



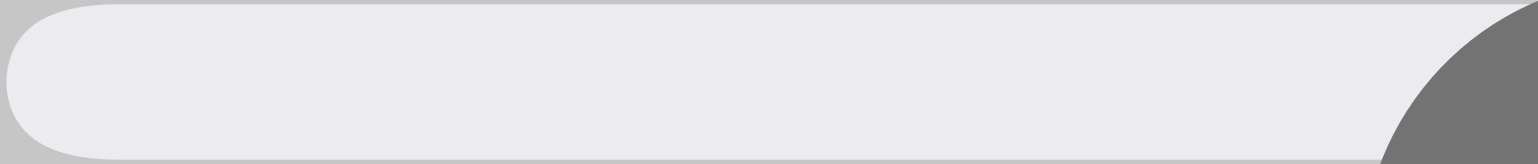
STRATEGIC PLAN 2024-2028

STRATEGIES FOR GROWTH AND INNOVATION



BY CLASP FOUNDATION UGANDA

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INTRODUCTION

A Woman's Worth is a grassroots non-governmental organization, registered under CLASP Foundation Uganda, that empowers women in disadvantaged communities in Jinja since 2015. By sharing knowledge about entrepreneurship, personal development and fashion we disrupt the cycle of poverty amongst disadvantaged women.

Investing in the socio-economic empowerment of women leads to gender equality, poverty reduction, and economic growth. Women can significantly contribute to the economy, and access to education is a key factor in this process. A Woman's Worth believes in the transformative power of knowledge to eradicate poverty and therefore we focus on providing educational resources rather than financial aid. By offering various courses, we support women in their journey toward independence and self-self-support.





OUR VISION

A Woman's Worth envisions an independent and self-supporting life for women in Uganda.

OUR MISSION

Our mission is to empower women by sharing knowledge and skills about entrepreneurship, personal development and fashion.

CORE VALUES



EQUALITY We treat everyone in the same way and with dignity. Everyone is given the same opportunities, regardless of their background, belief or circumstances.

INTEGRITY We always strive to do the right thing in a fair, honest, transparent and responsible way. We consistently expect you to do what is best for our beneficiaries, our team and our organization. Consistency between words and actions is key, even when it's challenging or inconvenient sometimes.

LEARNING Prioritizing opportunities for personal and professional development, embracing new experiences and challenges as a means of expanding one's capabilities, knowledge and skills.

TEAMWORK We work together as a team to achieve our goals and teamwork also builds individuals. Collaboration as a team can result in innovation, team bonding, development and a greater sense of achievement.

IMPACT We want to make a meaningful and positive influence in the world, engaging in activities and pursuits to align with one's values and passions, and contribute positively to the lives of others and their communities.

WHERE WE WORK

A Woman's Worth operates in the disadvantaged communities of Jinja, in Eastern Uganda, a region marked by high poverty rates, limited access to education, and widespread gender inequality. Our focus is on empowering women, particularly single mothers, who are disproportionately affected by these conditions. Uganda has a population of approximately 46 million people, with over 51% under the age of 18. Despite ongoing legal reforms and government efforts to promote gender equality, progress remains slow, especially at the community level. Deep-rooted cultural practices and societal attitudes continue to marginalize women, restricting their access to financial resources, property ownership, and economic participation.

According to the World Bank, the highest poverty levels in Uganda are found among female-headed households with little or no education, especially in the Eastern and Northern regions. Jinja, where we are based, reflects these realities. In the underserved areas we serve, home to around 20,000 residents, nearly half of all households are led by single mothers, each supporting an average of five children.

These communities face overlapping challenges: poor sanitation and hygiene, limited educational infrastructure, high crime rates, and a strong dependency on informal or unstable income. Opportunities for sustainable employment are extremely scarce, particularly for women.

HOW WE WORK

A Woman's Worth is comprehensive, simultaneously addressing economic, social and physical needs. We focus on financial independence and self-supporting by providing different education and skilling programs. Over the course of our program, women achieve sustainable success across the following areas:

- Building skills for long-term success: the programs emphasize education, vocational training, business development.
- Social wellbeing: even as physical and economic needs are being met, A Woman's Worth also attends to the social concerns of women, through community intervention and personal development.
- Health and safety: a primary focus in the program is addressing physical needs, including health, hygiene, and women rights.





WHERE WE ARE NOW

In our work with more than 350 women, with a social and economic impact on the lives of 1.500 children, we have found that 80% of our participants are self-supporting at the end of our program, an upward trajectory that continues beyond graduation. By fostering a supportive environment that champions female entrepreneurs, we help women overcome these barriers and thrive in their business. Successful entrepreneurship is closely linked to good mental and physical health. Our programs assist women in building self-confidence and developing autonomy and control over their lives, positively impacting their mental health and well-being.

STRATEGY GOAL

MAIN GOAL

To empower 2300 women in Jinja by 2028 by sharing knowledge and skills to become independent and self-supporting to improve livelihood and eradication of poverty.

MAIN OBJECTIVES

- Increase our capacity by building the A Woman's Worth Academy to accommodate more beneficiaries and offer comprehensive training modules focusing on essential skills such as entrepreneurship, financial literacy, life-skills and vocational training.
- To establish a diversified and sustainable funding strategy that enhances financial stability and supports the long-term growth of the organization by expanding global funding sources, strengthening existing funder relationships, and developing innovative income-generating initiatives.
- Develop and implement a marketing plan to increase visibility and to share success stories, program updates to engage with a wider audience and to attract more funders, partners and beneficiaries.
- To increase our personnel capacity with qualified and dedicated team members and foster a dynamic and supportive work environment that encourages continuous growth, skill development, and effective succession planning.
- Monitor and evaluate strategies and programs to measure our impact and to ensure objectives are being met efficiently.

OPERATIONAL GOALS

SOCIO-ECONOMIC PROGRAM

Goal:

To educate 1700 women in Jinja by 2028 about the basics of entrepreneurship and personal development to enable them to start a business and generate an income.

Objectives:

- Provide training sessions on financial planning, budgeting, and saving to ensure financial independence and assist women with the resources and knowledge needed to start and grow their businesses.
- Organize training sessions and workshops focusing on life skills such as self-awareness, confidence, problem-solving, and decision-making.
- Introduce additional training sessions and workshops that address broader empowerment topics to improve livelihood.
- Equip women with the skills to advocate for themselves and others, focusing on rights protection and gender equality.
- Collaborate with educational institutions, government agencies, and NGOs to tailor programs to community needs.
- Participate in community events to advocate for gender equality and the elimination of violence against women.
- Implement continuous support and regular follow-up sessions to help women overcome challenges and track their progress.
- To increase our capacity by building the A Woman's Worth Academy.

OPERATIONAL GOALS

FASHION ACADEMY

Goal:

To provide vocational training to 600 women in Jinja by 2028 about tailoring and jewelry making to enable them to generate an income.

Objectives:

- Ensure the curriculum includes market-relevant skills that empower women with the ability to secure employment or start their own businesses.
- Conduct interactive workshops that enable women to learn through practical, hands-on experiences.
- Regularly update training programs to reflect current market needs and trends.
- Provide skills that not only prepare women for employment but also equip them to start their own businesses.
- Establish a Fashion Hub that is fully equipped with necessary tools where women can practice and apply their skills for income generation.
- Foster an environment of continuous improvement and learning to keep skills updated.
- Collaborate with industry professionals to provide insights and training that reflect real-world applications.
- Utilize connections with industry professionals and local businesses to provide training and create business and employment for program beneficiaries.
- To increase our capacity by building the A Woman's Worth Academy.

OPERATIONAL GOALS

FUNDRAISING AND SUSTAINABILITY

Goal:

To establish a diversified and sustainable funding strategy that enhances financial stability and supports the long-term growth of the organization by expanding global funding sources, strengthening existing funder relationships, and developing innovative income-generating initiatives.

Objectives:

- Expand Global Funding Sources
- Enhance communication and accountability with current funders to build trust and secure ongoing support.
- Partner with a professional to gain expert guidance and increase access to various funding avenues.
- Establish achievable timelines to maintain momentum and effectively track progress toward fundraising goals.
- Create and implement social enterprise opportunities to generate income, such as sustainable product development and trainings.
- Host events like fashion shows or markets to raise funds and increase awareness of the organization's mission.
- Improve documentation practices and share impactful testimonials and case studies to demonstrate the effectiveness of past contributions.
- Maintain transparency in financial reporting to build trust and confidence among stakeholders.

OPERATIONAL GOALS

HUMAN RESOURCE

Goal:

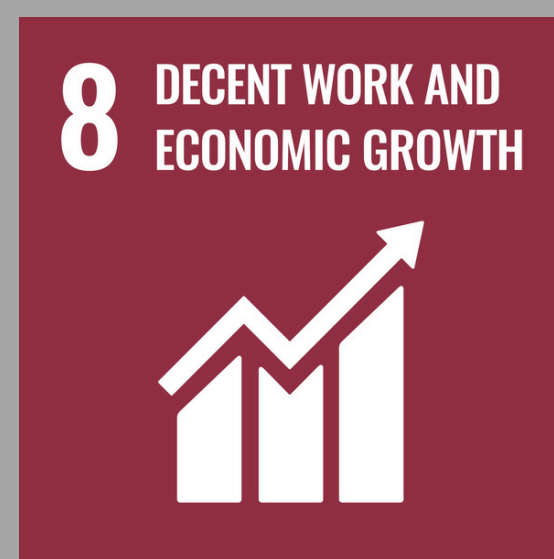
To increase our personnel capacity with qualified and dedicated team members and foster a dynamic and supportive work environment that encourages continuous growth, skill development, and effective succession planning.

Objectives:

- Establish clear and effective policies and procedures that guide organizational operations and enhance efficiency
- Create a workplace culture that motivates and inspires employees to perform at their best and contribute to the organization's success.
- Recruit and nurture a talented team that is eager to take on additional responsibilities and grow within the organization.
- Develop a detailed succession plan to ensure the seamless transition and coverage of key positions as employees move on or retire.
- Identify and hire team members who bring new skills and knowledge to address existing gaps and support organizational objectives.
- Provide both internal and external training opportunities to facilitate team bonding and enhance the knowledge and skills of team members.

SUSTAINABLE DEVELOPMENT GOALS

A WOMAN'S WORTHS STRIVES TO CONTRIBUTE TO ACHIEVE ALL SUSTAINABLE DEVELOPMENT GOALS BUT OUR FOCUS IS ON THESE 7 GOALS



RISK MANAGEMENT

CATEGORIES OF RISK

Financial risks:

Insufficient funding, donor withdrawal, or delays in grant disbursements.

Operational risks:

Limited staffing, inadequate infrastructure, or logistical challenges in delivering programs.

Strategic risk:

Misalignment between activities and goals, or failure to achieve program outcomes.

Compliance risk:

Non-adherence to legal or regulatory frameworks at local or national levels.

Environmental & social risk:

Political instability, community resistance, or health crises like epidemics.

STRATEGIC PLAN

OBJECTIVES	ACTION	KEY PERFORMANCE INDICATOR
Increase our capacity by building the A Woman's Worth Academy to accommodate more beneficiaries and offer comprehensive training modules focusing on essential skills such as entrepreneurship, financial literacy, life-skills and vocational training.	• Seek donations to finance the academy. • Acquire a suitable location for the academy that is accessible and can accommodate future growth and finalize the design. • Conduct outreach programs to raise awareness about the new academy.	• Total funds raised • Number of donors • Location accessebility • Space utilization • Increase awareness level • Engagement rate
To establish a diversified and sustainable funding strategy that enhances financial stability and supports the long-term growth of the organization by expanding global funding sources, strengthening existing funder relationships, and developing innovative income-generating initiatives.	• Research and identify global funding oportunties • Develop strategic partnerships • Write proposals • Enhance communication and reporting to existing funders • Diversify income sources • Identity income generating oppurtunites	• Total funding identified • Number of funding opportunities • Success rate of applications • New partnerships established • Number of new income streams • Revenue from new opportunities

OBJECTIVES	ACTION	KEY PERFORMANCE INDICATOR
Develop and implement a marketing plan to increase visibility and to share success stories, program updates to engage with a wider audience and to attract more funders, partners and beneficiaries.	• Define target audience • Develop content • Increase online presence • Build strategic partnerships • Host events	• Market research completion time • Created content • Online engagement rate • New partnerships • Lead generation
To increase our personnel capacity with qualified and dedicated team members and foster a dynamic and supportive work environment that encourages continuous growth, skill development, and effective succession planning.	• Develop a comprehensive recruitment strategy • Offer competitive compensation • Implement a learning program • Identify key roles and potential successors • Recognize and reward achievements	• Time to fill in positions • Retention of talent • Skill improvement • Succession plan coverage • Employee satisfaction rate

OBJECTIVES	ACTION	KEY PERFORMANCE INDICATOR
Monitor and evaluate strategies and programs to measure our impact and to ensure objectives are being met efficiently.	• Define specific goals • Develop KPI's • Implement data collection system • Regular monitoring • Conduct evaluations • Feedback and improvement	• Goal completion rate • KPI relevants score • Utilization data collection system • Monitoring frequency • Evaluation completion rate • Improvement implementation rate

CONCLUSION

This strategic plan outlines a comprehensive approach to empower 2,300 women in Jinja by 2028, focusing on enhancing their independence and self-support to improve livelihoods and eradicate poverty. The plan consists of several key initiatives:

Empowerment and Training

- A Woman's Worth Academy: Establish and expand the academy to accommodate more beneficiaries. The academy will offer comprehensive training modules in essential areas such as entrepreneurship, financial literacy, life skills, and vocational training.

Financial Stability and Growth

- Diversified Funding Strategy: Develop a sustainable funding strategy to enhance financial stability and support organizational growth. This involves expanding global funding sources, strengthening relationships with existing funders, and creating innovative income-generating initiatives.

Marketing and Visibility

- Marketing Plan: Implement a marketing strategy to increase the organization's visibility. Share success stories and program updates to engage a wider audience, attracting more funders, partners, and beneficiaries.

Personnel and Work Environment

- Personnel Capacity: Expand the team with qualified and dedicated members. Foster a dynamic and supportive work environment that encourages continuous growth, skill development, and effective succession planning.

Monitoring and Evaluation

- Impact Measurement: Develop strategies to monitor and evaluate programs, ensuring objectives are achieved efficiently and measuring the impact of initiatives.

This strategic plan is designed to create a sustainable impact by empowering women, ensuring financial stability, increasing visibility, enhancing team capabilities, and continuously evaluating success.