

We are



CELEBRATING GIRL TALENT

Annual Report 2018

"Empowering Talented
young people for
Productive and
Independent lives"

www.rockiesug.org

Message from the Board Chairperson



Dear stakeholders,

Once again, I bring you greetings from the Board of Directors. As I present to you our 2018 Annual Report, allow me first and foremost thank you all for accepting to walk the journey with us from when I last presented to you what I would call my inaugural report of 2017 as I officially assumed this portfolio.

Our promise and commitment to skilling and empowerment of underprivileged yet talented young people across the country has been maintained as we registered tremendous milestones with your support. Key into this that should be celebrated is that, we have been able to fully complete the balance on the Land in Nakawuka that will see the Talent Academy being constructed, this activity will begin with laying of a Foundation Stone and your presence will be to our greatest honor. Again we have to report to you that our leadership and mentorship program is fully ongoing, alongside fashion and design as we continuously enroll more talents even with the limited space for accommodation. We have also worked tirelessly this year into streamlining our institutional policies these include; Talent Identification, Development and Management; Peer to Peer; Child Protection; Sexual Harassment; Anti-Bullying, Discrimination and Harassment. We also went on to make our 5 year strategic plan that will guide our operation from 2019-2023, all these guidelines are well uploaded on our website for our community consumption.

Finally, I would like to again send in a vote of thanks to our Management team that is highly committed to a young person's cause, doing as much to ensuring their lives are transformed in a more purposeful way to the benefit of not only themselves but the whole country at large.

We look forward to sharing more exciting times with you into the New Year with many more amazing programs we hope to spread out to you for both support and guidance.

Sincerely

Dr. Sylvia Tumuhairwe Alinaitwe

Message from the Team Leader;



Dear Family and Friends,

Allow me start off by sharing with you my experience as an African Visionary Fellow (AVF). African Visionary Fellowship was the lime light and a turning point for the year 2018, of not only my life, but also the life of the entire Rockies Organization. An opportunity to be mentored, given technical assistance to improve the performance of Rockies, being connected, meeting fellow visionary leaders from different organizations in Africa, to discuss and reflect on how to address the challenges facing our communities and finding possible solutions, thus local leaders for local solutions, did not only see Rockies create a stronger social, spiritual and economic impact to her beneficiaries, but also very profiting in improving our communication materials, building our capacity and having a clear vision, mission, policies and more developed structures.

An opportunity to share the different experiences across Africa by our fellows and seniors helped us pick the best practices in materializing the role of talents, culture and education in development. This created space to develop more talents and also created more opportunities for many less fortunate

young people in the communities we serve. This forum was profitably used to create more strategic partnerships, skills development and international linkages through discussions and experience sharing. A very big thank you to Andy, Beatrice, Kantie and the entire Segal Family Foundation Team for the well thought idea of the #AVF, and also thumbs up to our seniors, the first cohort of the AVF for the great brains put together to see this gets shape. I can assure you, it is a worthy investment.

Our supporters all over the world, we are extremely grateful for your support throughout the years, making us win awards, year in year out. On 29th March 2018, we were again crowned the Finest Troupe in Uganda by Ekkula Pearl of Africa Tourism Awards and the Ministry of Tourism. We have made countless performances for your wonderful functions, crowning it with a stand-alone Make Them Smile concert that attracted masses and many bookings followed, after this thrilling showcase. This ensured our arm of giving stretches longer, to give a chance to more talents to grow. From the Northern part of the country, in the districts of Kitgum, Agago and Gulu, we picked 9 young people, 4 from Central, 3 from East and 2 from Western parts of Uganda, making a total of 18 new beneficiaries joining our Talent Academy. We were also able to send 3 beneficiaries for professional performances in Taiwan, on a contract of one year. Other 3 got employed by Mindleaps to be trainers in their programs and 2 got local placements. Also, 2 of our girls graduated in Finance and accounting, and thousands of people were sensitized through our tailored performances, we must say we bless the Lord for such a wonderful and successful year of impacting lives.

All this would not have been possible, had it not been for the great team and Family of Rockies, our Board, our strategic partners headed by Segal Family Foundation, National Water and Sewerage corporation, The Micro Finance Support Center, Uplands High School, Girl-up Initiative, Stanbic bank, among others. We are already excited for 2019 with prospects of PRAXIS, Imago Dei Fund, Princeton Africa, Open Society, Oxfarm among others. Thank you once again for your endless efforts to make Rockies realize their imaginations. Super blessed 2019.

From the Programs Director



Masesa Demian
Director of Programs

Dear Readers,

2018 our major focus and throughout the year was deliberate towards empowering girls, our curriculum offer is broad, balanced and provides all students with the opportunity to attain a wide range of skills. Our curriculum offer takes into account the needs of students and offers opportunities for both academic and vocational pathways, ensuring that all students have clear progression routes.

We have time and again admitted young talents from all religions and from all cultural backgrounds. Mandated to provide a safe, supportive and stimulating learning environment in which every child values her education and makes the most of every opportunity so that all are able to fulfil their potential. Gifted and talented girls thrive in such a richly diverse environment, being able to freely share thoughts, have the exposure with different career coaches and as well discuss their views with other bright minds who have different perspectives and experiences

and also prepare for life beyond in the ever changing world.

Exciting schemes of learning right from Music, Dance, Skilling in Fashion and Design, Public speaking and the most relevant leadership training, tailored for a future Professional Entertainer. We are grateful that over the year, we have been able to fully pay off the balance to the Academy Land which will host excellent performance facilities which include; an auditorium with state of the art lighting and sound, a dance studio, fully equipped music rooms, a music studio, music practice spaces, drama studios as well as the Theatre.

Our lessons are complimented by a wide range of trips, performances such as our Annual Make Them Smile Concert, hired performances, music concerts and capacity building workshops with visiting professionals in respective fields.

About Rockies

We are a grassroots organization running a youth empowerment program that targets bright and talented but disadvantaged youth from all over Uganda. We run a Talent Academy for Performing and Creative Arts, provide primary, secondary and vocational education sponsorship, and perform as Rockies Troupe. The troupe serves as a Social Enterprise that provides practical experiences to trainees from the talent Academy, generates sustainable income, and creates alternative pathways for youth into employment.

Vision

A generation of talented and self-driven young people transforming societies

Mission

We nurture Talents, influence culture and enhance education to inspire young people for social transformation

Slogan

Empowering Talented young people for Productive and Independent lives.

Major Highlights

Ekkula Pear of Africa Awards

Rockies Troupe a social enterprise arm of our Organization won the coveted Ekkula Pearl of Africa Tourism Award with the Ministry of Tourism as the Finest Cultural Dance Troupe in Uganda.

During the award, Brian Ssozi our Team Leader and founder hailed his team for tirelessly working towards the success of the group, and he also told revelers that to reach this level, it has been through self-belief. "The future belongs to those who believe in the Beauty of their Dreams. This achievement we have attained as Rockies we give it to you our dear clients, friends and fans of Rockies, who believed in us from the very beginning of this journey," he said. Speaking about culture, which is the bedrock of Ekkula awards, Ssozi said that, tourism being the biggest foreign exchange earner for the country – we have also played a role through performing arts. "The uniqueness of Uganda as a country is embedded in its culture, it's the only pride we have to offer to the rest of the world, and it is best exhibited through our cultural music, instruments and dances, dressing and foods.

We took the road of performing and creative arts to promote our tourism sector in the country," he said, then added: "I am more than delighted that our Team has been awarded the Finest Traditional Dance Troupe in this country.



Minister Kiwanda Godfrey Ssuubi congratulating Rockies Team Leader and Director of program for winning an award on 29 March 2018



The award winning team, Rockies Troupe posing with the award; 29 March 2018

African Visionary Fellowship

This year also came with yet another exciting moment with our Founder and Executive Director being selected amongst the 15 African Visionary Fellows. A program run by our development partner Segal Family Foundation, inaugurated in 2017 and the second cohort of 2018 selected our Team leader. The fellowship offers capacity building, mentorship, exposure, and bringing together a community of

like-minded people to think through the best available strategies to transform society around them.



Rockies features Rema at Banyabo Concert

The young, talented and energetic team of girls and boys arguably the Finest Cultural Dance Troupe in Uganda today, took on the stage to perform the Banyabo song, a very beautiful song loved by all ladies and mothers in Uganda no wonder it was the theme song for the 2018's most successful concert. Cladding in the warrior like attire the team opened up the act with African drums with breathtaking rhythms that indeed climaxed the well-organized show sending a butterfly feel in the stomachs of revelers. (<https://www.softpower.ug/rockies-troupe-shines-at-remma-concert-nominated-for-ekkula-tourism-awards/>)



Rockies troupe performing at Rema Namakula's Banyabo concert 9th March 2018 at Serena Hotel, Kampala

Annual Make Them Smile Concert

The Make Them Smile is a signature calendar showcase event for the organization. On this day we come out to do a number of activities from thanking our clients for the whole year's support (promoting us and as well giving us business), Dance acts, Fashion show, Drama and Fundraising for any need that the organization feels needs support from various stakeholders for the good of the whole public. This year makes it 3 years ever since we began this activity. And we would like to take this same opportunity to thank our partners (**Segal Family Foundation, National Water and Sewerage Corporation, The Microfinance Support Center, Pope Paul Memorial Hotel and the Catholic parishes of Mutundwe, Nsambya, Kansanga and Ntinda**), our family of clients, the Rockies family and the general public that has worked hard into ensuring we fundraise for the purchase of Land which is going to host the Academy. 2019 will be the year when we officially lay a foundation stone for the construction of the Academy.



Perfomance at the concert held on 30th November 2018 at Pope Paul Memorial Hotel



Our chief fundraiser Fr. Luzindana the youth chaplain Kampala Archdiocese, with Fr. Kibalama Parish priest Mutundwe on stage at the concert

Rockies End of Year Party

In the words of St.Teresa of Calcutta, she once said "Be happy in the moment, that's enough. Each moment is all we need, not more." So this year, we decided to run back to our selves as a family and painted the smile onto each other as the year came to an end. Year in year out, the Rockies have been painting a smile onto you our clients as you gave us chance to entertain at your different fuctions. The Beach Party was a much needed fun day for us. #Choplif





Introduction

Growth and development of the creative art industry in Uganda

Creative and performing arts, is an immense global industry. In 2005 it generated jobs and income with a value of US\$1.3 trillion globally. Cultural industries account for more than 7% of global GDP. In Uganda alone, the creative arts industry was adjudged to be one the fastest growing sectors with an estimated value of approximately \$1 billion in earnings in the year 2016. The industry creates jobs in music, poetry, crafts and painting, film, and theater among others thus contributing 7% of Uganda's total workforce. Interestingly this was achieved in an environment that offers limited protection for innovations and a total absence of talent academies.

While Uganda's economy is expected to grow by about 6% over the next few years, according to the estimates from Bank of Uganda, jobs in television, film, music and software are expected to grow by 20% in the next three years. The industry is expected to be among Uganda's fastest growing sector and could be worth more than \$1.5 billion a

year from 2018 going forward; making up more than 7% of the workforce. According to experts, the sector is an economic might that has yet to be exploited fully and to increase Uganda's global competitiveness. Creative products are likely to drive such a phenomenal growth and job creation in performing arts, internet-based mobile applications, fashion related designs, green energy, water purification and computer gaming that has gained popularity in all urban areas in Uganda. However, such fields require research and development as opposed to products of university and college conveyor belts.

For Uganda, the pearl of Africa, to realize such goals, the government is leading efforts to invest in technological innovations and the Uganda Communications Commission, the sector regulator, has been at the forefront in supporting such by funding awards geared towards encouraging innovations in the country.

Innovation is key to rapid economic growth and sustainability in Uganda, a country with an estimated population of 41 million people. To realize that there is need for financial and logistical support of private companies,

universities such as Makerere University. Uganda's biggest problem is the absence of institutions specifically mandated by the relevant authorities to foster a culture of innovation and oversee the development of new technologies and the task has solely been left to University of Makerere, the best according to world university rankings in East and Central African region. An established national innovation system would be the key to sustainable human development. Such initiatives are needed to create synergy and collaboration of programs, policies and activities among stakeholders and across government institutions.

Strengthening this Uganda's innovation system would boost economic growth and distribute it more evenly, generate the environment and empower the people. The innovation system refers to state-led efforts to develop science and technology. Uganda's prodigious film, television and music industries can play a key part of the figures for both employment and overall value to the economy in the next decade. Other facilities that can contribute to the growth and job creation include the national museum, art galleries and photography, national theater where tourists flock in thousands every month. The strong performance of the Uganda music industry in the region and abroad is evident in the success of the many music stars.

Design which encompasses the fashion industry, has also performed well with country's top fashion designer and arguably the best female designer in the East Africa region (Sylvia Owor) providing a range of her own design outfits in Kampala and in Nairobi. There are many new faces and this should soon be a huge industry in the country and region. Technocrats tasked with addressing the problems faced by Ugandan scientists, especially the lack of funding that stunts the progress of scientific research and leads to the stagnation of industrial innovation, as well as the lack of marketing and promotion for completed projects, should be more than talks and presenting fancy ideas in workshops and seminars. Innovation index is what

shows a country's ability to improve the living standards of its people through innovation and technology.

Another huge challenge for the creative and performing art industry, besides lack of innovation, according to available publications on formal Education in Uganda, and the primary data which springs from the field research carried out in Primary Schools in Uganda and conversations with policymakers, is the increased focus on core subject areas of reading, writing and mathematics and minimum attention being paid to arts education yet the arts in totality are core to early learning and child development. John Dewey, a renowned philosopher of education, believed that arts education was a foundational part of the curriculum because it developed creativity, self-expression, and an appreciation of the expression of others.

In an era when grade scores are the key drivers of the education system in Uganda, certain 'academic' subjects are being emphasized to the exclusion and detriment of others. As part of its strategic development plan, the Government of Uganda has prioritized science education and is proposing a different salary scale to all Science teachers at various levels of education. Whereas giving special attention to Science education may seem logical to policy makers, it is not sustainable when statistics elsewhere prove that the key driver of modern economies in developed and fast-growing countries is creativity, a key domain of the arts. In order to ensure high standards in education, Government and other stakeholders must seriously consider the symbiotic relationship between science and arts education since the duo are increasingly and competitively influencing the strategic direction of modern fast growing economies.

Moreover, without clear policies and support from the relevant organs of Government, the promotion and preservation of cultural values and practices cannot easily be realized. At the moment, there is lack of coherence in

the way matters relating to arts and culture are decided, administered or supported. For example, a very minimal budget is attached to the Culture section of the Ministry of Gender and Social Development (see budget). Similarly, the budgetary allocation to the Uganda Museum, from the Ministry of Tourism, Trade and Antiquities cannot support the requisite educational activities on cultural preservation. In most schools in Uganda, teaching of creative subjects at all levels is almost impossible due to lack of adequate institutional support. Yet arts education provides an alternative multi-layered means to view reality and to experience the world, especially in the changing times.

Finally there are other laws of Uganda which protect the cultural norms, values and practices of the people of Uganda. For example, the Copyright and Neighboring Rights Act, 2006 provides for the protection of literary, scientific and artistic intellectual works and their neighboring rights. However, the lack of institutional support to implement these laws and Acts renders them blunt and unhelpful to the key players in arts and arts education thus leading to uncontrolled duplication of cultural expressions and creative laziness among learners.

1.0 Social Impact

Our social impact is intended to keep tabs with our development partners, members of our community and the general public. The publicity arm of our different programs is clearly

emphasized in this area. Keeping us socially active has given us an opportunity to keep alive with our works on a number of entertainment platforms.

2. Stanbic Bank Schools' Awards



1. Our Team Leader and Director of Programs joined other SSF Partners in Nairobi for the AGM



Rockies Troupe performs at the Stanbic Bank National Schools championship held at Hotel Africana

3. Rockies Performs at the 4th Common Wealth Youth Parliament. The theme of this conference was "securing a better future for Africa; role of the youth" this conference attracted over 200 delegates from all the common wealth countries.



4. As part of our continued outreach programs covered in our academy, exposure and experiential learning is key for our young people. We get to join into many activities we are invited and this time round Makerere University Faculty of Performing Arts invited us at their Open Day and Dance Festival 2018 at Makerere University Freedom Square; the goal was to bring the community of Makerere to a festival featuring upcoming dance troupes and companies as they dialogue with the dance students from Norway and MAK students.



5. In a bid to realign our goals and ensuring that we move at the same pace as a team, we organized a 3 day brainstorming in house workshop that required developing our one pager strategic plan. This workshop involved working on our values as an organization, revisiting our vision and mission statement, having to draw a protracted to-do list for the next 3 years, mapping out our value proposition, our theory of change and the activities needed to achieve.



6. Cross Cultural Foundation Uganda-CCFU held their 3rd National Cultural Heritage Awarding Ceremony where we took part as partners to the event as we provided the day's cultural entertainment. The event was graced by the State Minister for Tourism and Antiquities Hon. Godfrey Kiwanda



7. Fresh Diary the producer of a wide range of dairy products in East Africa, rebranded all its yoghurt as part of its strategy to satisfy the constantly changing customer needs while increasing its market share both in Uganda and the East African region at large. Because this product is an energy giver, the organizers of the event felt it prudent to invite the youthful team of Rockies Troupe to unveil these products to the media and the public at large.

8. Our partnership with MindLeaps has given much more exposure to some of our members, the two selected members Mataba Douglas and Kapule Annet took on the roles of trainers around Uganda and were taken to Rwanda for a 3 Months dance training at the MindLeaps training center in Kigali. On return the dual were fully taken up as trainers under MindLeaps, joined by another Kiberu Pius, making a total number of three, to a number of organizations and countries as assigned to them. Rockies being an organization that nurtures talents of young people to become professional performers, joined with other partners to front the same cause is helped to achieving our intended objective.



9. Rockies Troupe took part at the second edition of the Dragon Boat Festival, organized by the Chinese Embassy and the China Africa Friendship Association of Uganda. This is one of the international platforms that we work towards ensuring that our team performs at. This year's event just like last year took place in Entebbe at the Uganda Wild Life Education Center-UWEC. This event was graced by the Chairman of the China's top political advisory body the National Committee of the Chinese People's Political Consultative Conference-CPPCC Mr. Wang Yang.



1.1 Community Impact

Our community Impact (CI) is intended to share case stories of some of our beneficiaries, these have been with the organization for a number of years and can attribute their success to the good environment created by Rockies alongside its development partners.

Nassali Shakira



Nassali Shakirah has all the reasons to praise and worship the living Lord. She smiles all the time when you talk to her, indicating a lady satisfied with the investment made to her. She has made tremendous success not only to her life, but also to her entire family. Shakirah was born in a family of seven and lost both her parents at a tender age of 7 years. After struggles, she was helped to study by bursaries because of her talent until when she finished primary 7. During her secondary, a Good Samaritan helped her in senior one and two, but also passed on as she was just joining

senior 3.

It was then, that she got a chance to hear about and got connected to Rockies organization. Since then, she has been supported by Rockies until when she completed her senior four. For her great talent, she was then trained to professionalize her talent in performing and creative arts for a period of three years. In the year 2014, she had completed her course at Rockies to become a professional performer. In the same year, Rockies paved a way for Shakirah to go to Yarugu Park China to perform for a contract of one year, being paid professionally. Yarugu Park has been renewing her contract every year because of her brilliant performances and discipline exhibited.

Shakirah now takes care of her family, supports her siblings to go to good schools, and gives back to Rockies to continue growing and giving a chance to more talents. She has bought a plot of land and has started constructing her own house where she hopes to stay as she comes back from China. Having lost her parents at such a tender age, struggling with school fees and stopping at a senior four level, she had never imagined that she could ever make it this far, but her talent has greatly paid off, and she can firmly stand to testify to this and also call upon other parents to encourage and support their children who are talented in the field of performing and creative arts. She normally jokes with her friends who used to laugh at her during her hard trainings before she went to China when they ask her for money, she quotes Muhammad Ali; "I hated every moment of my trainings, but I said, let me suffer now and live the rest of my life like a champion". She adds, I am a Champion I can afford to send you some money for your upkeep.

We are proud as Rockies for having been part of Shakirah's journey in life. Many young girls who are so talented in Uganda do not get a chance like Shakirah did. What keeps us awake at Rockies, is giving a hand to as many young girls as we can, so they don't get spoilt, get pregnant, practice unbecoming behaviors in society because they lack a chance to stay in school and develop their talents. Because of your support, Shakirah has been able to paint a smile to her entire family and to other beneficiaries at Rockies, including her friends. Let us keep the candle burning.

Luwukya Edward



Luwukya Edward was raised by a single mother since his Father passed away when he was only two years. His studying was largely supported by both his mother and his Talent in performing and creative arts. During his senior six vacation as things were seemingly getting out of hand, due to the fact that his mother was growing older, and she could no longer support him in raising money for fees, he met with our Team Leader who introduced him to Rockies Organization, since they had even studied in the same secondary school, these two knew each other and easily worked together. When Rockies was given birth, Edward was one of the very first beneficiaries of Rockies.

He joined Rockies after his university, and he got professional training for two years in performing and creative arts. In the year 2014, he was already a professional performer and he was connected to Microlink Beruga Ocean Park in China. There he was given a contract of 5 years with holidays to come back home every year for 3 months. He is a choreographer, a trainer, and he manages and produces shows. When he comes back in Uganda, he manages the Troupe with the international expertise he comes along with. Sseremba never regrets being talented and working with Rockies. He has since been able to sponsor his siblings at school, constructed a house for himself and his

beloved mother, and takes good care of her. He also pays fees for one of the beneficiaries of the organization, and most importantly, imparts skills in the beneficiaries of Rockies, whenever he comes back to Uganda, as a way of giving back to the organization. He is considered a role model and a mentor at the organization.

Namuyomba Mary



Mary is a born of 1996 and a last born in a family of 12. Joined Rockies in 2013 after failure by her parents to raise school fees for her High School

College (HSC), not even her Brothers nor could Sisters step in. Although since childhood she's been close to church and part of the church's students' association led by Fr. Martin (Fr. Martin is one of our Music Teachers in the Academy), a very youthful and friendly man of God who kept the young people focused through counselling.

Time reached when Mary could not stand staying home yet her peers were all left for school. Here, she thought of a silly idea, which she shared with Rev. Martin after the Sunday morning Mass of running away from home and go stay with her boyfriend and later get married. She was equally fed up of the everyday insults from her Dad who kept calling her all sorts of funny names of insult writing her off as unlucky.

At this point Rev. Martin was really bothered and because he was known to Rockies as a close associate, knowing Mary was talented in creative and performing arts, he had to find a way of getting her a slot at Rockies. Since then, her life has been transformed immensely. Mary was able to complete her High School Education, where she did Mathematics, Economics, Geography and ICT, went on to pursue a Diploma in Finance and Accounting, which she has completed this year.

Over time now Mary has been doing very well right from completing her Diploma, later tasked to join the accounts department of Rockies, which she has been exceptionally outstanding. Built her capacity in leadership, a role model she has turned out to be amongst her peers and she hopes to pursue further education. But as of now she has turned out to be one of the most talented members in singing and dancing. "Thank you Rockies because I am now Talented, Responsible, and Presentable. I and Rockies it's my prayer that we stay together. May be this is the boyfriend I was telling Rev. Martin about"

Namulindwa Eseri Gabriella



Gabriella is the last born in the family 8 with 2 girls and six boys, she was born in Masese a suburb in Jinja District. She was raised by her Mother until her Primary Two when her Dad passed on around the same time, she was sent to stay with her Grandmother in Nakasongola District. She was with her granny as she went through her primary three and four only to face the worst of times when this old woman fell sick on to realize later she was bewitched by her best friend at the time. She could not walk nor sit, she later became paralyzed and crippled. This automatically meant that Gabriella would not step in class anymore as she spent most of her time caring for her sick granny moving from

one hospital to the other, visited all churches recommended and also went as far as visiting shrines to no success. The family that was financially stable was drained to nothing which meant a terrible and miserable life.

Gabriella realizing she was facing the worst of life, she decided to escape and this was sparked at the point when her uncle attempted to rape her, she was neither at school and at this stage she was considering poisoning herself. She decided to run back to her Mum in Jinja but about this time she had missed all the love and care a child would get from their parents, she was forced to always act like a mature person that she never considered socializing with her age mates.

Again another disaster struck, her Mum had been diagnosed by cervical cancer when she was in her Senior Four winding up with her Ordinary Level Certificate (O'Level) and as she went on to finalize her High School Education (HSC), Mum succumbed to cancer. (You need to be clear here as to when she joined the Rockies) By this time Gabriela had joined Rockies recommended by her school mate who was already a member of Rockies, Dorcus approached our Founder and Team Leader sharing with him Gabriela's life, touched by the story Brian decided to take her on and promised to enroll her into the Academy.

Gabriella has never disappointed since she joined Rockies. A talented young girl she is, she has

never allowed her past take a toll on her, she has been able to work hard both at the Academy and her formal education. We can surely report that Gabriella is currently a graduate with a Diploma in Finance and Accounting from Multitech Business School, also currently working in the Organization's Finance Department at the same time coming out as one of our lead performers in the Rockies Troupe.

1.2 Strategic Partnerships and Collaborations

The organization took more strategic approaches by seeking to engage with and develop long term strategic partnerships with key organizations and institutions to advance its mission. The aim was not necessarily to seek funding but to collaborate with a few but strategic partners through joint projects, technical and management support and other related approaches.

This year alone, we are happy about the increased number of partnerships that have come our way. These partnerships are both from the Segal Family Foundation network and other collaborative networks.

Isha Foundation became the first development partner that gave us a maiden trip to India with the invite from Sadghuru. This followed a Yoga session and a mind focusing training that we got from this great collaboration.



Fr. Luzindana challenging Maria in singing at the concert

THE MICROFINANCE SUPPORT CENTER



As an organization, we would like to appreciate the contribution made by The Microfinance Support Center towards the last quarter of the year. Stepping in to make a huge boost into our Annual Make Them Smile Concert as sponsors was a major partnership sealing. The center joined the cause with appreciation for the commendable work Rockies is doing into supporting the underprivileged yet talented young people in developing their creative and performing skills, education sponsorship, medical and the free housing facilities offered. We therefore, as Rockies look forward to ensuring that this partnership is well nourished and consolidated for the good of young people in Uganda.

NATIONAL WATER AND SEWERAGE COOPERATION



National Water and Sewerage Corporation has consistently been an amazing partner to Rockies through the mentorship and leadership guidance offered through our Board Chairperson. We have received enormous support from the institution since inception, being partners and offering moral and financial support towards our Annual Make Them Smile Concert. The leadership is attached to our cause as Rockies and with their Corporate Social Responsibility strategy, we have to appreciate this kindness and look forward to continuously hitting the desired targets.

GLOBAL GIVING



GlobalGiving

We are also thankful to be part of the Global Giving Platform. An online fundraising platform that helps connect charitable organizations around the world to a large network of individual and corporate donors to raise awareness and funds to support their impact in their respective communities. It's therefore, at this point that we come out openly to thank our supporters around the Globe, who have made it a point to support us through Global Giving. This year alone during the Giving Tuesday, we were able to raise almost \$5000, which is helping us see our studio room construction take shape.

AFRICAN VISIONARY FELLOWS



We were also humbled when our Team Leader was entrusted with leading the organizing of a get together meeting for all Ugandan African Visionary fellows. This was very enriching, sharing and uniting with Fellows before the year ended. We thank Segal Family Foundation for such a great opportunities always.

GIRL-UP INITIATIVE



We would like to send out special recognition and appreciation to our partner through Segal Family Foundation Network, Girl-Up Initiative for the tremendous work they are doing in skilling young women and girls especially in the area of Fashion and Design. We have been lucky this year to benefit from the good works done here, three (3) of our young people were given training in fashion and design as a deliberate move to boost our Rockies Fashion and Design Department. We therefore, would like to report that the trained team has done much for us and have gone ahead to train more of our other members in the acquired skills.

POPE PAUL IV MEMORIAL HOTEL



The leadership of Fr. Musooka has been an amazing one in the support and promotion of our Rockies Troupe. The hotel has time and again offered a discounted price on the venue from where we have held our previous two Make Them Smile Concerts. The venue is spacious enough and corporate for our clients, the Administration of the Hotel has done a tremendous job into giving the venue a new facelift with improved constructions that will have both a swimming pool and a leisure center. Here, Rockies and Pope Paul are into talks that will see our Rockies Troupe schedule weekly or monthly family show performances for our clients as another leisure option getting into 2019.

Log frame Matrix

Hierarchy of Milestones (Results)		Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Youth	Output 1.0	# of Students who were recruited	80% of the talented young girls and boys recruited to the academy	42 talented young girls and boys recruited to the academy	56 talented young girls and boys recruited	Talent and Leadership Academy reports 55 young people fully present and taking on the given trainings	Willingness of parents and students to embrace the academy
	Recruitment of students in the talent ensured						
	Output 1.1	# of medical complaints responded to and addressed.	Monthly medical check-ups conducted	4 Quarterly medical checkups conducted	4 Quarterly medical check-ups conducted	Medical Reports.	There will be readily available insurance plan to facilitate this process
Output 1.2	Reproductive Health and other enrichment programs conducted	# of people reached with the advocacy campaign	Advocacy campaigns conducted	4 Quarterly advocacy campaigns conducted	2 quarterly advocacy campaigns conducted	Reports from field engagements and visual recordings of each activity	Availability of funding opportunities to run these campaigns

Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Output 1.3 Menstrual Hygiene and Training ensured	# of students trained on hygiene	Quarterly trainings conducted	4 trainings conducted	8 trainings conducted	Re-usable pads are readily available, Increased awareness	Willingness of the young girls to learn
Output 1.4 Rockies Troupe performing at National level events ensured	# of performances held	Quarterly National level performances conducted	8 high level performances conducted	9 high level performances conducted	Featured on both video and print media, Photo documentations	Networking opportunities to provide these links
Output 1.5 Introducing in-house vocational skills training ensured	# of students trained on vocational skills	W e e k l y v o c a t i o n a l skills trainings conducted	4 items trained	4 items trained and learnt	Bricks laid, Shoes and items are readily available	Willingness of the students to adopt and learn these new skills

Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Finance and Administration						
Output 1.0	Organization Management policies developed	Annual reviews conducted	Design and Implementation policies ensured	Peer to Peer, Child Protection, Talent Identification, Development and Sexual Harassment, Anti-Bullying, Discrimination and Harassment policies designed and implemented	5 policies developed, verified and ready uploaded on our website (follow link)	Capacity of staff and all beneficiaries to use and be guided by the said policies.
Output 1.1	Board meetings held	Annual board meetings conducted	2 board meetings conducted	3 board meetings conducted	Board minutes captured	Availability of all board members
Output 1.2	Staff development and Appraisal plan being developed	Staff development and Appraisal plan developed	Staff development and Appraisal plan developed	Staff development and Appraisal plan being developed	Staff development and Appraisal plan still under review by expert consultant	Commitment of the consultant in ensuring this task is accomplished on time. Availability of resources to motivate the consultant to ensure this task is expedited.
Output 1.3	Redesigning of website conducted	Monthly update of the website conducted	4 updates of the website conducted	4 updates were conducted	Our website www.rockiesug.org fully up and functional	Availability of resources and information to ensure monthly updates

Hierarchy of Milestones (Results)	Indicators	Milestone	Target	Achieved	Means of verification	Risks or Assumptions
Output 1.4 Creating partnership with an SSF partner ensured	#partnerships made	Quarterly networking programs conducted	5 strategic networks created	3 strategic networks created	Ongoing support from National Water and Sewerage Corporation, The Microfinance Support Center and Pope Paul Memorial Hotel	Willingness of the administrators to collaborate
Output 1.5 Creation of Strategic plan and a Multi-year strategy ensured	Strategic plan and a Multi-year strategy developed	Strategic plan and a Multi-year strategy plan developed	3 year strategic plan and a Multi-year strategy plan developed	3 year strategic plan and Multi-year strategy plan developed and functional	Strategic plan and multi-year strategy plan documents available	Capacity to implement as planned
Impact						
Output 1.0 Develop an M&E Plan ensured	M&E plan developed	Quarterly M&E plan developed	Quarterly M&E conducted	M&E Plan still under development	Template still under design	Capacity of the Programs department to deliver as planned
Output 1.1 Develop M&E tools ensured	M&E tools developed	Quarterly M&E tools created	Periodical M&E conducted	M&E is conducted on quarterly basis	M&E templates and Reports	Capacity of the Programs department to conduct M&E

CHALLENGES

Just as the organization has made achievements, there have also been a number of challenges and some are yet to be overcome. But these have been a huge learning opportunity for the organization.

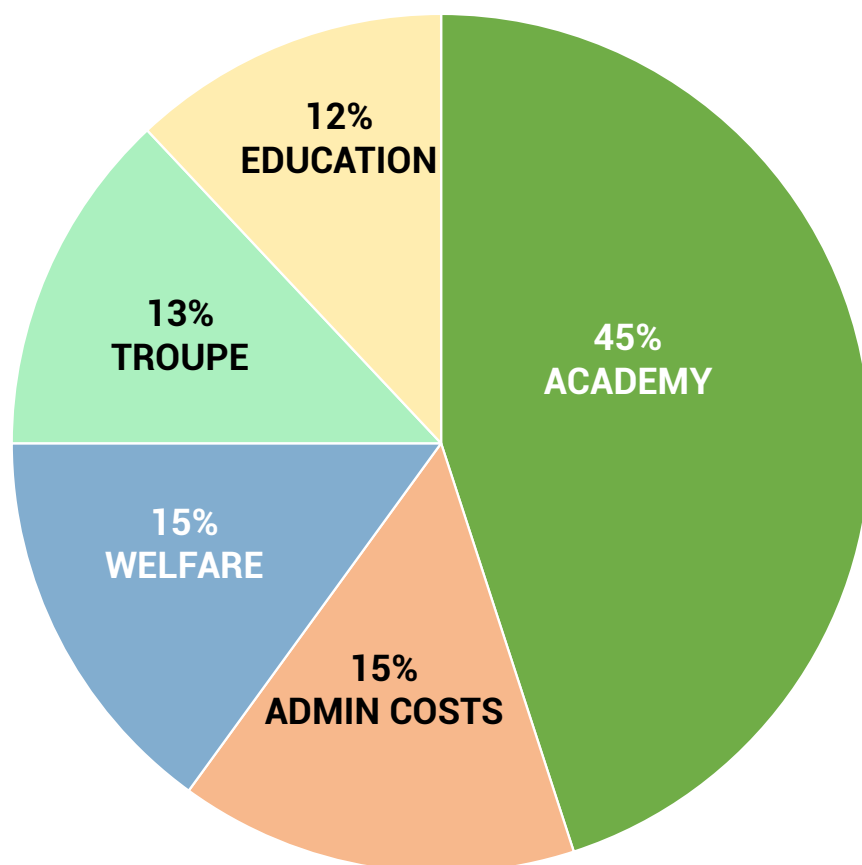
- a) Limited space: there is a lot of talent out there but the organization has limited capacity and therefore can only afford to bring in a few young people at a time.
- b) Inadequate curriculum: The organization has an academy but no written down curriculum for training the young people. In other words there is an urgent need to institutionalize the academy.
- c) Sound system- equipment: There is urgent need for equipment that will enable the Troupe to project a good sound during its performances
- d) Transport to move performers and equipment to the various venues of performance is also a challenge.
- e) Clarifying on programs: Rockies needs to clarify its programs with clear components and activities – currently focus is mainly on the troupe at the expense of the other components. (Then why mention the tailoring, with all the equipment bought if it's not given focus? I think this statement needs to be revised or) It would also be wise I think if we photos of our tailoring department if we can well set it.
- f) Institutional challenge: There is the dilemma of growing a business entity with a service provision (charity) component which seems to pose a huge challenge for the organization. (How?)
- g) Donor requirements: Meeting donor demands and expectations as the different donors have different demands and expectations.
- h) Government policy: There is the shrinking space for the Arts as government seems not to appreciate creative and performing arts and is focusing attention on Sciences. How about if we said; "The Government is turning the industry into a political space due to the fear caused to them, by artists who wish to take on leadership of the country"
- i) Limited creativity and innovation: There seems to be a lot of monotony in what the different troupes in Uganda are able to offer in terms of entertainment as there is no innovation and creativity – all troupes are doing the same things. Related to this is also the problem of gap as many young people seem not to appreciate cultural dances.
- j) Government neglect: Government seems to neglect national heritage and is focusing more on the needs of foreigners who come in as tourists.

STRATEGIC CHALLENGES

Having reviewed the above challenges, the following were identified as strategic challenges for the organization:

1. Limited space/ developing own facility
2. Inadequate curriculum/ All-inclusive curriculum
3. Poor partnerships / resources mobilization
4. Limited research / information management
5. Leadership development / Training
6. Limited numbers of young people we would like to affect

Annual budget for 2019



Total budget 2018

504,000,000 UGX
140,000 USD

FQ1

132,560,000 UGX
36,822 USD

FQ2

153,720,000 UGX
42,700 USD

FQ3

110,070,00 UGX
30,575 USD

FQ4

107,650,500 UGX
29,903 USD

OUR BOARD



Dr. Sylvia Tumuhairwe Alinaitwe
Chairperson Board



Rev Fr John Joseph Ssenkaali
Board Member



Hon Sylvia Mazzi Kakonge
Board Member



Patrick Jude Mugisha
Board Member



Renu Varun
Board Member



Humphrey Nabimanya
Board Member



Aaron Bukenya
Board Member

OUR STAFF



SSOZI BRIAN
TEAM LEADER



Masesa Demiano
Director of Programs



Edwinnah Kasidi
Finance and Admin



Maria Tendo Namuyomba
Finance Officer



Eseri Namulindwa
Partnership & Reputation Coordinator



Seremba Eddy
Manager Rockies Troupe



Bakyayita Julius
Programs Officer



One of Uganda's finest music composers, Jamie Culture pays a visit to Rockies troupe



Medie Ssengooba we shall always live to remember you for the great contribution you made towards the development of Rockies Troupe.. R.I.P



The beautiful talented and energetic girls of Rockies troupe having a light moment on shores of Lake Victoria



Rockies family end of year fun celebrations at Speenar beach



Performing Kitagururo dance at the concert



Revellers at Rockies Make Them Smile Annual Chairity Concert



Rockiestroupeuganda



@rockiesorg



www.rockiesug.org



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