



RAISING GENERATIONS OF CHANGE AGENTS

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BACKGROUND

- Located in East-Central Africa
- Population of ~35million*
- Highest school drop out rate in East Africa



School drop out rate*

75%

Youth unemployment rate

63%

Graduate rate from tertiary and university levels

4%

MISSION

Empower vulnerable youth in urban slums and rural communities to become employable by developing develop passion driven sustainable careers.



OBJECTIVES

→ To empower youth to develop a culture of life-long learning

→ To empower youth to develop passion driven, sustainable careers

→ To empower youth with entrepreneurship and employable skills that enables them become employable

→ To champion the use of free online courses as a learning alternative for career development.

TARGET GROUP



- Males and females
- 15 – 25 years.
- Out of school
- Orphans
- Teenage mothers
- Youth engaged in exploitative work

PROBLEMS ADDRESSED

Youth Unemployment

The **unemployment** rate for young people in Uganda ages 15–24 is **83%**. Youth unemployment and its possible repercussions come at a price to the economy, to society and to the individual.

Dropout Stigma

There is stigma in the urban communities about being a dropout and this inevitably affects the **self esteem** and **confidence** of youth as well as their ability to thrive.

Criminal involvement & imprisonment

Youth who drop out of school are often lured into **criminal activities** as a means of survival and in so doing jeopardize their dreams by ending up in **prison**.

SERVICES OFFERED

Business Startup training

The project's main aim is to empower youth who have business ideas and those who don't have any but have a passion for entrepreneurship and ability to start their own ventures.

Employability training

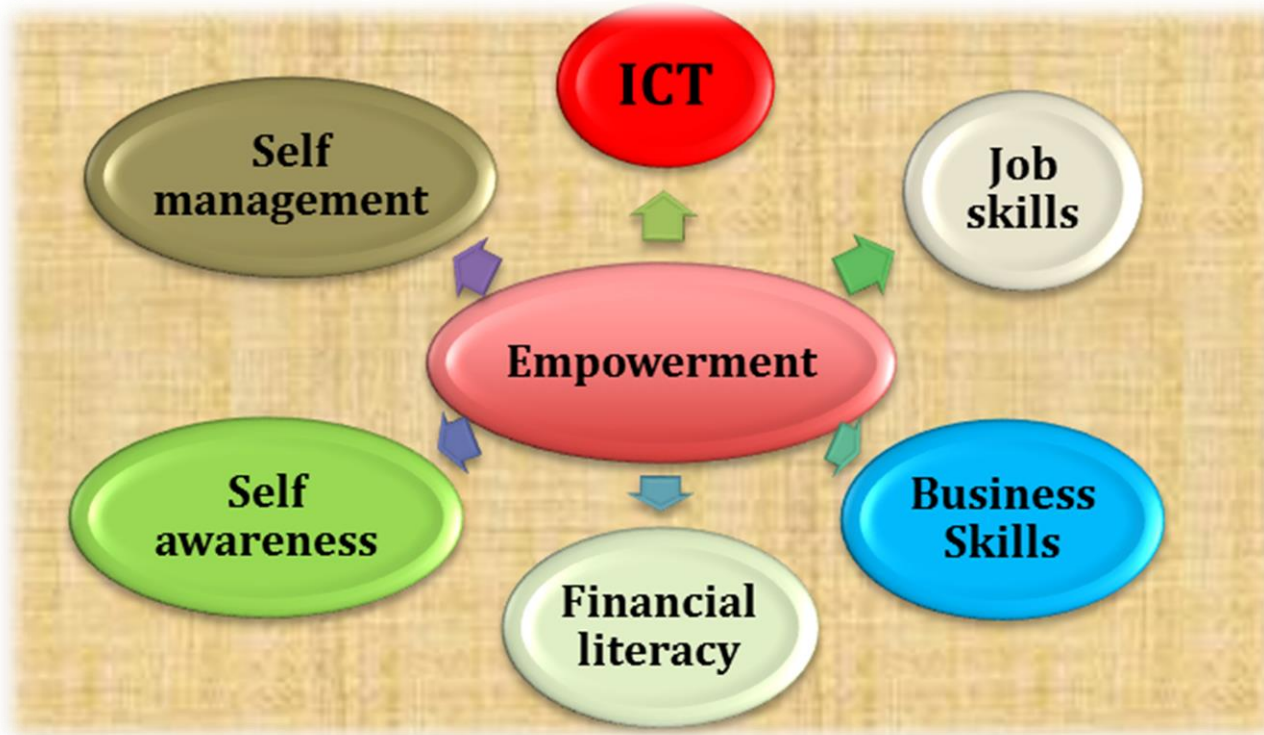
Kyusa equips youth interested in securing employment with the necessary skills and competences that enable them to thrive in the highly competitive labor market.

Business Acceleration

This project impact young entrepreneurs at the micro and entry level by empowering them to standardize as well as scale up their businesses by increasing productivity, visibility, sales and profits.



PROGRAM COMPONENTS



TRAINING METHODS

- Mini lectures
- Group discussions
- Buzz groups
- Case studies
- Field tours
- Mentoring
- Apprenticeship
- Self paced courses



KEY SUCCESS INDICATORS

- ✓ Business ideas generated through the program
- ✓ Businesses and social enterprises started by alumni
- ✓ people employed by alumni ventures
- ✓ Grants and capital raised by alumni enterprises
- ✓ Number of income sources for alumni
- ✓ % increase in income levels for alumni
- ✓ % increase in sales and profits
- ✓ Enterprises registered so as to operate legally
- ✓ Formalized business partnerships
- ✓ Job and apprenticeship placements

STORIES OF TRANSFORMATION



"I have no fear of
the future because
Kyusa has
empowered me to
start my own
business and to
provide
employment for
other people."

Kyusa

Kyusa

HENRY



Henry is a 24 year alumni has access to over eight acres of farm land in Kikyusa-Nakaseke district where he is growing maize, water melon, eggplant, spinach, yams, cassava, French beans, Bananas and passion fruits for **commercial farming** purposes. He currently employs 15 youth who would otherwise be unemployed.

He also offers motivation talks and life skills trainings in various community schools.

JOAN



Joan 21 year, rediscovered her passion for cooking and embarked on a **snack business**. She is the proprietor of **Sanjoaquine enterprises** which majors in snacks, catering services and business training for in school youth. She currently employs four people in her business and paying school fees for her sibling.

<https://www.facebook.com/rwegaba.joanah>

JULIUS



Julius- 23 years is the proprietor of **Nice Flavors** a company that offers outside **caterings**, public address hiring and **events management** services. His company offers employment opportunities to 20 youth on a part time basis depending on the nature of contract he has to deliver.

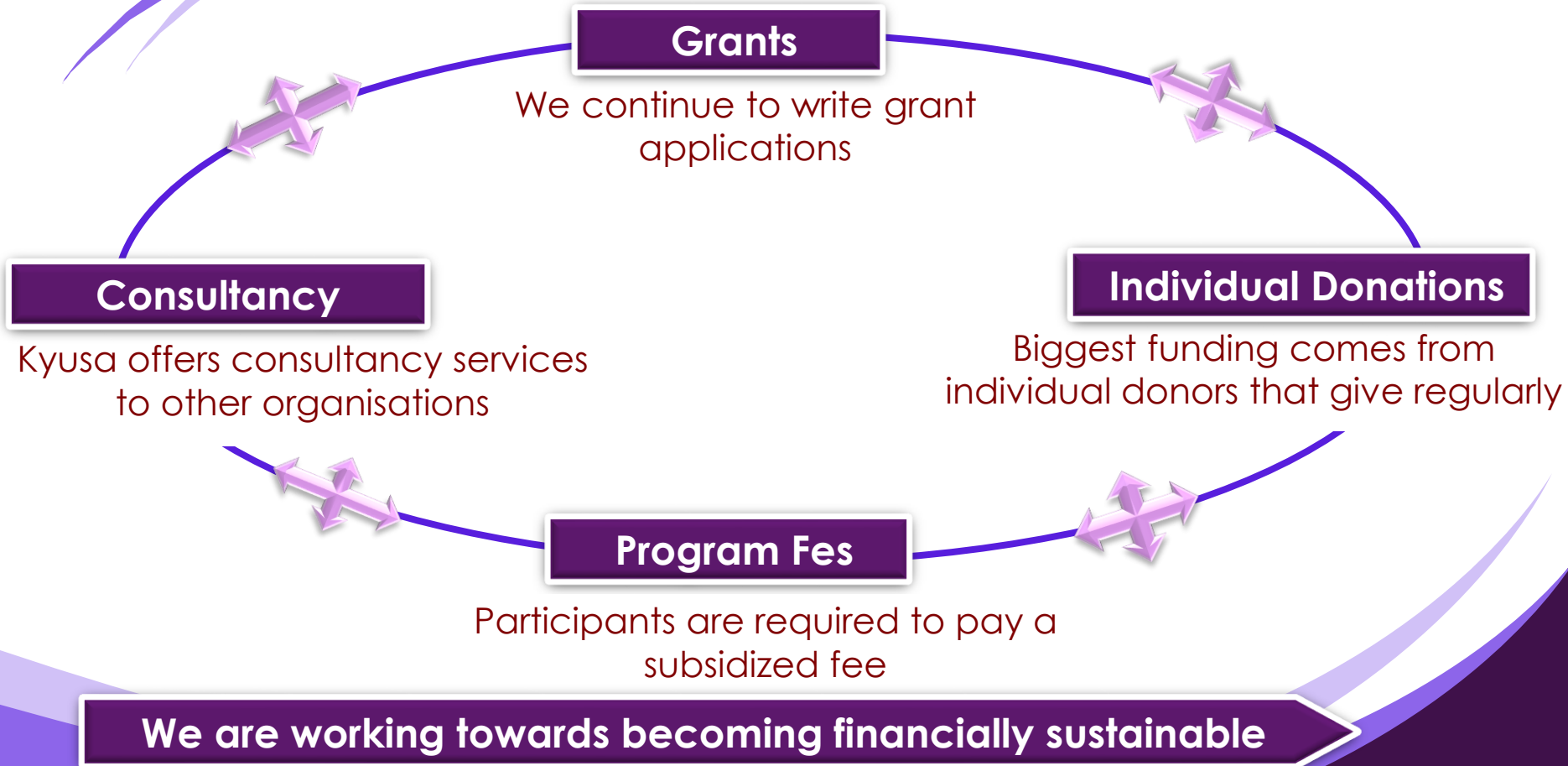
PRIMA



Prima – 21 years joined the Kyusa program with the intention to scale up her business. She is the proprietor of **Prime Designs**. She deals with **African wear** for both men and women, casual wear, crafts bags, home accessories and travel accessories. As a result of the Kyusa training, she was able to standardize her brand, increase her visibility, professionalized operations & set up book keeping systems.

<https://www.facebook.com/Prima-Designs>

FINANCING MODEL



PARTNERSHIPS



IN PARTNERSHIP WITH
techsoup



wikiHow



PARTNERSHIP CATEGORIES

Financial



- Sponsor a youth
- Sponsor a class
- Sponsor a month
- Sponsor an event
- Give monthly

Technical



- Web maintenance
- IT services
- Business coaching
- Apprenticeship & Job placements
- Fundraising
- Branding

In Kind Donations



- Laptops
- Office equipment
- Soft ware
- Electronics
- Scholarships

AWARDS & RECOGNITIONS

- Candle Light Award 2013
- Dewey Winburne Community Service Award 2014
- Certificate of Recognition from Rotary Kampala
- ACT Award 2016





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