

2019/20
Annual Report



"Resilience"



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LETTER FROM OUR TEAM LEADER



Dear Friends,

"Grateful and resilience" are two words that come to my mind as I sit to write this text. These words have kept me going for the past couple of months. Never in my life have I witnessed such a kind of human suffering besides 2004 when my family and I had to flee from our home due to rebel activities of the Lord's Resistance Army in Northern & Eastern Uganda. The COVID-19 pandemic will go into the books of history as a human plague but to me it will be forever a great reminder and a lesson of how we as a human race are uniquely placed to be each other's keeper and creatives enshrined with the power and the will to act together to end any form of suffering that befalls us and use it as a stepping stone to rebuild who we stand for as a human race.

As I look back to Imagine Her's work in 2020, I am a first-hand witness to promising solutions being designed to tackle challenges beyond our today's problems. Since Imagine Her started its operations in 2016, there hasn't been a year that I have been more excited about the impact we have created in the community beyond 2020 and this year lays a foundational ground for our work as we embark on our next 5-year chapter. But to be honest, it hasn't been a smooth ride not only for us as an organization but for those we work with and for. Our communities represent a majority of people living at the subsistence level - they work every day, and the \$2 they make that day is what they use to eat, and so due to the outbreak of the pandemic, their source of living was cut and "how do they stock up on food for the next coming weeks?" And you could think of all the people living in informal settlements - if the whole neighborhood, hundreds of families share a few pit latrines "then what and where is the social distancing?"

But amidst all this, these communities showed how resilient they were and developed coping mechanisms that stand out today as remarkable social ventures supporting survival and providing essential services and goods to members within their own communities such as the need for water by building wells to supply underutilized ground water.

For us one lesson we have drawn from this is that the strength of an institution is not during the easy and fun times only but also during the trying moments and times of crisis such as this that we thrive. This work we have done this year is crucial as young women and girls are facing even greater challenges heading into the new year than they did in 2020, as the pandemic continues to rage and associated issues of poverty, partner violence, domestic abuse, and other tragedies increase accordingly. In 2021, we're incredibly excited about our plans to scale our impact in a more sustainable manner, enhance the abilities and provide the skillset to our beneficiaries to tackle diverse social challenges in the fields of Climate Change, Health, Food Security and Education and workforce readiness. We aim to serve more young women than ever before, in a turbulent time when we know our work is more important than ever before. Thank you for your partnership, support in helping us get to this place today. We outpaced our goals this year and have a strong foundation on which to build to scale this impact in 2021.

2020 was a critical year for Imagine Her. Next year, we have set more ambitious targets. We hope you join us to continue advancing our shared mission.

A handwritten signature in black ink, appearing to be 'Nathan Okiror'.

Nathan Okiror
Founder & Team Leader

WHY WE EXIST



To provide tools and collaborate with communities as key advocates to prepare pathways for women and girls socio-economic independence through human centric programming.

WOMEN CHANGE AGENTS

Building Social Businesses,
Accelerating Long Term Impact



In 2019/20, our focus was to grow our tested social entrepreneurship model to support more women to not only become economically independent but also support them turn their dreams into reality and support their communities as active social change agents.

Social enterprises launched, cultivating change in the areas of agriculture, education, climate change and waste management and recycle, access to clean water

110

Women trained in an accelerated, mentored MBA-style business, leadership, social entrepreneurship and design thinking course

110

Community members served by the women-led social ventures

3000+

Revolving loans awarded & invested finance the to social entrepreneurs, ventures

90+

Community jobs created

360+

COMMUNITY LED SOLUTION MEETS THE MOMENT



COVID-19 pandemic has disrupted supply chains and slowed delivery, while lockdown measures made sourcing goods more challenging for individuals. In the awake hours of the pandemic, the world over witnessed gendered impacts of the pandemic and disruption in the fulfillment of women and girls' human rights. As a result of the break, small-scale private sector enterprises ceased trading, Shops and markets remained closed and restrictions on movement due to lockdowns made sourcing goods more challenging. These and the changing family spending patterns to specifically food supplies had a follow-on effect on the demand and supply of sanitary products. In addition to this, people avoided going to local markets or shops to obtain essential supplies for fear of exposure to COVID-19 in public places. Due to this, communities experienced inaccessibility of sanitary supplies, women and girls were forced to adopt the use of unhygienic alternatives that increased their risk of reproductive and urinary tract infections.

In our response work, we re-imagined the important role that the community plays in driving change and transformation around such times but most importantly surrounding the issue of women and girls' menstrual health, to this end we launched and implemented swiftly a holistic community-led solution that involved the creation of sustainable social clubs that focus on producing and distributing hand-sewn reusable sanitary pads (rePAD) made from locally available recyclable products to members of identified peri-urban communities and refugee settlements. As a result of this, a total of 1000 women and girls were each provided with an average of 5 reusable sanitary pads, (5000 rePADs distributed) laundry soap and a pack of menstrual hygiene and reproductive health information. Beyond the element of production and distribution, these clubs participated in behavioral and attitudinal change drives aimed at the promotion of men's and boys' engagement in menstrual management issues.

As a result of this intervention, 300 boys and men were recruited as community-based ambassadors to advocate for safe and healthy menstrual cycles among the girls and women during and post the COVID-19 period.

PROMOTING DIGITAL DIGITAL EDUCATION THROUGH COMMUNITY INTERNET KIOSKS



1-in-5 children is out of school, and factors beyond poverty, gender stereotyping to not enough locally based teachers have continued to perpetuate the educational deficit which characterizes the experiences of more communities in Uganda. This year, our long-term relationship with our founding supporter Project Hello World led to a strategic partnership that saw us take on the lead role of implementing the Hello Hub project in the country. The Hello Hubs are state of art outdoor internet kiosks in-built to provide free access to internet and world-class education programs that are not only transforming the trends in online learning and digital education but providing an opportunity for community voices to be heard globally and most importantly provide the vital resources for educators within the communities they are currently deployed. Throughout the year, a total of 14 hubs have been built across various communities rural, peri-urban, and refugee settlements and these have impacted over 1000+ children and adults. As it is embedded in both our missions, the 2.0 iteration of the Hello Hubs have the girls and women at its center, and based on this, mentorship and entrepreneurial skills development opportunities have been designed all geared towards promoting digital employment but further build on the promise to drive more women and girls to use the hubs but overall in the digital space. Beyond supporting the aspirations of girls and women, as a ticket to support the various efforts to improve literacy and numeracy among the children, a sample of 100 families were identified and provided with A one tab, a robust and dedicated tablet designed to teach reading, writing, and numeracy to children with no other education allowing them to achieve full literacy and numeracy. 500 children have benefited from this pilot and have provided vital data points for project scaling across the hubs in the subsequent years to come.

URGENT ACTIONS TO COVID-19 RESPONSE



At the inception of the pandemic, our communities saw a disruptive change in their way of living as a result of the dual economic and health impact of COVID-19. Largely represented by workers in the informal sector, the outbreak increased their vulnerability. As a result we adopted our programming to support our communities respond to the outbreak in a more dignified manner. Our response was multidimensional in nature;

+1000 Reusable face masks manufactured & distributed

Sessa Fashionates through Our Fabric of Change project, part of our Social Enterprise & Innovation Incubator Programming aimed at supporting and training young women with passion in tailoring, fashion and design into successful social entrepreneurs in the field of fashion and design repurposed their training into producing facemasks for vulnerable community members.

100+Hand Washing Stations deployed

We designed and deployed a locally resourced replicable model of hand washing stations to the community. In addition to this we also conducted 50+ sensitization workshops on hygiene practices in the communities.

Emergency Food Relief

Our food emergency packages provided families with over 1,000 meals. In order to provide food relief, we also provided families with hygiene supplies especially soap.

Tailored Learning

As a result of schools being closed, our staff under the Becoming project designed and conducted 20 project based and curriculum learning sessions that supported 100+ young learners to continue with learning amidst their schools being shut.

FROM OUR PARTNERS



Daniel Clark
Founder
Navigating Knowledge

At Navigating Knowledge, we believe Imagine Her is creating positive change in this world by addressing social and economic opportunity at the core. It is an honor to partner with such an intentional and impactful organization by providing educational tools to support their mission.



Ellen Fitton
Country Representative
Street Child-Uganda

"Street Child and Imagine Her began working together in 2019 and have since formed a strong partnership. Initially Street Child began supporting Imagine Her with capacity development support and then during the COVID-19 pandemic we were able to work together to sensitise communities about the virus and provide emergency support for young girls. Imagine Her were the perfect partners for this project given their strong community connections and their dynamic and adaptable nature."

OUR SUPPORTERS



Your generosity has been foundational in building the future that we envision to achieve. Thank you for your support. With your investment, we have been able to support and build sustainable solutions that the world needs.

FOUNDATIONS PIONEERS

Project Hello World

\$50,000+

GROUND BREAKERS

*Jewish Helping Hand
Af Jochnick Foundation
Moody Permanent Endowment Fund*

\$10,000+

DEVELOPMENT

Pilot Light Foundation

\$5,000+

BUILDERS

*Street Child
Unreasonable Group*

\$2,500+

INDIVIDUAL ACHIEVERS

*Kellie Ojeda
Faith Atuhaire
Susan M Clark
Tamara Kim Martin
Corinne Gray
Maddy deLone
Maximillian deLone
Abigail Southam
Elizabeth McEnaney
Joseph Mhza
Tanya Cothran
Arthur Southam
Danny Buck
Ronald Kakeeto
Emily Young*

INDIVIDUAL ACHIEVERS

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Emily Rock
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Charles A Ludgate
Jane Frances Tukei
Fiona Komugisha Esther
Ray Santo Abok
Caroline Akitenge
Paul Oluka
Laura Bodien
Caroline Tugume
Sam Lwanga
Shammy
Julie Brown
Ruth Anenocan
Anna Sutton
Rachael Buck
Anita Friesen
Valerie Friesen
Andrew E Kimball
Nathan Okiror
Christina Miller
Steve Schinnerer
Katrin Macmillian
Dan Clark*

SOCIAL INNOVATORS NOW & LONG INTO THE FUTURE



Supporting the Educational Needs of Vulnerable Children Amidst the Pandemic

Jacinta is a former teacher living in Kazo, a Kampala slum. She is passionate about education. While she was going through teacher training, she learned about the concept of project-based learning. She also came to recognize the Ugandan education system as faulty to its core, in particular for encouraging rote memorization over learning and understanding. She wanted to change this trend, especially for the children around her community.

Through the Social Enterprise & Innovation training, an opportunity presented itself for her to develop her passion into a business opportunity. With initial seed funding of 500,000 Ugandan shillings (\$135 USD) she developed and piloted a project-based online learning platform, through which users can access pre-recorded audio and video lessons and assignments, tailored to the Ugandan curriculum and the age of the user. To access these a family/school has to subscribe to the platform at a cost of 100,000 Uganda shillings (\$27 USD) which is paid in three instalments. Lessons include English, math, and science, and users receive tailored feedback on assignments from trained educators. The platform supports peer-to-peer learning and interaction. Jacinta's platform is changing paradigms in education in Uganda and serving close to 200 families; even more significantly right now, it is helping keep children in learning despite COVID-19 school closures.



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Imagine Her, Pangea Publishing, Jewish Helping Hand

Vice Chairperson: Rachael Miller
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Abigail Southam
Deloitte Los Angeles

Fiona Komugisha Esther
Imagine Her, Project Hello World

Elizabeth Amuge
Plan International-Uganda

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Unleashed Potentials
Urban Refugee Rights Program
HindsFeet Project
Somarah Company Limited
Big Spit Corporation
Senvula-Tomorrow is Better

2021 FOCUS



Launch & Unleash the Imagine Academy

A dedicated, state of art edge-cutting training and residential space where larger cohorts can access the latest technology and design resources to become social entrepreneurs and change agents, building on solutions that the world needs most in the areas of; Climate Change, Agriculture, Health, Education & Workforce Readiness.

Revamp our support to girl child education into Becoming.

A programme intended to empower girls into transformative change-agents & leaders through 21st century skills-based education to succeed academically, individually and impact wider communities through a human centered educational curriculum.

Improve Our Internal Processes

Build on our M&E systems to provide real-time and accurate feedback.





STATEMENT OF ACTIVITY

REVENUE

Grants	
Restricted Funds	993,495,560
Unrestricted Funds	33,455,698
Opening Balance B/F	1,366,122
Total Revenue	1,027,017,370

EXPENSES

Programs	650,643,081
Administration	333,656,749
Total Expenses	984,299,830

Current Assets	50,599,540
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"An Empowered Female Generation"





"An Empowered Female Generation"



FIND US

**Prayer Mt Rd, Katala-Seguku,
Mayinja/Africa, Kampala**

**+256703 629697, +256 774638927
info@i-her.org
www.imagineher.org**

