt or the feeling of not being enough for your baby. There's no point rushing to return to a sleek shape immediately after having a baby or worrying about doing everything alone.

While it can be sometimes overwhelming dealing with the pressures of raising a child, we should not be afraid to grow our career and seek senior positions as working moms, while stay at home moms should not be all focused on child care alone. Beyond the house chores, do other productive things when the child is in school? Stay at home moms have grown to become owners of big businesses as we can see from Mrs Toyin's experience, so there is really no excuse to not achieving whatever we desire.

From shared experiences of mothers, the most important thing is to strike a balance. Below are some of the ways we can ensure balance in our chosen career and home.

### **1. Communicate your desires**

Communication is key in every relationship and it necessary to make known what your passions and career progressions are with your spouse while you court each other. Don't wait till when you are married to have this conversation about your career and what you would like to do/become. Some men prefer to have stay at home moms while other prefer working moms. Whatever the case, start the conversation early. Understand his preference so you can adjust to same accordingly or end the relationship if you can't agree rather than get married and be miserable.

### **2. Get your Spouse involved**

Yes, mothers are caregivers and may be quite versatile in nurturing a child(ren) and managing the home. However, this should not preclude fathers' involvement in these activities. As a woman, with respect and appropriate means of communication (not emotional blackmail), encourage your husband to do things that he would ordinarily consider your tasks. It is important to note that in getting your husband involved you have to be very careful because most of our men were not brought up to handle house chores so it should not be forced.

For instance, you can split caring for the child(ren) and doing your monthly shopping amongst yourself. Daddy handles the child while Mummy goes shopping or vice versa. Thankfully, with digital platforms you can make orders online, but what if you are not buoyant enough to pay those extras from online sales? You can consider this option. If your child is still young, you can do the early morning cooking while your husband bathes for the child. You may be fortunate to have a live-in help to handle this, but what if you don't have one? Either way, you shouldn't leave all the care of your children to an help Delegate! Stop trying to do all. You will be surprised all your husband wants is for you to ask.

### **3. Don't be afraid to take a break:**

It's okay to be ambitious as a woman and not be afraid to attain high levels at our various places of work or through our entrepreneurial journey. In the same vein we should not be afraid to take a break from work, take a nap, go to the Spa, or go on vacations with our family and spend quality time with our spouses. Before work its family and after work it would always be family. If you break down all other things will go on while you are unavailable or incapable to do those things. As much as you prioritise other things, also prioritise your health. Be selfless but don't neglect yourself.

As mentioned earlier, fathers are the first support we have as mothers and it is critical to get his buy-in and talk through whatever decision we seek to make, as this would be very important to reducing the stress we are faced with when having to deal with our child(ren)'s welfare.

According to Claire Howorth of the Time Magazine, "Motherhood in the connected era doesn't have to be dominated by any myth. Social media can just as easily help celebrate our individual experience and create community through contrast. Moms have to stick together even as we walk our separate paths. We have to spot the templates and realize there are no templates. We have to talk about our failures and realize there are no failures."





## **Can Single Moms Thrive?**

Our world today has segregated single moms over and over again because it is often believed that they are the cause of the separation or in some cases death of their spouse. Single dads could have it pretty easy because everyone approves of his remarriage without thinking twice about it, but for a single mom she is either considered promiscuous or told to endure especially when the divorce process is strained or takes longer than expected.

To gain insight into how single moms can thrive, Claudia Nwankwo a single for over 8years share here experience with us.

***Q: How has the journey being so far as a single mum?***

A: Being a single parent can be stressful. You are one person taking on a task meant for two. So, it's just not easy to manoeuvre. It can be emotionally, psychologically and financially draining but you can succeed in it if you want.

Even if you could have done better, let the past remain in the past. You have to decide that it's time to look beyond what was, accept what is and move forward.

***Q: How has the journey being so far as a single mum?***

A: Everybody loves a peaceful home. Holding grudges with your ex is not a very wise thing to do. It's not going to change anything. Rather, it could deepen the hurt and cause more damage to your relationship.

***Q: Kindly shed light on receiving support from an ex & raising your Child?***

A: Oftentimes, relationships end on a sour note. So, whether you are getting any form of assistance from your ex or not should not affect their relationship with the child(s). You can try to fill in the gap where necessary but never try to erase your ex. Even if he/she is dead, let the child(s) meet the other family members and relate with their contemporaries. Let them know the background and history.

If your ex is alive and willing, as much as they want to apply themselves, let them!

let him/her visit...

let them pay bills...

let them relate...

Your focus should be on raising (a) good child(s). Teaching them how to be good responsible members of the society such that you can be proud of their outcome.

***Q: How should one deal with a Child's emotional need and quest for a reunion between you and your ex?***

A: Sometimes, your child(s) may want you to make up with your ex because they want to live together with mummy and daddy like other families do. That should not weigh you down in anyway, after-all you're both parents to the child(s). Try explaining the situation of things in the nicest way possible to your child(s). They would understand as time goes on. Taking things easy, one day at a time helps.

Whatever happened between you and your ex should not in any way affect the welfare of the child(s). Bad mouthing your ex (especially to your child(s)) is not a wise thing to do, avoid it completely. Avoid unnecessary emotional triggers.

***Q: What support system should you have in place to cater to your child's needs?***

A: As a single parent, you are mostly on your own. Though you are not really alone, it can get bored and lonely sometimes dealing with your thoughts alone but if you decide to date, you have to do it with care. Remember, "you are not really alone". You have a baggage now and you have to be very considerate in your dealings especially with your child.

If you have a solid support system like family (especially your mom) then, good for you. It's also common to not have much support from family/friends. Getting house-helps or paying for after school services might be an option. For me, I've always opted for live-in helps because my work sometimes requires travelling. So, regardless of how busy/tight your schedule is, you have a duty to ensure your child is in good care.

***Q: Any words for other single moms out there?***

A: Being a single parent doesn't make you weak, handicapped or less attractive. So, don't settle for less than what you deserve. **One thing you need to master how to balance first, is your emotions.** Whatever led you to being a single parent should not hold you back. You would have to try to balance issues/situations from time to time.

For single parents, dating can be fun and interesting but in doing so, you have to be honest about your status and understand that your child(s) need you just as much as your partner does and you have a responsibility to ensure that there is a balance. You do not have to over/under apply yourself to either party. Being wise and strong is very important.

Approach issues with more logic and less emotions. Never act helpless with your child(s). Never lose your self-respect in love. Stay in charge!

As a stay at home mom, working mom or single mom, the challenges we are faced with is quite different from what they were in the days of our parents, especially in a digital age like ours where children can be victims of cybercrime, bullying, social media addiction, wrong sex education, paedophiles, etc; and they will be different when our children become parents as well. While we should be open to receive advice from our parents, grand parents and other experts, especially in relation to instilling the appropriate values in our children; we should also be open to understand the peculiarities of each child and nurture them with these in mind.

Though there are various methods of parenting such as the Authoritarian, Authoritative, Permissive and Uninvolved styles as expounded by Maccoby and Martin in 1983, **there is no one size fit all.** You and your spouse may also share various opinions on how to raise your children since you are from different backgrounds. The most important is to ensure there is a balance when raising your child(ren). As a mom, enjoy your motherhood, stay healthy and continue to be the gateway to life.

## **PART THREE**

# **FINANCING THE BIRTH AND CARE OF YOUR CHILD**

---

Everything about financing starts with having a budget. This should also be applicable to how you plan your finances for your child(ren). The most important thing is to start planning early.

### **Stages of Childcare and the Needs**

Throughout the journey of raising a child, there are mainly three phases that is:

1. Prenatal Stage
2. Post Delivery Stage
3. The Years after

### **The Prenatal Stage**

During the prenatal stage, your finances are skewed towards caring for yourself as an expectant mum and preparations for your new born. Some of the financial costs inherent in this stage include the cost of:

1. Prenatal Visits & Diagnostics tests
2. Dietary Supplements
3. Maternity Clothing
4. Delivery Cost – Normal or Cesarean
5. Nursery Set Up and in recent times
6. Pre-Baby Shoot & Baby Showers







AugustSecrets



# ARE YOU TIRED AND CONFUSED?

ON WHAT TO FEED YOUR BABY AFTER EXCLUSIVE BREASTFEEDING?

ARE YOU TIRED OF COOKING BORING MEALS FOR YOUR CHILDREN  
AND SWITCH TO HEALTHIER OPTIONS?

AUGUSTSECRETS IS HERE TO SERVE YOU WITH 100% NATURAL BABY  
CEREALS, KIDS DAILY MEALS, WEIGHT GAIN, AND SPECIAL DIET.

## TRY

Recipe book with over 50 recipes  
and making over 10 meal options  
from 6 months to 6 years, from our  
range of natural cereals.

- Mixagrains
- Nuttymeal
- Fussypops
- Teas for Lactation & Flat Tummy Support for moms!
- Veggie Beans
- Fruitamil
- Mummy Snap



Get Africa's bestselling  
kids recipe book here.

T: +234 806 2656 798

www.augustsecrets.com



## **Post Delivery Stage**

The first year after the birth of a child can be quite challenging especially as a first-time mum. Knowing what and what not to do often depends on the advice received from other mums, the doctors and sometimes what we read on the internet. It is important to note that it won't be business as usual because the new born will cause a change in the dynamics you are used to. First, your body changes then your lifestyle and most definitely your spending. You and your spouse now have to think of another mouth(s) to feed and cater to. In this stage (which is usually for the first one year before you settle better as parents), the main costs you have to deal with are categorized as follows:

### **1. Feeding: Exclusive Feeding and/or Milk**

The best type of food for a baby for the first six (6) months is breastmilk as advised by medical practitioners. However, most women especially working moms are not able to cope with exclusive breastfeeding or chose to stop same after the first three months. Regardless of the choice made, you still have to bear certain costs. As a mum your feeding pattern changes and for exclusive feeding you may need to feed more than usual thus increasing your cost on food items, while your baby's milk is also important. Some babies during the weaning stage are switched to solid food immediately while others do more of milk first before switching to liquid food and then solids.

### **2. Clothing & Other Baby Items**

Clothing and other baby needs such as toiletries are essential when nurturing a new born. The consumables can be used for a period of three to six months while clothing can be changed every six months since the baby will continue to grow out of same. Some of these items could be offered as gifts to the new born so you need not incur outrageous cost on these items but ensure you have enough to cater to your child's needs.

### **3. Medical Expenses**

Without a doubt, vaccination prevents and makes your baby resistant to a lot of diseases that can hamper the growth and development of your baby. Some of these diseases include tuberculosis, diphtheria, tetanus, pertussis, polio, and measles. It is imperative one's child gets vaccinated after birth, especially within the first year of their birth when they are very vulnerable to diseases. Aside from some vaccines that are free in Nigeria for babies such as polio vaccines, you may be required to pay to get your child immunized for some other type of vaccines. In Nigeria, vaccines are cheaper in government hospitals than private hospitals, but it is advisable to stick to hospital of childbirth for baby care.

Beyond vaccination, it is often recommended that one immediately includes the new born in the family health insurance scheme in order to minimize the cost of visits to the hospital.

#### **4. Your Support System - Creche, Nanny/House Help or Relatives**

By the time your maternity leave is over and the next thing on your mind is how to ensure you take adequate care of your baby, and at the same time ensure you live up to expectations at your home or place of work, you may choose to hire a nanny or seek help from family relatives or even their house help to balance your schedule.

If you choose to hire a help, you must ensure that their pay is either the new minimum wage in Nigeria of N30,000 or more monthly, while professional nannies may cost higher fees. Alternatively, if you choose to seek help from a relative or close acquaintance, this may be at no cost to you but if they have to live in then your regularly feeding cost and home maintenance cost may increase. You should also not take for granted the fact that they will not charge and be ready to budget a token monthly to appreciate their support.

#### **5. Baby's Naming Ceremony & Dedication**

This practice is common in Nigeria especially amongst Christians. Though the decision to host a naming ceremony, dedication or 40days celebration may vary based on the tribe you are from, other factors that would determine this are the health of the baby and mother at the time. Often Yorubas prefer to host elaborate naming ceremonies while Igbos prefer mild naming and elaborate dedications when the child visits the church for the first time. While some parents save themselves the financial burden of doing this, some take these celebrations quite seriously. Whatever your decision, you should be mindful of the cost and ensure to do what you can afford.

#### **The Years After**

During the years after, parents have often adapted to the new lifestyle of nurturing the a new born. Though the needs of the child increases and they begin to demand more attention especially when they start teething and begin to learn how to walk, talk, read and write. It is important for parents to know that these times are critical to the foundation built for the child and they should not be neglected to the nannies, relative, acquaintances or teachers that help to support you.

Parents should find these times enjoyable and document same. Doing this would reduce the pressure and sometimes



emotional stress that comes with same. Imagine seeing your child imitating you and doing what you do daily, imagine your child calling your spouse the pet name you call him, imagine hearing the laughter and seeing the smiles of your little one daily. These moments should not be taken for granted and you need to take them seriously, you will be surprise how useful they are to helping you relieve you stress. You should also be mindful of the words you say and the ways you act in the presence of your child(ren) because they are building blocks for the development of their value system and would shape their belief and behaviours in future.

Some of the common needs you will need to cater to as the child matures include:

### **1. Baby Needs**

Your child at the toddler stage will be willing to do things their own way and at their own time. The best you can do as a parent at this age is to provide a safe environment for the toddler to learn, play, and explore. Most childs seem more independent at this stage, they become quite open to new challenges, and concentrate more on listening and playing happily, but do not be fooled, you must never take your eyes off your baby. Your baby's actions at this level becomes voluntary, they walk, climb, try to run, crawl up steps, finger feeds, walk hurriedly, squat to pick things, and more. Babies at this stage can be quite stressful to train, but you must never lose sight of your baby and find pleasure in caring for them.

From age 2-3, your child is at a phase popular known as the developmental milestone to many. Here, your child has almost fully mastered the art of walking, they now possess skills like taking turns, playing make believe, kick balls, and more. They reach milestones in their behaviors, movement, how they play, speak, and learn. Children at this level have great desire to be independent, little wonder people refer to this stage as "terrible two." Toddlers experience social and emotional changes, think hugely, and learn to explore their new world. There are parenting tips vital for your child's development at this stage.

- ④ Ask your child his/her name quite often
- ④ Read books together
- ④ Encourage him/her to play
- ④ Praise them when they do something positive to boost their confidence at an early age
- ④ Teach them to sing songs

Most parents enroll their childs into school at this stage which is not a bad idea because they





have to develop social interaction habit and play with other toddlers.

As they grow their feeding requirements also changes same with the nature of clothes they wear and the toiletries they use. As these requirements increase so will the costs. It is important to at this time have in place the following for your child(ren)

### a. A Bank Account

Creating a bank account for your newborn baby is never a bad idea especially in a country like Nigeria with an uncertain economy. Aside the fact that opening a bank account for your baby guarantees your child's financial wellbeing in the future, it equally saves the parent financial stress in the future. Money saved in a child's account will surely cater for future expenses such as cost of tertiary education, future holiday plans, and more. Commercial banks in Nigeria create platforms for one to open an account for your baby. You can reach out to your banker to know the various features of the account and compare with others before making a decision.







## b. Education Insurance

Education insurance is basically a plan which caters financially to your child's education in the eventual you are unable to provide for them in the future. Any parent, guardian, and even grandparent(s) can buy an education insurance plan for their children/wards.



### c. An Education Trust or an Investment (e.g. a mutual fund)

Education Trust Fund is made towards securing the education of a child(ren), grandchild(ren) or an individual of concern e.g. siblings. With an Education Trust Fund you can either make a lump sum amount or periodic contributions over time to provide for the education of the named beneficiary. The standard, level of education are determined by you, subject to adequacy of funds in the Trust account. You are at liberty to make this Trust revocable or irrevocable. In other words, you may guarantee the education of the beneficiary by precluding yourself or any future guardian from terminating the Trust or withdrawing the funds.

On the other hand, a mutual fund are collective investment schemes that allows investors pool funds together to purchase securities that are professional managed by a fund manager. You can get prepared for your Children's Education in advance with a mutual fund. It is easy especially when you are not an expert in investment trading because you have a professional that can manage your capital for you and insure it performs very well. Other forms of investments can also be explored to ensure funds are not idle but secure and useful especially in times of need.





## 2. Baby's Toys & Other forms of Entertainment

Children play a little more and want to try various things as they grow. As parents, you should buy them toys and other forms of entertainment to allow them explore.

There are certain things babies begin to do at this stage, they include

- ◉ Learning how to control their body
- ◉ Exploring with their hands and fingers
- ◉ Communication through the use of sounds, actions, and facial expressions
- ◉ Getting used to the world that was once scary to them

As a parent notices these changes, you should move their babies to different positions to help develop new skills like rolling, creeping, and crawling. You should also create routines for your baby and ensure you study your baby's signal and respond quickly to his needs.





### 3. School Fees

Enrolling your child into school to gain education is the best legacy you can give to any child. Education is a fundamental human right and you should not deprive your child of that right. Education is quite expensive, the school fees, textbooks cost, uniforms etc. Every parent wants the best for their child, be ready to spend on your child's academics.

### 4. 1st Birthday Party and more

This is very important especially as regards your child's social interaction. Your baby's first birthday is a great sign of growth and this could cost you if you want a party for your child. Your expenses will most likely be on photography, cakes, food, drinks, costume, party packs, and a lot more. Your child's first year on earth is worth celebrating; make it worthwhile to avoid answering some questions when your child comes off age. Often the first song a child learns to sing well or remembers more at that tender age is the "Happy Birthday Song"; this is usually because that was the first song sang that puts them on the spotlight, so it is important to celebrate them.

At the ages of 2-3, your child begins to have got some sense of independence, doing some things on his or her own. At this stage, you need to keep on encouraging them to associate which can be done through birthday parties which gives them the opportunity to share their happy moment and gifts with others. At these ages, you do not need to have an elaborate party and the celebrations can be done at your child(ren)'s school. You don't want them questioning you as to why they don't have these moments when their peers do. No matter how small, consider celebrating your child's birthday especially throughout their formation ages.





## 5. Mum's Needs

In the years after the first year of delivery, mum's also have their needs and this cannot be ignored. The need to stay in shape and remain healthy, have an extra source of income and an insurance of your life and finances grow as your children grow. It is important to budget for these expenses and not ignore them till when its too late.

In our infographics below, we present an estimated cost of the financial elements discussed above.

### RAISING A BABY: THE BUDGET PLANNER



This budgeting worksheet helps you plan and manage expenses for raising a new-born child from the first year to the fifth year. You can make use of it to work out the estimated expenses for various items and record the actual expenses. Please note that the expense items in this worksheet are for your reference only and may not be exhaustive. You can add additional items according to your needs.

This will help couples know more about more about planning to have children.  
As a new couple, you must have a financial plan in place for having children.

#### ASSUMPTION

##### LOW

Mr A works as a driver in a firm.  
He earns 70,000 naira per month.  
They live in a rented room and palour apartment. He has no other sources of income apart from his monthly salary. His wife has a small shop near their house and she sells petty items.

##### MEDIUM

Mr B is a banker. He earns 350,000 naira per month. They live in a rented 2 bed room apartment. He only depends on his monthly salary and has no other stream of income. His wife teaches in a primary school close to their house. She also bakes.

##### HIGH

Mr C is an HNI and is a Managing Director of a firm. He earns 5million naira every month. They live in a 5 bedroom duplex owned by him. His wife is a banker. .

#### SERVICE



#### LOW CLASS



#### MEDIUM CLASS



#### HIGH CLASS



SUB- TOTAL	32,000.00	259,800.00	878,000.00
SUB- TOTAL	270,000.00	1,083,400.00	2,333,775.00
SUB- TOTAL	70,000.00	464,000.00	1,483,000.00
OVERALL Total	372,000.00	1,807,200.00	4,694,775.00

# RAISING A BABY: THE BUDGET PLANNER



SERVICE	LOW CLASS	MEDIUM CLASS	HIGH CLASS
Before the Baby			
ONE OFF COSTS			
Antenatal Visits and Diagnostic tests	10,000.00	35,000.00	100,000.00
Dietary supplements (eg folic acids) & Other Prenatal drugs	----	15,000.00	30,000.00
Maternity Clothing	----	20,000.00	50,000.00
Delivery Fee	2,000.00	50,000.00	100,000.00
Pre-delivery Photo Shoot	----	15,000.00	50,000.00
Nursery Set Up	----	-----	-----
Crib	----	45,000.00	110,000.00
Changing table	----	-----	10,000.00
Bassinet	----	25,000.00	55,000.00
Bedding and blankets	2,000.00	10,000.00	30,000.00
Decorations	----	15,000.00	50,000.00
Baby monitor	----	25,000.00	50,000.00
Safety Gate	----	-----	33,000.00
Childproofing supplies	----	4,800.00	10,000.00
Other baby room costs	----	-----	-----
Baby Shower	----	-----	200,000.00
SUB- TOTAL	32,000.00	259,800.00	878,000.00

# RAISING A BABY: THE BUDGET PLANNER



SERVICE	LOW CLASS	MEDIUM CLASS	HIGH CLASS
<b>New Born to 1YEAR</b>			
<b>ONE OFF COSTS</b>			
Infant Car seat	-----	27,000.00	62,000.00
Stroller	-----	32,000.00	88,000.00
Baby backpack	-----	27,900.00	37,275.00
Clothes	30,000.00	50,000.00	150,000.00
Bath tub, bibs, wipes, dishes, diaper bags	-----	15,000.00	25,000.00
Feeding Bottles, Sterilizing Set, Pacifiers & Other Feeding Utensils	10,000.00	40,000.00	100,000.00
Breast Pumps, Pads & Nursing Clothes	-----	15,000.00	20,000.00
Toys and entertainment	-----	10,000.00	20,000.00
Naming Ceremony	20,000.00	200,000.00	500,000.00
Baby Dedication or 40days Celebration	-----	20,000.00	50,000.00
<b>RECURRING COSTS</b>			
Baby Soaps, Creams & Oils	20,000.00	70,000.00	200,000.00
Diapers, Wipes, Cotton Wool, Disinfectants & Other Toiletries	50,000.00	104,000.00	134,000.00
Baby Food	20,000.00	180,000.00	180,000.00
Immunization	-----	22,500.00	22,500.00
Drugs for Mother & Child	-----	10,000.00	40,000.00
Health Insurance	-----	20,000.00	35,000.00
Nanny	-----	30,000.00	50,000.00
Creche	-----	30,000.00	70,000.00
Lost Income for Mother Staying at Home	120,000.00	-----	-----
One Year Birthday Party	-----	150,000.00	500,000.00
Subscription to Weight Loss Plans	-----	30,000.00	50,000.00
<b>Total</b>	<b>270,000.00</b>	<b>1,083,400.00</b>	<b>2,333,775.00</b>

# RAISING A BABY: THE BUDGET PLANNER



SERVICE	LOW CLASS	MEDIUM CLASS	HIGH CLASS
2YRS - 5YEARS			
Clothes	30,000.00	50,000.00	150,000.00
Toys, Books & Other forms of Entertainment	-----	20,000.00	50,000.00
RECURRING COSTS			
Baby Soaps, Creams & Oils	20,000.00	70,000.00	200,000.00
Diapers, Wipes, Cotton Wool, Disinfectants & Other Toiletries	-----	-----	-----
Baby Food	20,000.00	54,000.00	78,000.00
Immunization	-----	-----	-----
Drugs for Mother & Child	-----	10,000.00	40,000.00
Health Insurance	-----	20,000.00	35,000.00
Nanny	-----	30,000.00	50,000.00
School Fees & After School Services	-----	150,000.00	300,000.00
Medical / Education / Others			
Medical bills	-----	10,000.00	30,000.00
Education Insurance, Savings or Trust	-----	20,000.00	50,000.00
Birthday Parties	-----	30,000.00	500,000.00
Total	70,000.00	464,000.00	1,483,000.00

Source: Research of key Items done by Proshare Foundation



## CONCLUSION

Financing the growth and development of your child can be quite tasking and might even run your bank account empty if not properly planned. Be assured a huge sum will go into medication, feeding, clothing, body care like the kind of creams they use, and medicated soap for bathing. Aside products for childcare, you must render services like enrolling your child in school, paying for them to join social clubs, taking them on holiday trips, and recreational activities. For a country like Nigeria with an unstable economy, it is difficult to run an estimate of cost of raising a child. More so, life is uncertain, accidents could occur, things could change. The educational, social, economic, health and psychological care for your child is nothing easy, you just play along and be prepared for unplanned circumstances.

In addition, beyond the financial needs of your child(ren) and the plan for same, you should so take into consideration their physical, emotional and social care which requires a change of orientation and perception about what is assumed the best way to care for a child because there is no one size that fits all.



**The 3in1 WealthTech App**

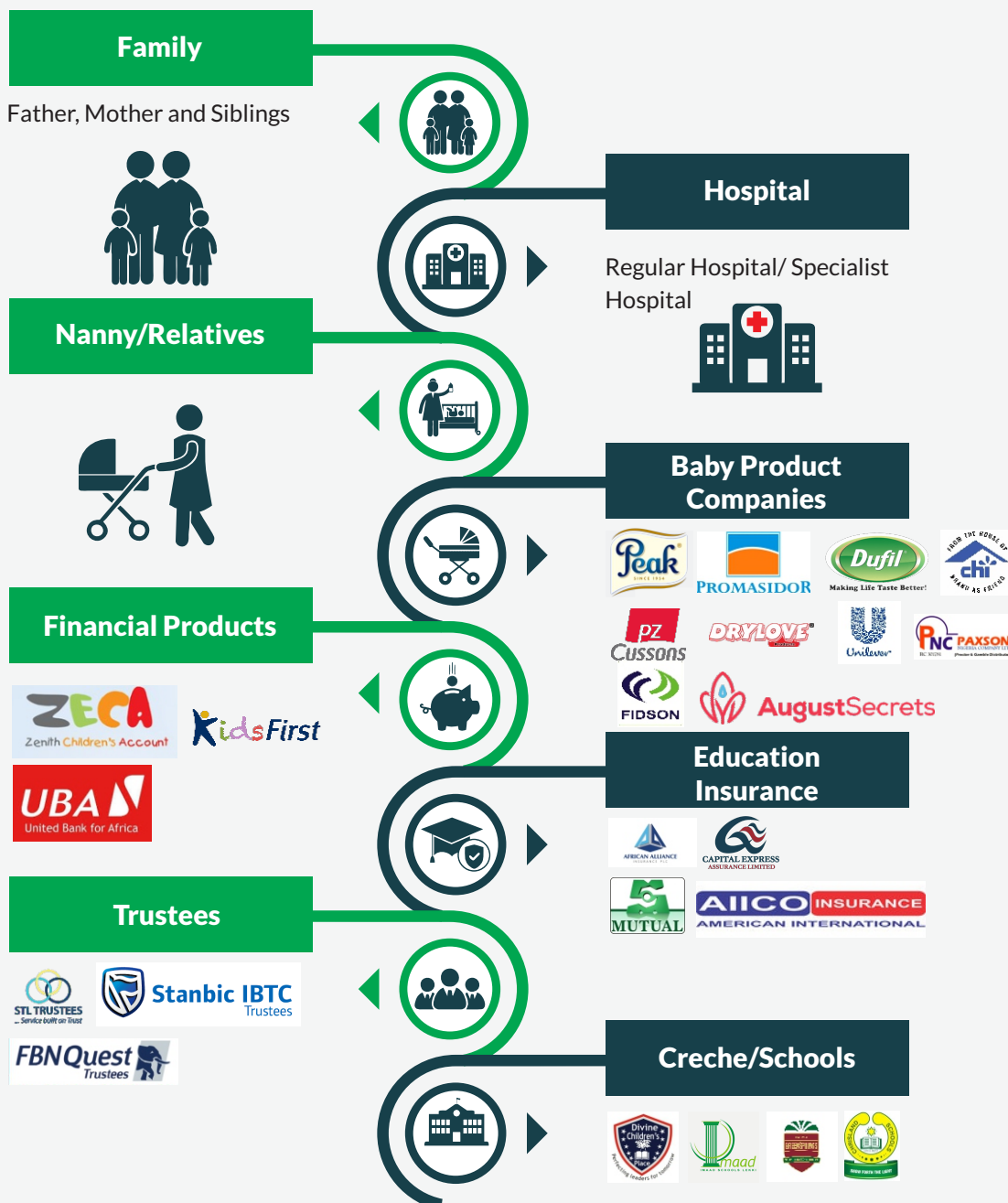
- Determine- The state of your Financial Health
- Execute Plans using the Personal Finance Manager
- Make Money using the Protrader

All on your Finger Tips

**LAUNCHING SOON!!!**  
Release Date: 2020

<https://www.protrader.africa/> @protradernow

# ECOSYSTEM: THE PLAYERS IN RAISING A BABY



## RELATED REFERENCES

1. Assisted Conception Treatments
2. Intrauterine Insemination IUI
3. What Is the Meaning of Surrogate?
4. Everything you need to know about Prenatal and Postnatal Care
5. Your antenatal care - Your pregnancy and baby guide
6. Pregnancy
7. Third Trimester of Pregnancy: 28-40 Weeks



**WebTV**  
DigitalTV Powered by Proshare

Telling your story  
through visuals

YouTube @WebTVng

M: 0700PROSHARE T: 01-454-3811  
E: news@proshareng.com W: www.proshareng.com  
@WebTVng @WEBTV-NG WebTV Nigeria

**proshare**  
WEBTV

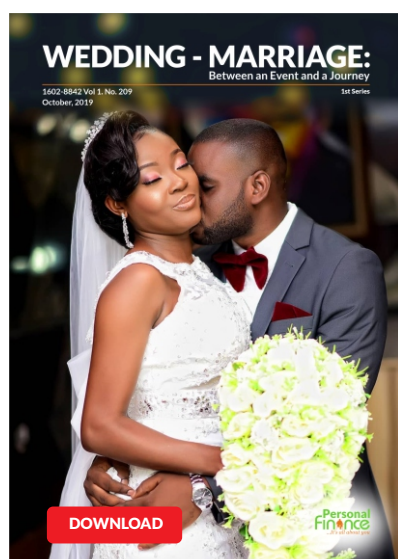
## RELATED NEWS ON SAVINGS/INVESTMENTS

---

1. [How Wealthy Do You Want Your Child To Be?](#)
2. [Zenith Bank offers ZECA Education Loan for Children](#)
3. [How To Build An Education Fund For Your \[Unborn\] Child\[ren\]](#)
4. [The Value of Girl-Child Education in Nigeria](#)
5. [The Nigerian parenting style and its influence on the child](#)
6. [Wise Investments – Nurture Your Children: The Peter & Paula Imafidon Story](#)
7. [Wedding Finance - Understanding the Event but Retaining the Vision](#)
8. [The Seven Shades of a Nigerian Wedding - From Bliss to Responsibility](#)
9. [Wedding-Marriage: Between an Event and A Journey](#)
10. [Saving for Raining Days: Why, How and When?](#)
11. [Debt Management Tips to Gain Financial Freedom](#)
12. [Five Quick and Easy Ways to Take the Financial Pressure Off](#)
13. [How to Save Money for Investment](#)
14. [Cowrywise Is Pioneering An Inclusive Pan-African Investment Project](#)
15. [Overcoming Barriers to a Savings Culture](#)
16. [Recession, Personal Income and Planning](#)
17. [The Power of Financial Planning for a Typical Nigerian - Part 2](#)
18. [The Power of Financial Planning for a Typical Nigerian - Part 1](#)



## OTHER SERIES ON PERSONAL FINANCE:



For advertisement & Sponsorship enquiries, Kindly contact Chinyere via [business@proshareng.com](mailto:business@proshareng.com) or call 0700PROSHARE

## ADVICE TO READERS OF THIS REPORT

Proshare Nigeria, founded in December 2006, is Nigeria's No. 1 and most trusted online financial hub dedicated to serve as a critical bridge between the market and investors and stakeholders. Proshare is a multiple award winning and professionally run research, data, news and analysis services firm with eight distinct practice areas – economy, business, markets, regulators, technology, MSME, personal finance and media.

### Practice Ethos and Disclaimer

Proshare does not guarantee any results or investment returns based on the information contained in this report. Although we have used our best efforts to provide the most accurate information, we cannot promise your future profitability and do not promise verbally or in writing that you will earn a profit when or if you use the information contained therein; or take the actions that might have been prescribed here by the author, our analysts or available on [www.proshareng.com](http://www.proshareng.com).

Ultimately all decisions are made by you. There is risk of loss in all trading and investing decisions. Past performance is not necessarily a guide to future performance and all investment can go down as well as up.

### What You Can Do:

You are given the unlimited right to read, download and print this report and to distribute it electronically (via email, your website, or any other means). You can print out pages and use them in your private discussion groups as long as you acknowledge Proshare and you do not alter the material in any way. Most importantly, you should not charge for it.

We encourage professionals and investors alike to send in completed research materials on topics relevant to building a virile intelligent investment culture to us at [info@proshareng.com](mailto:info@proshareng.com). If approved for publishing, we will subject it to the same terms and conditions applicable to information developed by Proshare. We retain the rights however to edit the submission as applicable to conform to practice ethics and market decorum/regulations.

### Copyright:

The copyright in this work belongs to the authors who are solely responsible for the content. Please direct permission requests to the MD/CEO, Proshare Nigeria Limited. This work is licensed under the Proshare trademark and is registered accordingly at the National Library and other relevant agencies. Proshare Reports, a critical part of Proshare's education, empowerment and enlightenment goals is designed to provide feedback and market impact commentary on economic, financial and business developments. While the partners and acknowledged references are responsible for their own work, the report issued is designed to document facts and nothing more.

### Creation Date:

This document was created on **March 22, 2020** and is based on the best publicly available information at that time. To check for updates, kindly send us an e-mail. Thank you.



Director, CBMO



Managing Editor

## CONTACT

This report was put together by the Proshare Business and Market team with guidance from the Managing Editor, Teslim Shitta-Bey

### Content Team:

Teslim [content@proshareng.com](mailto:content@proshareng.com)

Grace [market@proshareng.com](mailto:market@proshareng.com)

Chinyere [business@proshareng.com](mailto:business@proshareng.com)

Elizabeth [clientservice@proshareng.com](mailto:clientservice@proshareng.com)

Green [creative@proshareng.com](mailto:creative@proshareng.com)

Habib [graphics@proshareng.com](mailto:graphics@proshareng.com)



PROSHARE NIGERIA: The Upper Room  
Plot 590b, Lekan Asuni Close Omole  
Phase II, Isheri LGA P.O.Box 18782,  
Ikeja, Lagos, Nigeria.



0700 PROSHARE  
+234-818-165-5022



[business@proshareng.com](mailto:business@proshareng.com)



[www.proshareng.com](http://www.proshareng.com)



@proshare



Proshare Nigeria



proshareng



ProshareNG



+2349024075284





**RAISING A BABY**