

HOPE Uganda

Business Plan

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Main Contacts

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Objectives

The objective of HOPE Uganda is twofold. Firstly, to create a safe and nurturing environment where young Ugandan women can pursue education. Secondly, to ensure this culture continues into the future in a self-sustaining cycle to build a higher level of education in the wider Ugandan community.

HOPE Uganda stands for Health, Opportunity, Prosperity and Empowerment. We aim to help Ugandan women achieve, increase and sustain these crucial elements in their society so that they can live successful and fulfilling lives.

We are seeking funding and voluntary assistance to provide classroom and living facilities for the successful operation of a Ugandan all girls' boarding school. The school is located in south-western Uganda, Kihhi-Kanungu district.

Background

Health Educating women about health is crucial for combating multi-dimensional poverty. Women with educated health awareness will actively encourage family hygiene, seek early medication for serious illness and prevent vulnerability to rapid transmission of pandemics such as HIV and AIDS, malaria and cholera.

Opportunity A disproportionate number of girls are denied schooling in Uganda. There is a high dropout rate of girls across a wide range of ages. This is attributed to hardships such as teenage pregnancy, violence, AIDS, defilement and socially engrained female responsibilities (household chores, early marriages, caring for the sick, etc). A lack of educated female role models exacerbates this cycle. This shows not only a great need for female education, but also presents an opportunity for change.

Prosperity According to the United Nations, economies in the developing world grow by three percent for every ten percent increase in the number of women that receive secondary education. By empowering women through education we provide to them the tools to further educate the next generation. Improved female education is linked to higher crop yields, increased per capita income and lower HIV infection rates. In other words, educating females is a high-returning social investment.

Empowerment Knowledge is power. Educating women is particularly important as it enables them to understand their rights, challenge inequality and think and act independently. Increasing societal education encourages active citizen participation and contributes to building a just and democratic society rather than one built on corruption and bribery.

Execution

Seek funds This project aims to help Ugandans help themselves. The way we, in Australia, can do this is to provide the means for them to get started. We hope to seek financial assistance from both the private and public sector as well as appealing to general public through fundraising events.



We have the ongoing support of Perth Rotaract Club who have provided voluntary and financial assistance to HOPE Uganda. Rotaract Perth has donated funds from various events on a number of occasions.

HOPE Uganda is in the final stages of gaining accreditation as a Rotary Australia World Community Service (RAWCS) project. RAWCS provides a framework for the accountable and transparent transfer of funds by partnering with a Rotary Club in Uganda (Rotary Kampala). Donations made to HOPE Uganda through RAWCS are tax deductible.

Promote awareness We also aim to increase awareness about the issues discussed above, namely, dramatic inequality for women and multi-dimensional poverty. HOPE Uganda aims to target local government and private educational institutions, giving information sessions to create awareness and providing learning tools, such as pen pal programs, to engage students.

We aim to approach at least one high profile female professional to help promote the project in professional circles and to give key notes presentations at events.

Milestone Our first major milestone is to provide the following infrastructure which totals approximately \$100,000 AU:

- Six classrooms in one building with basement and ground level;
- Staff accommodation for two teachers to live on-site;
- Water tanks to minimise long walks to collect, and high expense in purchasing, water; and
- Latrine (pit toilets) to reduce health concern from 206 students sharing one block.

See attached annexure A for detailed breakdown of costs.

Marketing Action Plan

Target Audience

- Schools
- University students, particularly females
- Religious groups, particularly youth groups
- Young professionals, particularly females

Website This is being provided by a local Perth web design firm and is expected to be available online by the end of April. Its function is to present a professional image for HOPE Uganda that is appealing to the target audience, and to provide information about the organisation and HOPE Uganda project. The website will be regularly updated with news, progress reports and events, and will be used as a practical tool for collecting small online donations via PayPal, as well as subscribers for a mailing list. It will be built on the open source Wordpress platform, allowing HOPE Uganda officials to update and maintain the site easily.

Print Marketing Material is being provided by a local graphic designer. Standard branding package includes business cards, DL leaflet, letterhead and logo to present a consistent and professional image for HOPE Uganda.

Social Media Marketing A Facebook presence will be established in order to promote the organisation, gather supporters and to advertise upcoming events. It will be a crucial tool in appealing to the youth target market, and will create a network of support for the project. It will also be a valuable source of market data to help plan and promote future HOPE Uganda events and fundraisers.

Radio Advertising University and community radio stations will be approached in order to get the HOPE Uganda message broadcasted to specific target markets such as religious groups, youth, and university students. Radio will provide a medium to convey the general HOPE Uganda aims, and to promote upcoming events and fundraisers.

Presentation to Schools As the HOPE Uganda project is about educating young women, we would like to approach a number of Australian schools, most likely targeting all-girls private schools, as part of our awareness campaign. HOPE Uganda would offer a speaker to make a short presentation at the school explaining the organisation and project. As well as raising awareness, students may be encouraged to network with other supporters online (Facebook), and participate in youth specific events and fundraisers. A Pen Pal program with Ugandan school students may be established as a way for younger supporters to participate and have a firsthand interaction with the Ugandan students.

Events & Fundraisers Regular organised events will build community awareness and participation, as well as be a key source of revenue. Proposed activities include:

- Dance party music night (18+ evening event)
- Classical music performance featuring a selection of youth chamber ensembles including Ambrosia Music
- Jazz and Folk music night featuring popular band "Tin Dog" with Paul Gioia
- Formal Ball Event
- Selling calendars
- Photography portrait session
- Silent or cent auction
- Trivia night
- City to surf runner
- Selling clean skin wines
- Movie nights

Corporate & Government Sponsorship HOPE Uganda will be approaching local corporate and government groups and individuals in the hopes of attracting monetary or service-based support and raising awareness in the wider community.



Key Internal Personnel

HOPE Uganda is entirely made up of volunteers who generously give their time and money towards the cause.

The inspiration for the cause came from Dan Mirabella who, upon his return from south-western Uganda, founded HOPE Uganda with Sam Lander.

Director – Dan Mirabella
 Co-director – Sam Lander
 Manger Marketing – Maeve Lander

Affiliates and sponsors

Rotary Australia World Community Service (RAWCS)
 Rotary Club Kampala (Frank K Nyanzi, President)
 Rotaract Perth
 Enigma Web Design & Development

Funds required and expected use of funds

The total stage one milestone of \$100,000 AUD will be broken down further into the various parts – classrooms building, accommodation, water tanks, pit latrine toilets.

The larger facilities will be further broken down in order to present potential investors with a succinct goal, the achievement of which is noticed immediately. For example, the provision of water tanks may be split into three parts – the physical components themselves, transport of the components to the site, and the installation of the components. Similarly, for the classroom building, each one of the six classrooms may be assigned to a separate investor.

The framework RAWCS provides makes for accountable transfer of funds and accounts management processes. Kampala Rotary Club (Uganda) is involved in this framework to ensure transparency and accountability at all stages and ultimately to ensure the funds reach the intended destination in Uganda.